

City	First user source	Event name	Device category	Page path
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Users

5,112

↑ 189.0%

BENCHMARK

900

PER MONTH

New Users

5,032

↑ 187.7%

BENCHMARK

830

PER MONTH

Pages/Session

1.76

↓ -3.6%

BENCHMARK

3.24

Pages / Session

Sessions

6,252

↑ 173.7%

BENCHMARK

1,040

PER MONTH

Engmt Time / Session

00:00:34

↓ -48.9%

BENCHMARK

1:00

Per Session

## TOP-PERFORMING WEBSITE PAGES

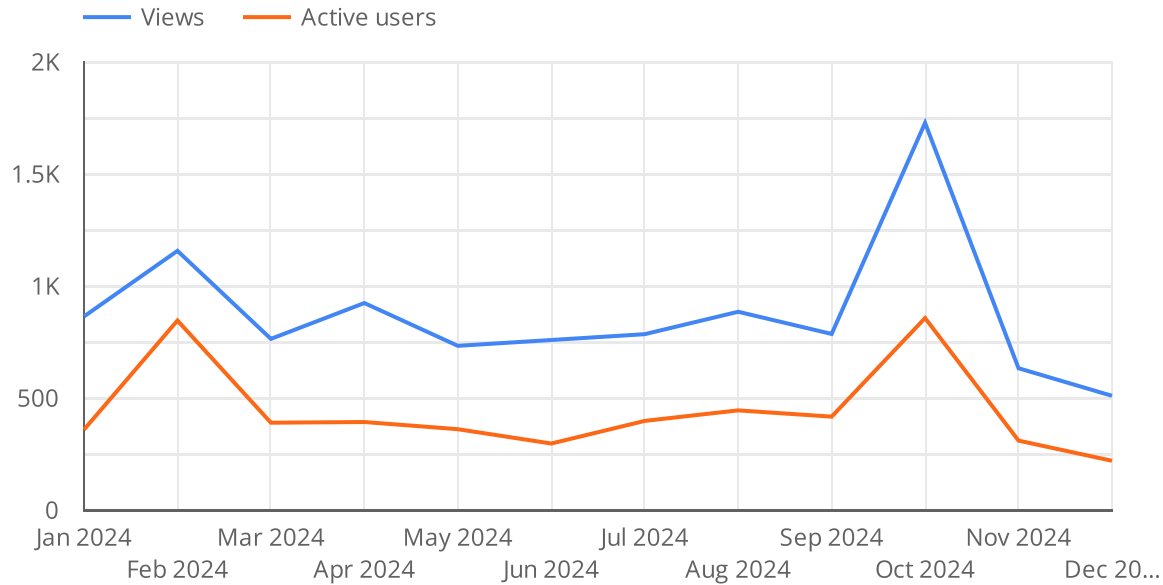
Performance based on Acquisition (Google Analytics 4)

Full page URL	Sessions	Engagement rate	Events per session
<a href="#">hummermower.com/</a>	4,229	40.58%	4.78
<a href="#">hummermower.com/about.html</a>	1,026	86.94%	7.33
<a href="#">hummermower.com/grove-mower.html</a>	376	88.3%	6.51
<a href="#">hummermower.com/contact.html</a>	316	81.96%	5.67
<a href="#">hummermower.com/ryan-ross.html</a>	310	83.55%	6.02
<a href="#">hummermower.com/index.html</a>	293	82.94%	4.86
<a href="#">hummermower.com/jonathan-harper.html</a>	258	84.5%	6.25
<a href="#">hummermower.com/lorraine-hutchinson.html</a>	213	90.61%	6.23
<a href="#">hummermower.com/david-cox.html</a>	205	82.93%	5.93
<a href="#">hummermower.com/clients-capabilities.html</a>	197	85.79%	5.94
<a href="#">hummermower.com/chapin-mower.html</a>	196	86.22%	5.74
<a href="#">hummermower.com/blog.html</a>	134	78.36%	4.67
<a href="#">hummermower.com/blogs/insights/q1-24-market-let...</a>	122	68.85%	5.69
<a href="#">hummermower.com/faq.html</a>	106	67.92%	5.32
<a href="#">hummermower.com/kelly-manchac.html</a>	105	95.24%	5.42
<a href="#">hummermower.com/rebecca-parr.html</a>	82	84.15%	6.17
<a href="#">hummermower.com/blogs/insights/networks-down-n...</a>	76	76.32%	5.37
<a href="#">hummermower.com/podcast.html</a>	74	74.32%	5.32
<a href="#">hummermower.com/blog.html?page=1</a>	71	83.1%	3.49
Grand total	6,252	44.98%	8.19

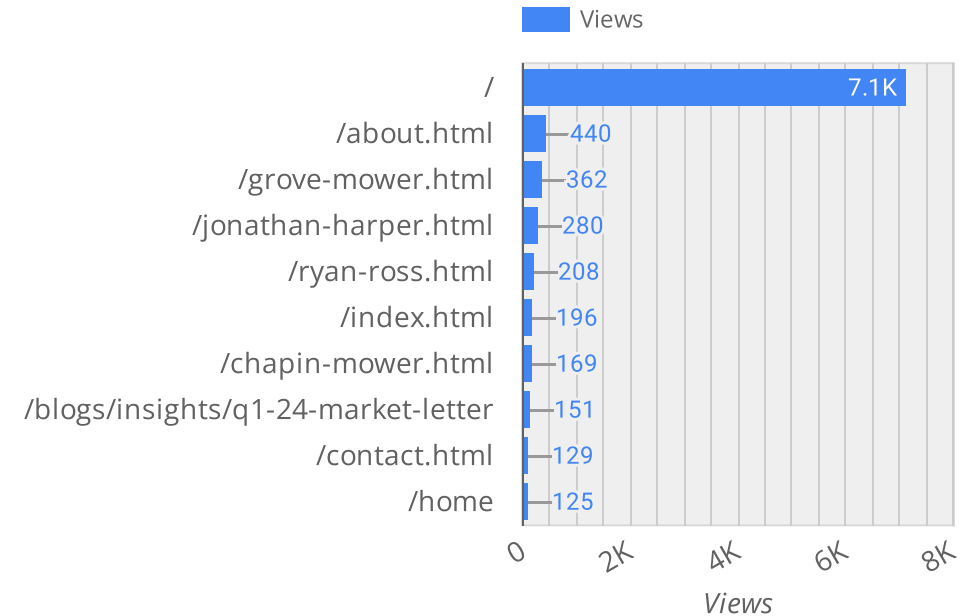
Top Pages based on Visibility (Google Search Console)

Landing Page	Impressions	Url Clicks
<a href="#">https://hummermower.com/</a>	3,064	395
<a href="#">https://hummermower.com/jonathan-harper.html</a>	2,948	92
<a href="#">https://hummermower.com/ryan-ross.html</a>	2,596	85
<a href="#">https://hummermower.com/blogs/insights/q4-23-market-letter-the-risk-rewa...</a>	2,522	10
<a href="#">https://hummermower.com/lorraine-hutchinson.html</a>	2,072	60
<a href="#">https://hummermower.com/philip-hummer.html</a>	1,990	35
<a href="#">https://hummermower.com/david-cox.html</a>	1,887	41
<a href="#">https://hummermower.com/about.html</a>	1,829	73
<a href="#">https://hummermower.com/contact.html</a>	1,699	9
<a href="#">https://hummermower.com/rebecca-parr.html</a>	1,505	23
<a href="#">https://hummermower.com/faq.html</a>	1,204	3
<a href="#">http://www.hummermower.com/?utm_source=local&amp;utm_medium=organic&amp;...</a>	1,173	70
<a href="#">https://hummermower.com/chapin-mower.html</a>	1,036	73
<a href="#">https://hummermower.com/grove-mower.html</a>	1,005	125
<a href="#">https://hummermower.com/blogs/library/client-portal</a>	591	3
<a href="#">https://hummermower.com/blogs/insights/phishing-2-0-fake-text-messages</a>	579	8
<a href="#">https://hummermower.com/clients-capabilities.html</a>	552	4
<a href="#">https://hummermower.com/blogs/insights/the-money-pit-what-it-means-for-...</a>	539	5
<a href="#">https://hummermower.com/blogs/insights/dog-days-of-summer</a>	530	1
Grand total	38,315	1,190

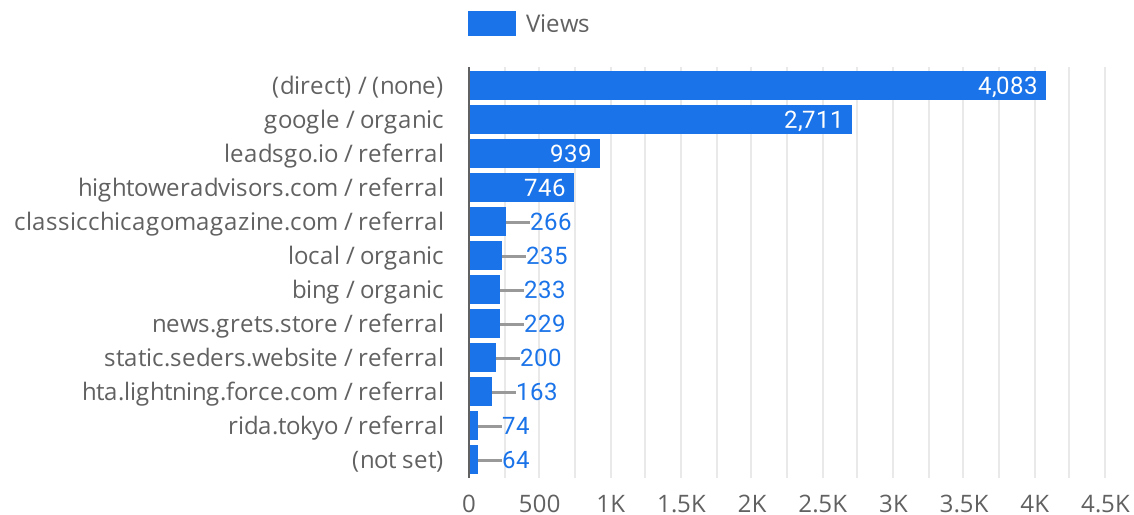
## USERS & VISITS OVER TIME (By Month)



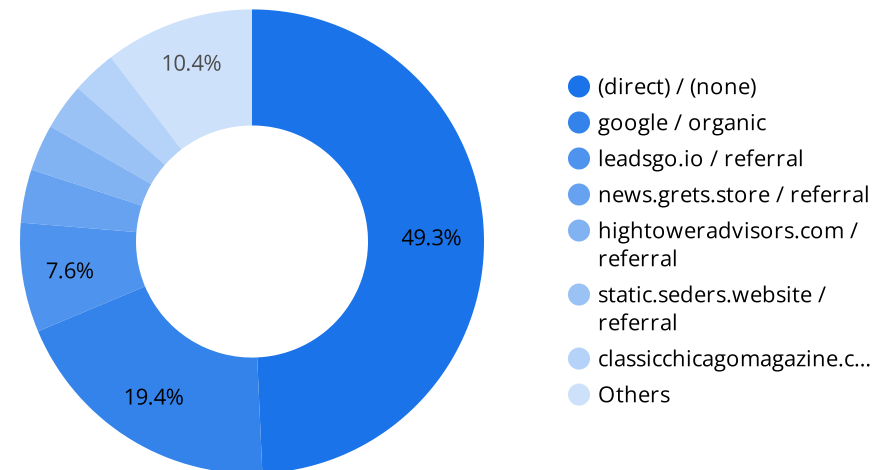
## TOP DESTINATIONS BY PAGEVIEWS



## SOURCE / MEDIUM BY PAGE VIEWS



## SOURCE / MEDIUM BY SESSION #



Landing page	Page title	Views ▾	Average session duration	Scroll Depth 75%
/blogs/insights/q1-24-market-letter	Q1 '24 Market Letter: Pain Trade	96	00:02:36	9
/blogs/insights/networks-down-now-what	Network's Down – Now What?	62	00:02:49	9
/blogs/insights/phishing-2-0-fake-text-mess...	Phishing 2.0: Fake Text Messages	57	00:05:28	10
/blogs/library/2024-tax-reference-guide	2024 Tax Reference Guide	54	00:03:14	11
/blog.html	BLOG   Hummer Mower Associates	54	00:01:20	9
/blogs/insights/make-the-most-of-the-estat...	Make the Most of the Estate Plan Exemption Before 2026	48	00:03:09	9
/blogs/insights/an-intro-to-alternative-inve...	An Intro to Alternative Investing	43	00:03:56	10
/blogs/insights/staying-invested-through-el...	Staying Invested Through Election Years	26	00:05:15	9
/blogs/insights/us-presidential-elections-fi...	US Presidential Elections & Financial Markets	19	00:04:42	9
/blogs/insights/1233	Choosing An Executor and or Trustee	17	00:01:53	9
/blogs/insights/setting-yourself-up-for-inves...	Setting Yourself Up For Investment Success	16	00:02:18	9
/blogs/insights/q1-24-market-letter	New Year's Financial Checklist	15	00:04:30	9
/blogs/insights/tax-planning-we-all-need-it	Tax Planning – We All Need It	14	00:04:55	9
/blogs/insights/q4-23-market-letter-the-risk...	Q4 '23 Market Letter: The Risk/Reward Spectrum in Investing	13	00:01:45	9
/blogs/insights/q1-24-market-letter	ABOUT   Hummer Mower Associates	12	00:00:45	7
/blogs/library/new-years-financial-checklist	New Year's Financial Checklist	12	00:00:50	11
/blogs/insights/beckys-best-flavorful-christ...	Becky's Best Vol. XI: Our Flavorful Christmas Tradition	11	00:05:35	9
/blogs/insights/networks-down-now-what	Q1 '24 Market Letter: Pain Trade	11	00:01:14	9
/blogs/insights/phishing-2-0-fake-text-mess...	Network's Down – Now What?	9	00:05:02	10
/blogs/insights/networks-down-now-what	New Year's Financial Checklist	8	00:01:08	7
/blogs/insights/the-money-pit-what-it-mea...	The Money Pit: What It Means For Your Taxes	7	00:08:35	9
/blogs/insights/dog-days-of-summer	Dog Days of Summer	7	00:02:40	9
/blogs/insights/1q23-market-letter-a-drive-...	1Q23 Market Letter: A Drive Down Analogy Alley to Metaphor Manor	6	00:00:46	6
/blogs/industry-professionals/name-that-ac...	Name That Acronym: Why you should care about how your Advisor se...	6	00:00:18	9
/blogs/library/client-portal	HMA Client Portal	6	00:00:18	9
Grand total		770	00:01:56	1

City ▾	First user source ▾	Event name ▾	Device category ▾	Page path ▾
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Engaged Sessions

2,812

↑ 99.3%

Avg. Engagement Time

00:00:34

↓ -48.9%

Calls

22

↑ 214.3%

Email Click

42

↑ 425.0%

Forms

25

↑ 1,150.0%

## TOP CONVERTING PAGES

All pages by engagement

Page path	Active users ▾	% Δ	Engagement rate	% Δ	Event count	% Δ	Event count per user	% Δ
/	3,758	308.9% ↑	40.74%	-34.7% ↓	20,328	266.1% ↑	5.41	-10.5% ↓
/about.html	808	136.3% ↑	86.94%	55.7% ↑	7,516	135.7% ↑	9.3	-0.2% ↓
/grove-mower.html	328	158.3% ↑	88.3%	49.2% ↑	2,448	144.8% ↑	7.46	-5.2% ↓
/contact.html	270	114.3% ↑	81.96%	58.4% ↑	1,793	116.0% ↑	6.64	0.8% ↑
/ryan-ross.html	266	146.3% ↑	83.55%	38.5% ↑	1,866	123.5% ↑	7.02	-9.3% ↓
/index.html	247	152.0% ↑	82.94%	28.9% ↑	1,425	119.2% ↑	5.77	-13.0% ↓
/jonathan-harper.html	212	168.4% ↑	84.5%	49.4% ↑	1,613	167.1% ↑	7.61	-0.5% ↓
/lorraine-hutchinson.html	187	211.7% ↑	90.61%	34.9% ↑	1,326	225.8% ↑	7.09	4.5% ↑
/clients-capabilities.html	177	90.3% ↑	85.79%	89.4% ↑	1,170	93.7% ↑	6.61	1.8% ↑
/chapin-mower.html	176	155.1% ↑	86.22%	26.9% ↑	1,125	121.5% ↑	6.39	-13.2% ↓
/david-cox.html	175	201.7% ↑	82.93%	36.1% ↑	1,216	210.2% ↑	6.95	2.8% ↑
/blog.html	124	79.7% ↑	72.48%	22.8% ↑	988	75.8% ↑	7.97	-2.2% ↓
/kelly-manchac.html	98	237.9% ↑	95.24%	64.0% ↑	569	244.8% ↑	5.81	2.0% ↑
/faq.html	94	154.1% ↑	67.92%	65.6% ↑	564	166.0% ↑	6	4.7% ↑
/blogs/insights/q1-24-market-letter	89	-	68.85%	-	694	-	7.8	-
/rebecca-parr.html	74	48.0% ↑	84.15%	26.2% ↑	506	46.2% ↑	6.84	-1.2% ↓
/blogs/insights/networks-down-now-what	69	-	76.32%	-	408	-	5.91	-
Grand total	5,107	189.0%...	44.98%	-27.2% ↓	51,187	139.4% ↑	10.02	-17.2% ↓

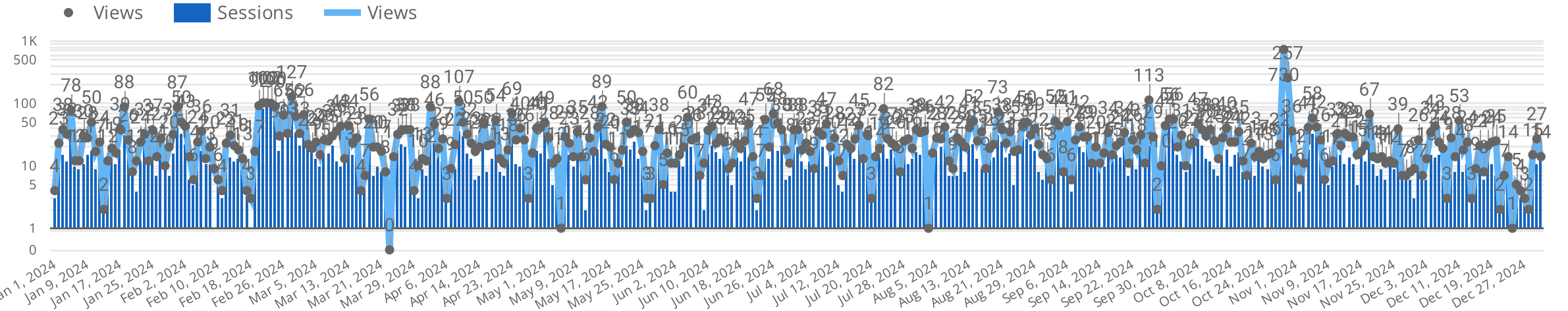
City ▼

First user source ▼

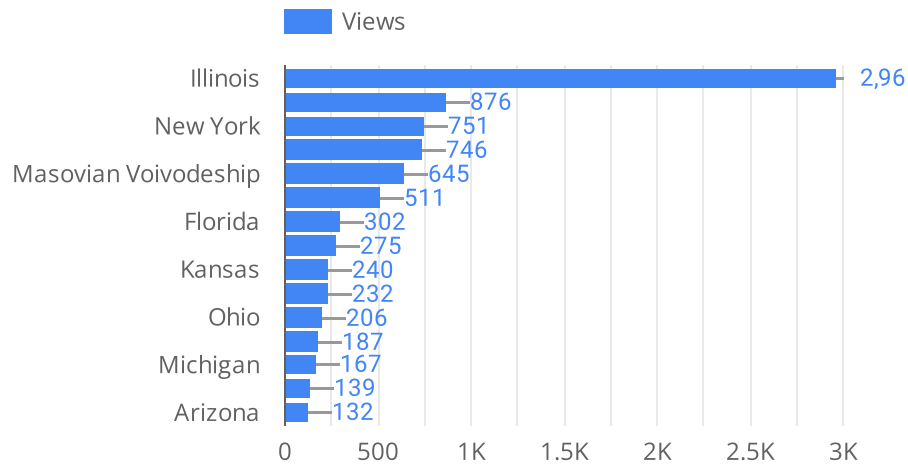
New / returning ▼

Device category ▼

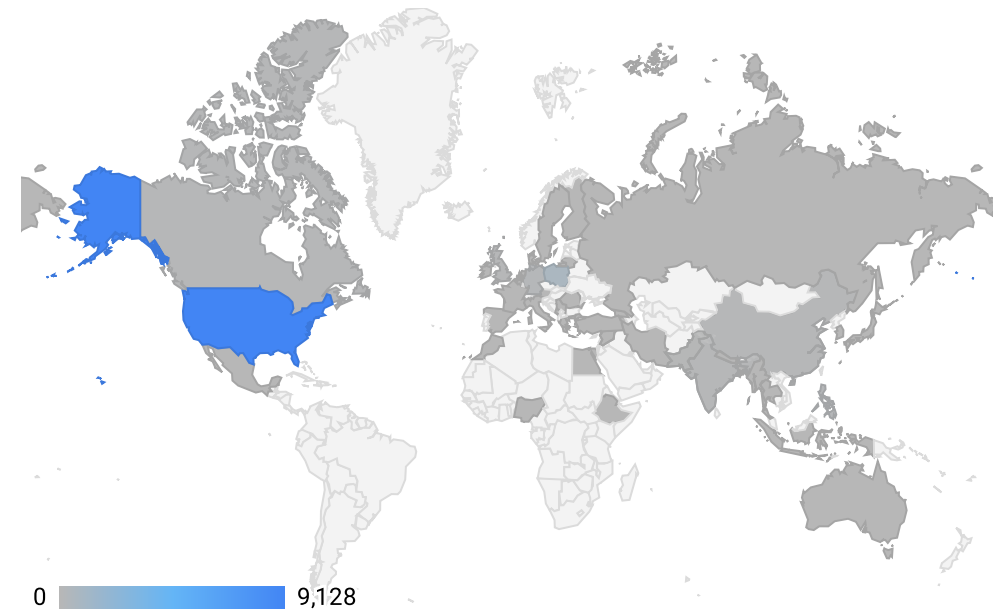
Landing page ▼



## Top States / Regions



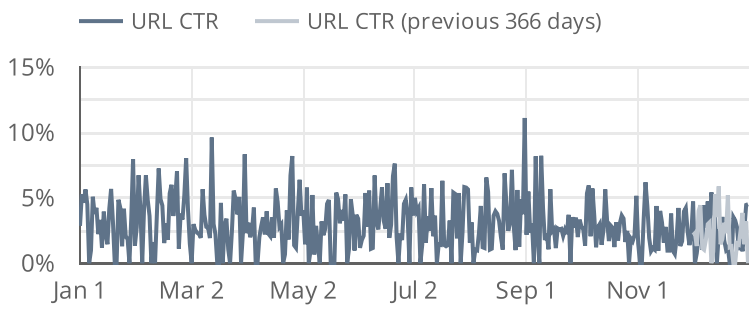
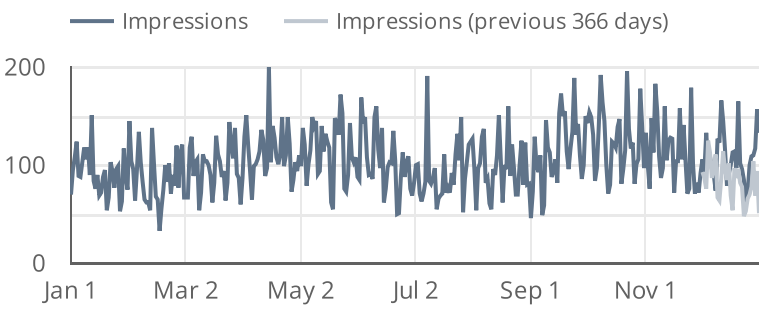
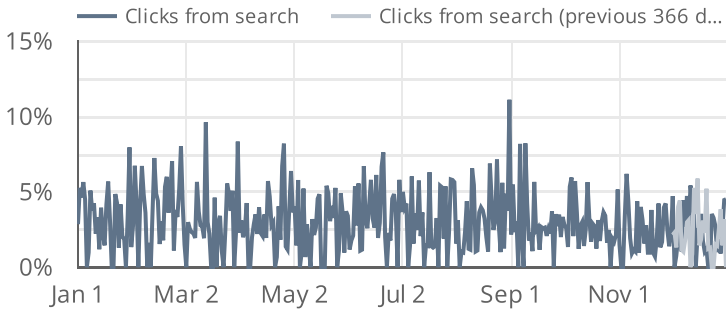
## Global Audience



Date

Country

Device Category



Url Clicks

1.2K

↑ 1,759.4%

BENCHMARK

8,500

PER MONTH

URL CTR

3.1%

↑ 26.1%

BENCHMARK

2.7%

PER MONTH

Impressions

38.3K

↑ 1,374.2%

BENCHMARK

300,000

PER MONTH

	Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
1.	hummer mower	1,699	2,078.2% ↑	180	1,284.6% ↑	10.59%	-36.4% ↓
2.	hummer mower associates	1,183	710.3% ↑	113	927.3% ↑	9.55%	26.8% ↑
3.	grove mower	182	-	33	-	18.13%	-
4.	lorraine hutchinson	955	1,245.1% ↑	22	-	2.3%	-
5.	hummer financial advisory services inc	76	-	19	-	25%	-
6.	jonathan harper	729	4,456.3% ↑	7	-	0.96%	-
7.	rebecca parr	923	2,614.7% ↑	4	-	0.43%	-
8.	becky parr	50	400.0% ↑	3	-	6%	-
9.	2024 tax reference guide pdf	24	-	1	-	4.17%	-
10.	david cox financial advisor	2	-	1	-	50%	-
11.	hummers	120	11,900.0% ↑	1	-	0.83%	-
12.	investment risk spectrum	126	-	1	-	0.79%	-
13.	phil hummer	362	878.4% ↑	1	-	0.28%	-
14.	ryan ross csun	9	-	1	-	11.11%	-
	Grand total	38,315	1,374.2% ↑	1,190	1,759.4% ↑	3.11%	26.1% ↑