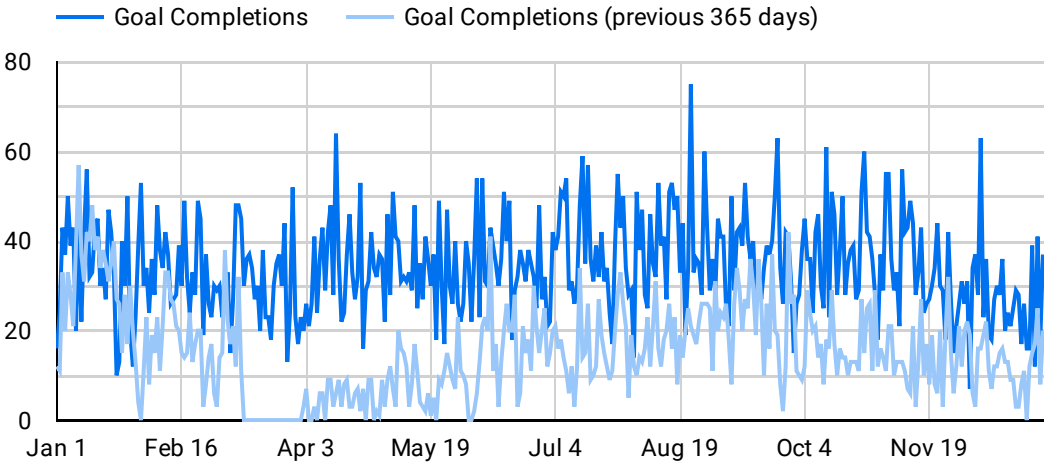
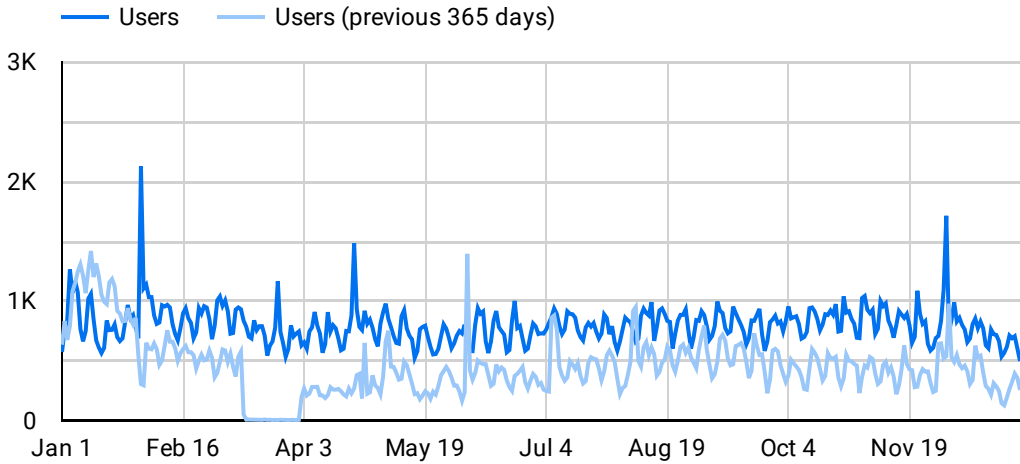


Google Analytics Overview

Jan 1, 2021 - Dec 31, 2021



	Source / Medium	Sessions	Users ▾	New Users	Bounce Rate	Goal Completions	clicks on 855 ...
1.	google / cpc	172,665	131,967	128,999	82.05%	12,537	2,122
2.	google / organic	74,170	54,531	49,787	55.11%	10,824	789
3.	fb-ig / social-conversions	43,309	39,444	38,588	85.87%	3,983	151
4.	(direct) / (none)	18,761	14,750	14,664	69.1%	1,604	168
5.	bing / organic	3,423	2,591	2,459	50.74%	564	20
6.	trafficbot.live / referral	3,025	1,248	836	99.87%	0	0
7.	ig-fb / social-conversions	1,163	1,095	1,048	88.56%	117	2
8.	facebook-instagram / social-ads	1,098	1,049	1,000	85.88%	118	4
9.	l.facebook.com / referral	1,118	992	832	27.37%	258	10
10.	fb-ig / social-convesions	969	918	869	84.73%	112	5
11.	facebook.com / referral	759	740	677	49.14%	102	7
12.	m.facebook.com / referral	721	662	586	74.34%	77	5
13.	cmto.com / referral	799	625	565	26.53%	155	7
14.	baidu / organic	477	477	470	99.79%	2	0
15.	on-linecollege.ca / referral	522	425	404	45.79%	125	1
16.	veho / organic	405	400	370	60%	0.1	1

	Device ▾	Impressions	% Δ	Clicks	% Δ	Form Completion	% Δ	Standard Form	% Δ	Click To Call	% Δ
1.	tablet	1,967,140	258.7% 📈	8,947	183.9% 📈	1%	-41.7% 📉	0.98%	-37.1% 📉	0.21%	2.6% 📈
2.	mobile	22,179,892	198.1% 📈	115,375	115.0% 📈	2.25%	-24.6% 📉	2.18%	-16.0% 📉	1.49%	5.9% 📈
3.	desktop	2,488,161	30.5% 📈	22,857	39.6% 📈	2.67%	-6.0% 📉	2.73%	2.6% 📈	0.24%	12.9% 📈

	Page	Users ▾	% Δ
1.	/	31,562	8.6% 📈
2.	/apply-now/	16,811	62.4% 📈
3.	/health-programs/personal-support-worker/	16,039	115.3% 📈
4.	/health-programs/massage-therapy/	13,775	19.9% 📈
5.	/health-programs/medical-lab-assistant-technician/	13,424	77.3% 📈
6.	/health-programs/esthetics-spa-operations/	11,877	21.3% 📈
7.	/business-programs/business-management/	11,283	16.4% 📈
8.	/social-programs/community-developmental-service-worker/	10,566	27.2% 📈
9.	/health-programs/dental-assistant-level-1-2/	10,547	116.7% 📈
10.	/social-programs/law-security/	10,547	5.5% 📈
11.	/health-programs/medical-office-assistant/	10,193	-7.7% 📉
12.	/technology-programs/video-game-designer/	9,874	44.6% 📈
13.	/graduate-programs/digital-marketing-specialist/	8,828	214.6% 📈
14.	/graduate-programs/human-resource-management/	8,553	62.7% 📈
15.	/social-programs/law-clerk/	8,433	15.7% 📈
16.	/graduate-programs/payroll-specialist/	7,861	249.4% 📈
17.	/health-programs/pharmacy-assistant/	7,540	118.9% 📈
18.	/business-programs/supply-chain-management-and-logistics/	6,783	213.7% 📈
19.	/thanks/	6,671	41.7% 📈

