

Overview

Sessions

1.8K

⬇️ -5.9% from previous 31 days

Unique Pageviews

4.9K

⬆️ 6.6% from previous 31 days

Avg. Session Duration

01:49

⬆️ 19.1% from previous 31 days

Goal Conversion Rate

36%

⬆️ 7.5% from previous 31 days

User Clicks Become A Customer

4

⬇️ -50.0% from previous 31 days

Bounce Rate

54%

⬆️ -2.7% from previous 31 days

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Google Search Clicks

1.03K

⬇️ -7.7%

URL CTR

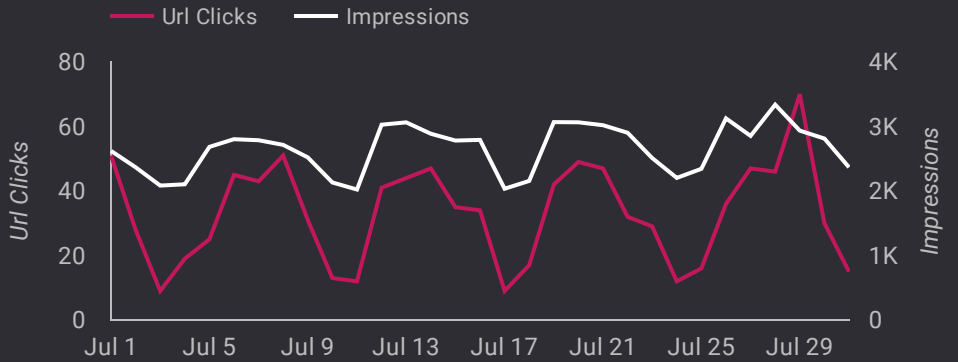
1.2%

⬇️ -14.1%

Impressions

82.1K

⬆️ 7.5%



Cost Per Click

by Cost, CPC, and CPM

Avg. CPC

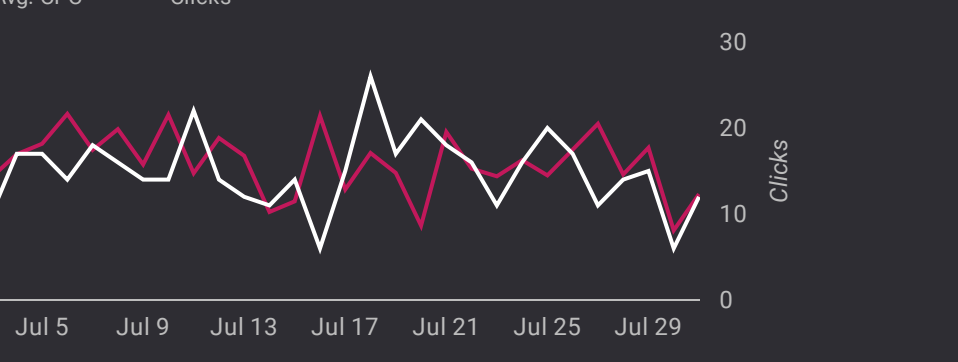
\$0.79

⬇️ -14.4%

Cost

\$365.95

⬇️ -9.5%



Top Site Search Query

	Query	Url Clicks
1.	bsg wine	39
2.	potassium metabisulfite sds	16
3.	pathfinder turbo yeast	10
4.	potassium metabisulfite ms...	9
5.	ty48 turbo yeast	8
6.	bsg superfood	7
7.	vitiben bentonite	7
8.	mastervin compact	6
9.	beverage supply group	6
10.	dap fermentation	5
11.	bulk apple juice	5
12.	dap wine	5
13.	yeastex 61	4
14.	quaternary ammonia	4
15.	brlx	4

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Most Successful Search Keywords (Google)

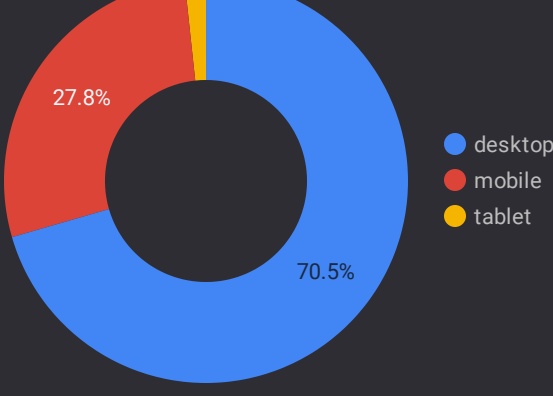
	Keyword	Clicks
1.	bsgwine	79
2.	wine concentrate	59
3.	wine making	35
4.	bulk grape juice	29
5.	to make wine	27
6.	how to make wine	24
7.	bulk grape juice for wine	22
8.	grape juice for sale	21
9.	wine juice	17
10.	wine grapes for sale	17
11.	buy grape juice	16
12.	how to make homemade ...	12
13.	beverage supply group	10
14.	concord grape concentrate	9
15.	wine making supplies	7

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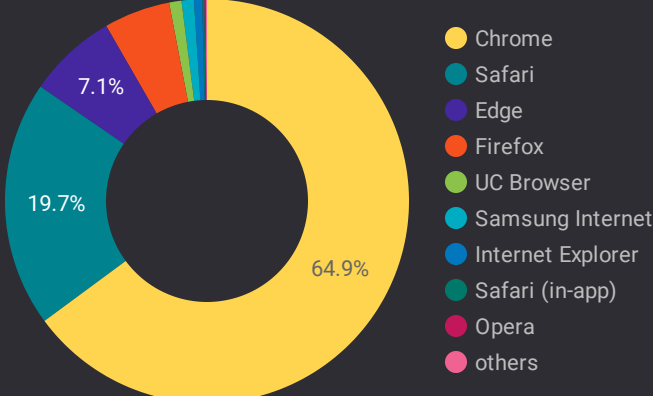
Keywords: words we chose that we want our ads to appear on

Analytics

Most Commonly Used Device

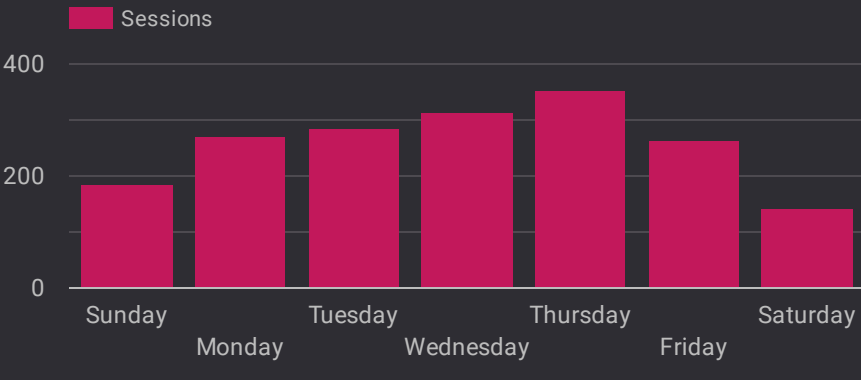


Most Commonly Used Browser



Daily User Activities Count

Internal IPs Excluded



Top Landing Pages

	Landing Page	Sessions	Bounce Rate
1.	/	525	28%
2.	/fermentablewinebases	348	50.86%
3.	/pathfinder-turbo-yeast-ty-48-10-kg	54	72.22%
4.	/diammonium-phosphate-5kg	48	77.08%
5.	/fps-enological-carbon-20-kg	38	81.58%
6.	/liquid-tannins	31	32.26%
7.	/contactus	28	57.14%
8.	/select-ciderbase-5gl	26	69.23%
9.	/liquid-timsen-quat-1-gallo	25	92%
10.	/superfood-20kg	25	64%

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Top Referral Traffic

	Source	Users	New Users	Bounce Rate
1.	google	1,058	955	58.41%
2.	(direct)	258	233	48.97%
3.	bsgcraftbrewing.com	28	14	15%
4.	bsghandcraft.com	28	15	11.76%
5.	baidu	17	17	100%
6.	bing	13	11	33.33%
7.	sogou	11	11	100%
8.	yahoo	6	5	57.14%
9.	bsgdistilling.com	4	3	18.18%
10.	online.fliphtml5.com	4	3	11.54%

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Top Product Pages

	Landing Page	Url Clicks
1.	https://bsgwine.com/Content/PDF/MSDS/Potassiu...	99
2.	https://bsgwine.com/	72
3.	https://bsgwine.com/diammonium-phosphate-5kg	59
4.	https://bsgwine.com/pathfinder-turbo-yeast-ty-48-1...	52
5.	https://bsgwine.com/fps-enological-carbon-20-kg	32
6.	https://bsgwine.com/superfood-20kg	28
7.	https://bsgwine.com/Content/PDF/TECH_SHEETS/...	26
8.	https://bsgwine.com/select-ciderbase-5gl	24
9.	https://bsgwine.com/Content/PDF/FAQ/Nutrient%2...	23
10.	https://bsgwine.com/liquid-timsen-quat-1-gallo	22

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Acquisition Channels

	Default Channel Grouping	Users	New Users	Bounce Rate
1.	Organic Search	735	642	66.44%
2.	Paid Search	394	361	45.63%
3.	Direct	258	233	48.97%
4.	Referral	75	45	16.08%
5.	(Other)	1	1	100%
6.	Social	1	1	100%

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