

City ▼	First user source ▼	Event name ▼	Device category ▼	Page path ▼
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Users
1,769
↑ N/A

BENCHMARK
900
PER MONTH

New Users
1,749
-

BENCHMARK
830
PER MONTH

Pages/Session
1.82
-

BENCHMARK
3.24
Pages / Session

Sessions
2,284
↑ N/A

BENCHMARK
1,040
PER MONTH

Engmt Time / Session
00:01:07
-

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
hummermower.com/	1,005	62.79%	5.42
hummermower.com/about.html	412	55.83%	7.74
hummermower.com/grove-mower.html	147	59.18%	6.8
hummermower.com/blogs/insights/dog-days-of-summer	145	66.21%	6.4
hummermower.com/contact.html	143	51.75%	5.8
hummermower.com/index.html	129	64.34%	5.04
hummermower.com/ryan-ross.html	126	60.32%	6.63
hummermower.com/clients-capabilities.html	106	45.28%	5.7
hummermower.com/blog.html	104	58.65%	5.34
hummermower.com/blogs/insights/q3-23-market-let...	101	68.32%	6.16
hummermower.com/jonathan-harper.html	99	56.57%	6.1
hummermower.com/chapin-mower.html	78	67.95%	6.51
hummermower.com/blogs/insights/beckys-best-vol-x...	72	75%	6.01
hummermower.com/blogs/insights/tax-planning-we-...	71	71.83%	5.66
hummermower.com/blogs/insights/beckys-best-flavo...	70	74.29%	6.21
hummermower.com/lorraine-hutchinson.html	67	67.16%	6.07
hummermower.com/blogs/insights/q4-23-market-let...	66	68.18%	5.67
hummermower.com/david-cox.html	64	60.94%	6.13
hummermower.com/blogs/insights/lorraines-summe...	64	51.56%	5.13
Grand total	2,284	61.78%	9.36

Percentage of change data represents year over year increase or decrease.

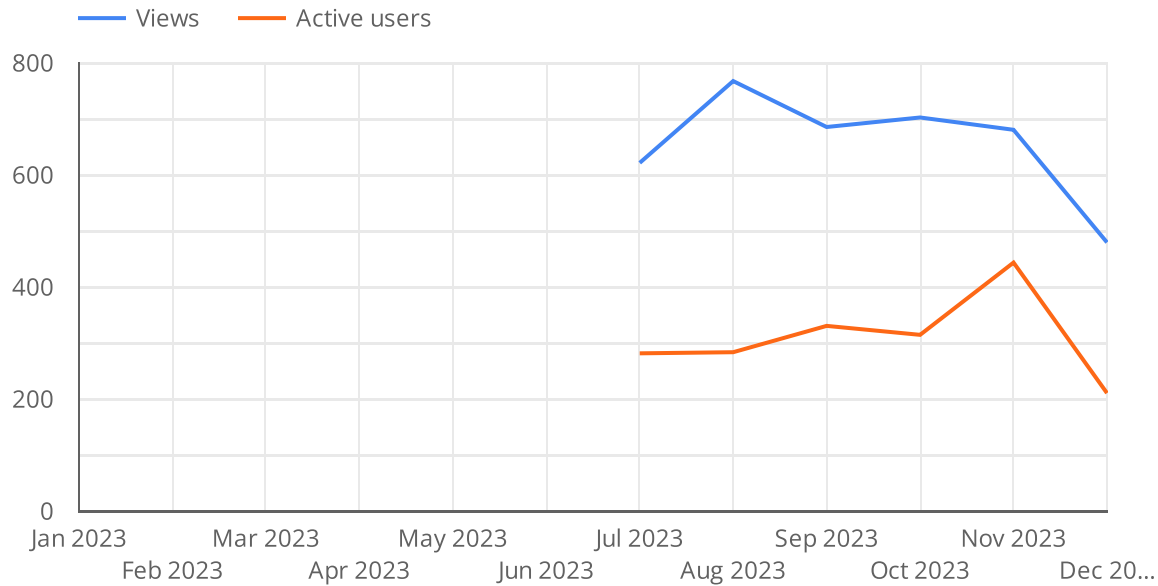
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Top Pages based on Visibility (Google Search Console)

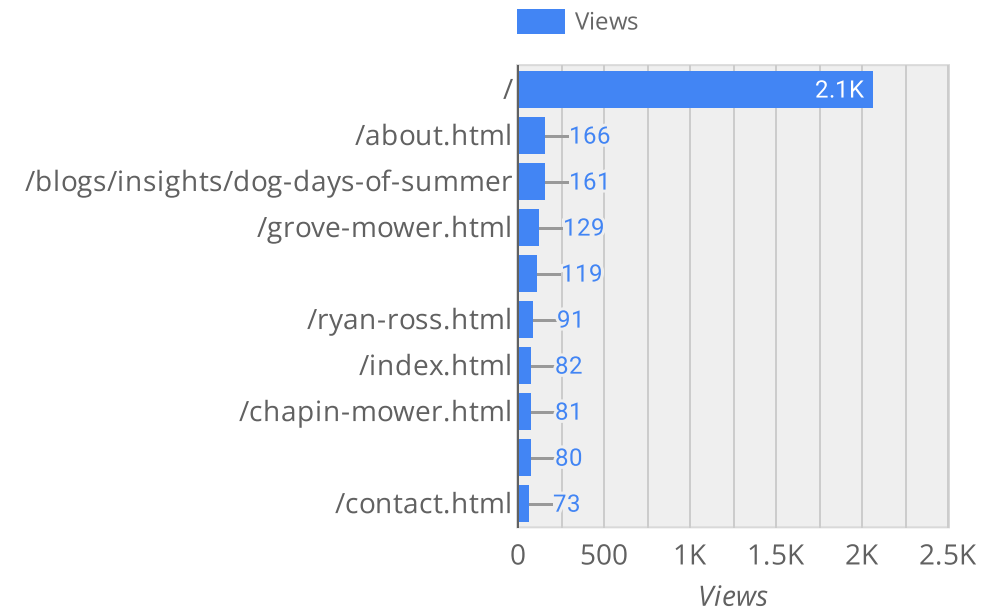
Landing Page	Impressions ▼	Url Clicks
https://hummermower.com/philip-hummer.html	267	1
https://hummermower.com/blogs/insights/dog-days-of-summer	234	0
https://hummermower.com/	223	27
https://hummermower.com/ryan-ross.html	151	5
https://hummermower.com/jonathan-harper.html	146	5
https://hummermower.com/lorraine-hutchinson.html	136	3
https://hummermower.com/contact.html	135	0
https://hummermower.com/faq.html	117	0
https://hummermower.com/rebecca-parr.html	117	1
https://hummermower.com/about.html	100	2
https://hummermower.com/david-cox.html	97	1
https://www.hummermower.com/blogs/industry-professionals/stop-donating...	84	1
https://hummermower.com/blogs/insights/the-money-pit-what-it-means-for-...	73	0
http://www.hummermower.com/?utm_source=local&utm_medium=organic&...	63	1
https://hummermower.com/grove-mower.html	52	10
https://hummermower.com/blogs/library/client-portal	50	0
https://hummermower.com/blogs/insights/introduction-to-the-hma-client-po...	47	0
https://hummermower.com/blogs/insights/while-you-hunker-in-your-bunker	47	0
https://hummermower.com/chapin-mower.html	39	5
Grand total	2,599	64

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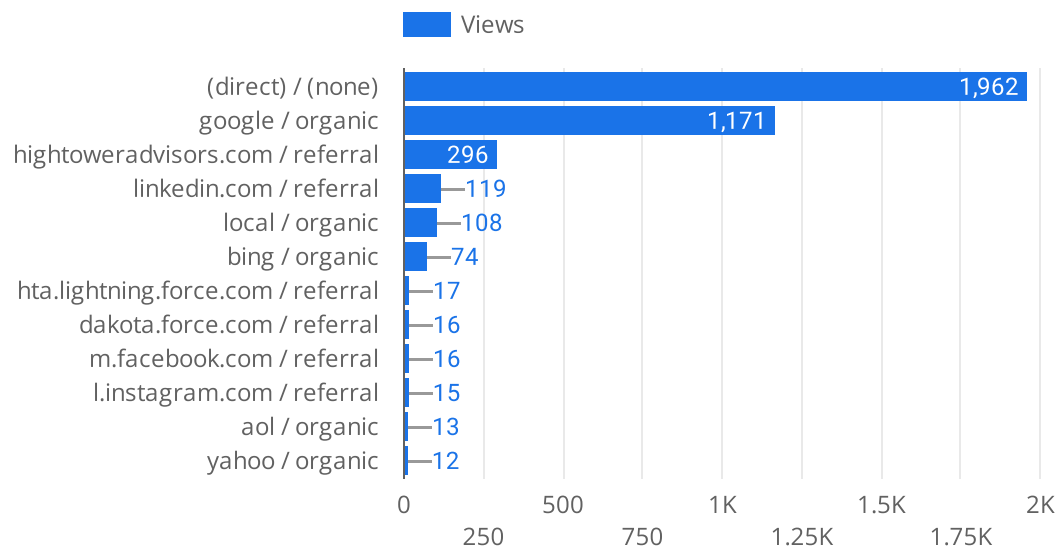
USERS & VISITS OVER TIME (By Month)



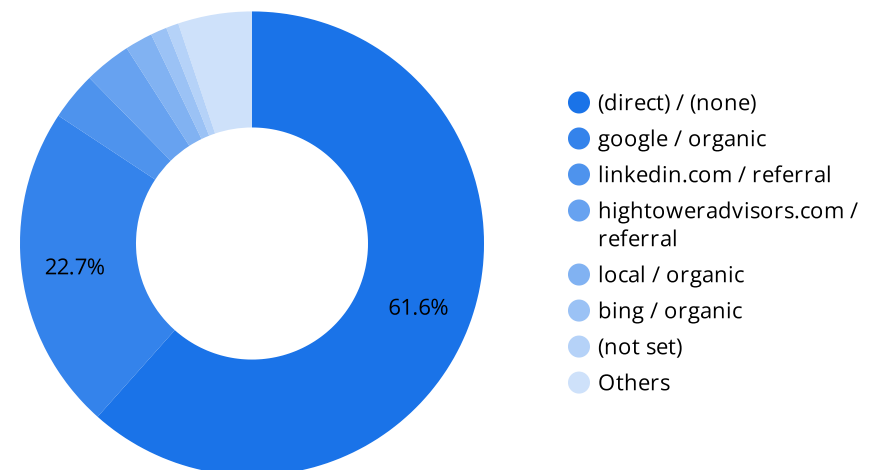
TOP DESTINATIONS BY PAGEVIEWS



SOURCE / MEDIUM BY PAGE VIEWS



SOURCE / MEDIUM BY SESSION





Landing page	Page title	Views ▾	Average session duration	Scroll Depth 75%
/blogs/insights/dog-days-of-summer	Dog Days of Summer	140	00:15:17	10
/blogs/insights/q3-23-market-letter-worries...	Q3 '23 Market Letter: Worries Falling Off the Wall	85	00:03:07	9
/blogs/insights/beckys-best-flavorful-christ...	Becky's Best Vol. XI: Our Flavorful Christmas Tradition	65	00:05:07	9
/blogs/insights/beckys-best-vol-x-happy-fall	Becky's Best Vol. X – Happy Fall	56	00:03:07	9
/blogs/insights/tax-planning-we-all-need-it	Tax Planning – We All Need It	51	00:04:14	9
/blogs/insights/q4-23-market-letter-the-risk...	Q4 '23 Market Letter: The Risk/Reward Spectrum in Investing	48	00:04:12	9
/blogs/insights/lorraines-summer-update	Lorraine's Summer Update	38	00:03:48	9
/blogs/insights/beckys-best-vol-ix-flea-mark...	Becky's Best Vol. IX: Flea Market	37	00:03:10	10
/blog.html	BLOG Hummer Mower Associates	33	00:01:26	9
/blogs/insights/lock-down-your-phone	Lock Down Your Phone	28	00:06:21	10
/blogs/insights/financial-literacy-through-c...	Financial Literacy Through Childhood	26	00:01:40	9
/blogs/insights/q3-23-market-letter-worries...	Lorraine's Summer Update	9	00:02:43	7
/blogs/insights/tax-planning-we-all-need-it	Becky's Best Vol. X – Happy Fall	8	00:02:14	7
/blogs/insights/q3-23-market-letter-worries...	Becky's Best Vol. IX: Flea Market	8	00:04:34	6
/blogs/insights/beckys-best-flavorful-christ...	Tax Planning – We All Need It	7	00:02:08	7
/blogs/insights/lorraines-september-updat...	Lorraine's September Update	7	00:02:18	9
/blogs/insights/beckys-best-vol-x-happy-fall	Tax Planning – We All Need It	6	00:03:22	7
/blogs/insights/beckys-best-vol-x-happy-fall	Lorraine's September Update	6	00:03:24	7
/blogs/insights/dog-days-of-summer	Financial Literacy Through Childhood	6	00:02:30	6
/blogs/insights/beckys-best-flavorful-christ...	Q4 '23 Market Letter: The Risk/Reward Spectrum in Investing	6	00:02:44	7
/blogs/insights/financial-literacy-through-c...	Financial Literacy Through Childhood	6	00:04:04	9
/blogs/insights/lock-down-your-phone	Lorraine's Summer Update	5	00:02:58	6
/blogs/insights/dog-days-of-summer	Q3 '23 Market Letter: Worries Falling Off the Wall	5	00:02:03	7
/blogs/insights/press-release-hma-adds-tw...	Press Release: HMA Adds Two Accomplished Female Advisors As Part...	5	00:01:01	8
/hummer-mower-associates/blog.html	BLOG Hummer Mower Associates	5	00:13:12	5
Grand total		860	00:04:08	1

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

1,411

📈 N/A

Avg. Engagement Time

00:01:07

-

Calls

7

-

Email Click

8

-

Forms

2

-

TOP CONVERTING PAGES

All pages by engagement

Page path	Active users ▼	% Δ	Engagement rate	% Δ	Event count	% Δ	Event count per user	% Δ
/	919	-	62.38%	-	5,552	-	6.04	-
/about.html	342	-	55.83%	-	3,189	-	9.32	-
/grove-mower.html	127	-	59.18%	-	1,000	-	7.87	-
/contact.html	126	-	51.75%	-	830	-	6.59	-
/blogs/insights/dog-days-of-summer	108	-	66.21%	-	928	-	8.59	-
/ryan-ross.html	108	-	60.32%	-	835	-	7.73	-
/index.html	98	-	64.34%	-	650	-	6.63	-
/clients-capabilities.html	93	-	45.28%	-	604	-	6.49	-
/blogs/insights/q3-23-market-letter-worries-falling-off-the-wall	85	-	68.32%	-	622	-	7.32	-
/jonathan-harper.html	79	-	56.57%	-	604	-	7.65	-
/blog.html	69	-	59.05%	-	562	-	8.14	-
/chapin-mower.html	69	-	67.95%	-	508	-	7.36	-
/blogs/insights/beckys-best-flavorful-christmas-tradition	64	-	74.29%	-	435	-	6.8	-
/lorraine-hutchinson.html	60	-	67.16%	-	407	-	6.78	-
/david-cox.html	58	-	60.94%	-	392	-	6.76	-
/blogs/insights/lorraines-summer-update	56	-	51.56%	-	328	-	5.86	-
/blogs/insights/q4-23-market-letter-the-risk-reward-spectru...	54	-	68.18%	-	374	-	6.93	-
Grand total	1,767	-	61.78%	-	21,383	-	12.1	-

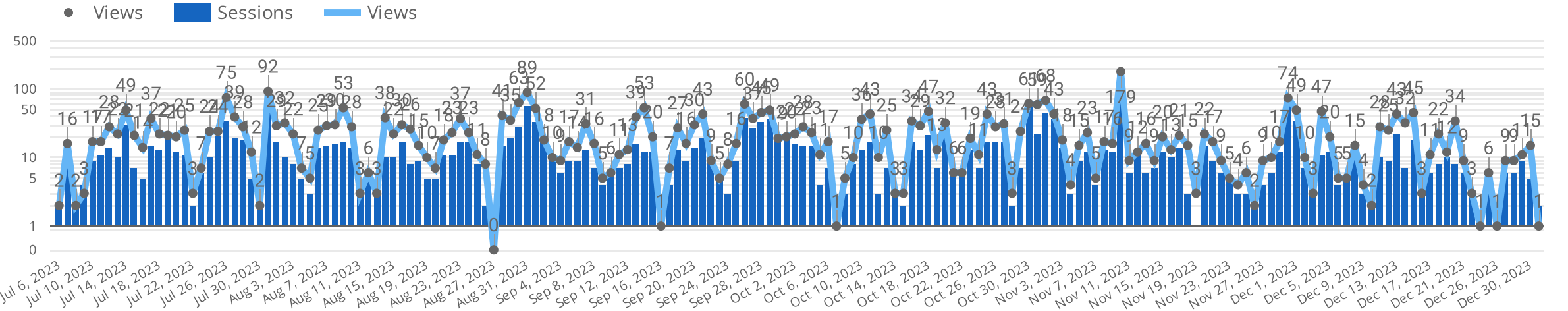
City ▼

First user source ▼

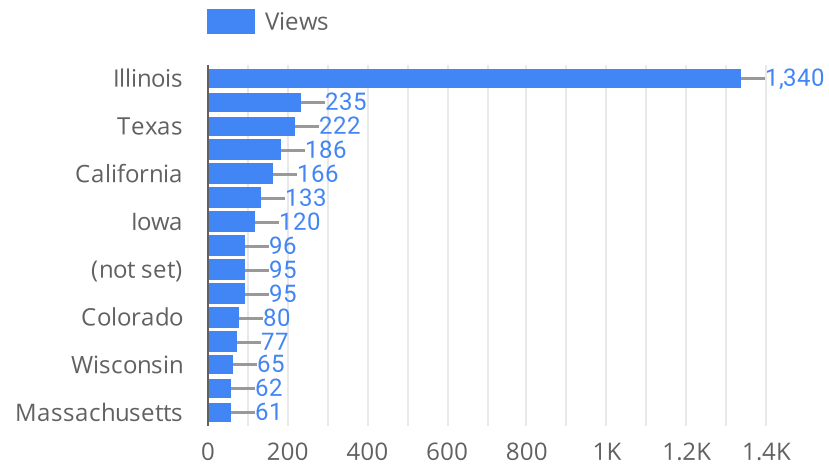
New / returning ▼

Device category ▼

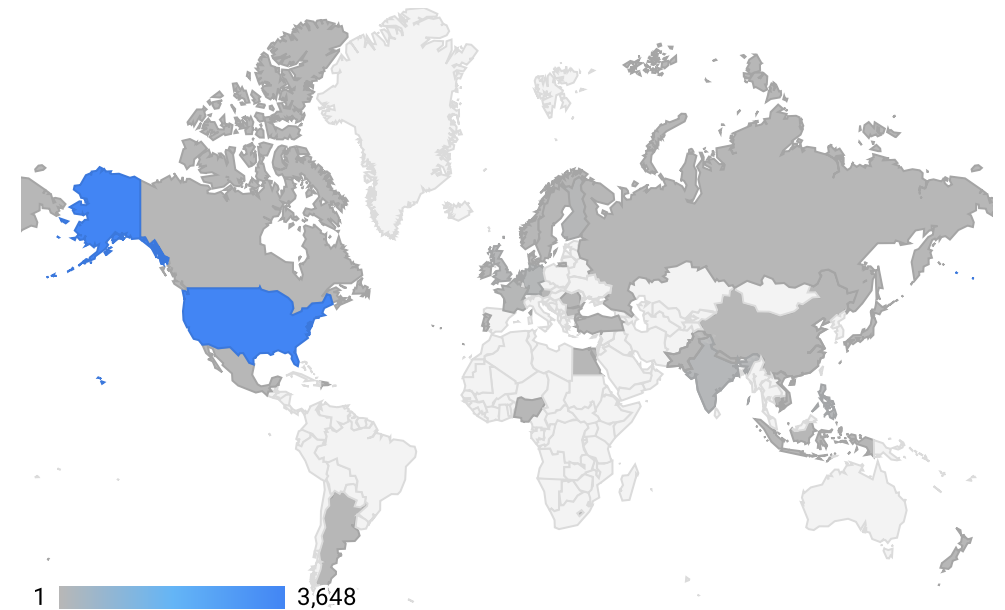
Landing page ▼



Top States / Regions



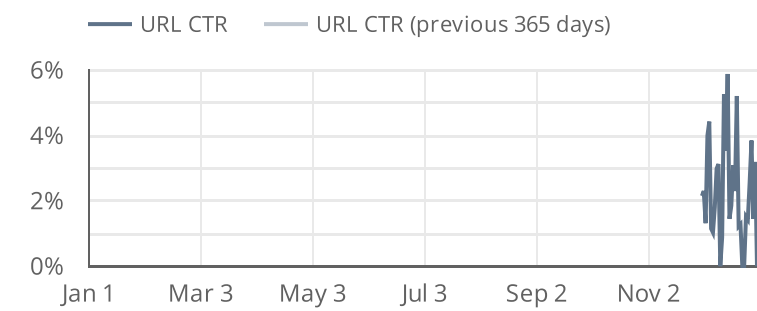
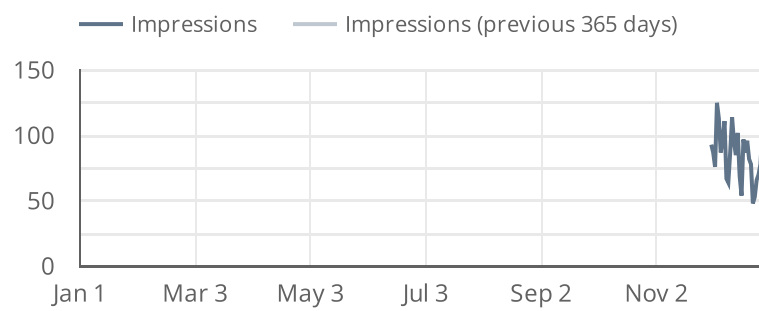
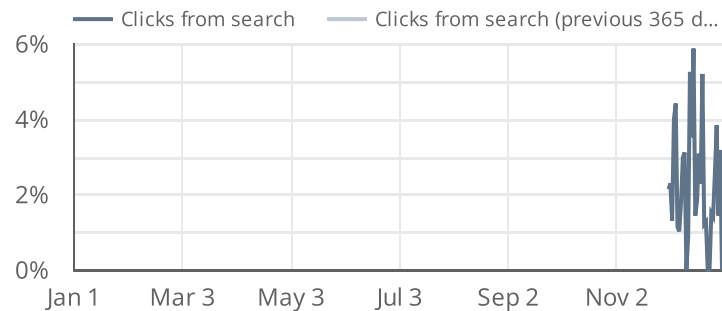
Global Audience



Date

Country

Device Category



Url Clicks

64.0

BENCHMARK
8,500
PER MONTH

URL CTR

2.5%

BENCHMARK
2.7%
PER MONTH

Impressions

2.6K

BENCHMARK
300,000
PER MONTH

	Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
1.	hummer mower	78	-	13	-	16.67%	-
2.	hummer mower associates	146	-	11	-	7.53%	-
3.	2018 us trust study of high net worth philanthropy	3	-	0	-	0%	-
4.	hummers	1	-	0	-	0%	-
5.	321 n clark chicago	5	-	0	-	0%	-
6.	321 n clark chicago il	3	-	0	-	0%	-
7.	321 n clark st	2	-	0	-	0%	-
8.	321 n clark st chicago	2	-	0	-	0%	-
9.	321 n clark st chicago il	6	-	0	-	0%	-
10.	321 n clark st, chicago, illinois, 60654, united states	7	-	0	-	0%	-
11.	321 n clark street	1	-	0	-	0%	-
12.	321 n clark street chicago	4	-	0	-	0%	-
13.	321 north clark street chicago il	1	-	0	-	0%	-
Grand total		2,599	-	64	-	2.46%	-