

City ▼	First user source ▼	Event name ▼	Device category ▼	Page path ▼
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Users 438 ↑ 10.6%	BENCHMARK 900 PER MONTH	New Users 396 ↑ 11.2%	BENCHMARK 830 PER MONTH	Pages/Session 2.03 ↓ -2.2%	BENCHMARK 3.24 Pages / Session	Sessions 531 ↑ 9.7%	BENCHMARK 1,040 PER MONTH	Engmt Time / Session 00:00:36 ↑ 3.4%	BENCHMARK 1:00 Per Session
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TOP-PERFORMING WEBSITE PAGES

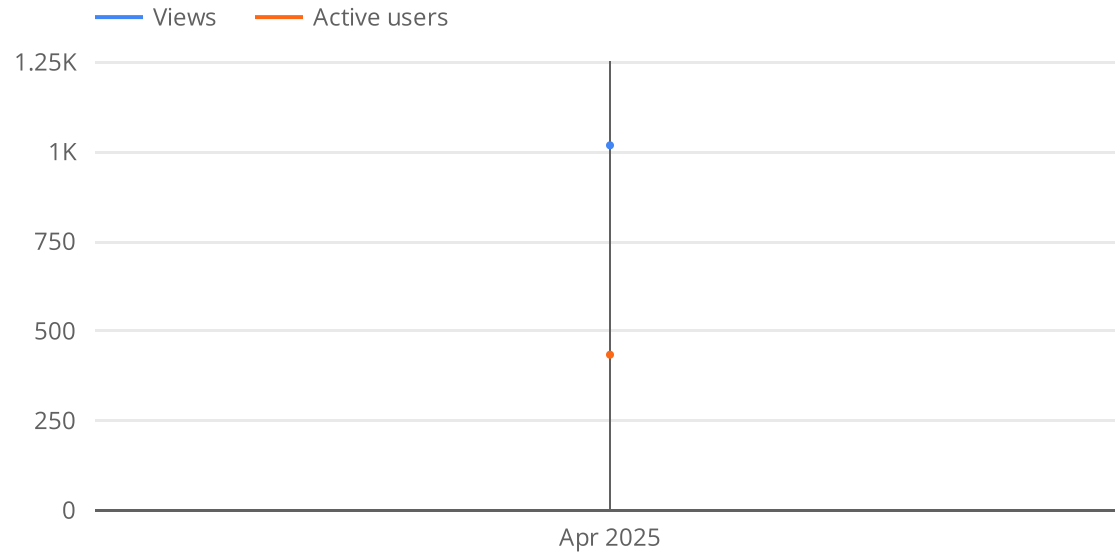
Performance based on Acquisition (Google Analytics 4)

Full page URL	Sessions ▼	Engagement rate	Events per session
hummermower.com/	218	47.25%	5.05
hummermower.com/about.html	74	89.19%	6.04
hummermower.com/index.html	35	62.86%	4.77
hummermower.com/blogs/insights/february-market-l...	30	66.67%	5.4
hummermower.com/grove-mower.html	29	93.1%	6.9
hummermower.com/blogs/insights/de-influencing-ho...	29	72.41%	4.31
hummermower.com/contact.html	24	83.33%	4.75
hummermower.com/blogs/insights/lorraines-monthl...	23	86.96%	4.7
hummermower.com/ryan-ross.html	23	82.61%	5.35
hummermower.com/blog.html	23	73.91%	7.22
hummermower.com/jonathan-harper.html	22	77.27%	5.32
hummermower.com/clients-capabilities.html	16	81.25%	6.63
hummermower.com/lorraine-hutchinson.html	16	87.5%	6.25
hummermower.com/chapin-mower.html	12	100%	6
hummermower.com/david-cox.html	8	75%	6.13
hummermower.com/library.html	7	71.43%	4.86
d3mb5ucl9aau8f.cloudfront.net/hummer-mower-ass...	7	42.86%	5.71
hummermower.com/blogs/insights/q125-market-letter	6	66.67%	4.67
hummermower.com/faq.html	6	66.67%	5.5
Grand total	531	41.05%	9.84

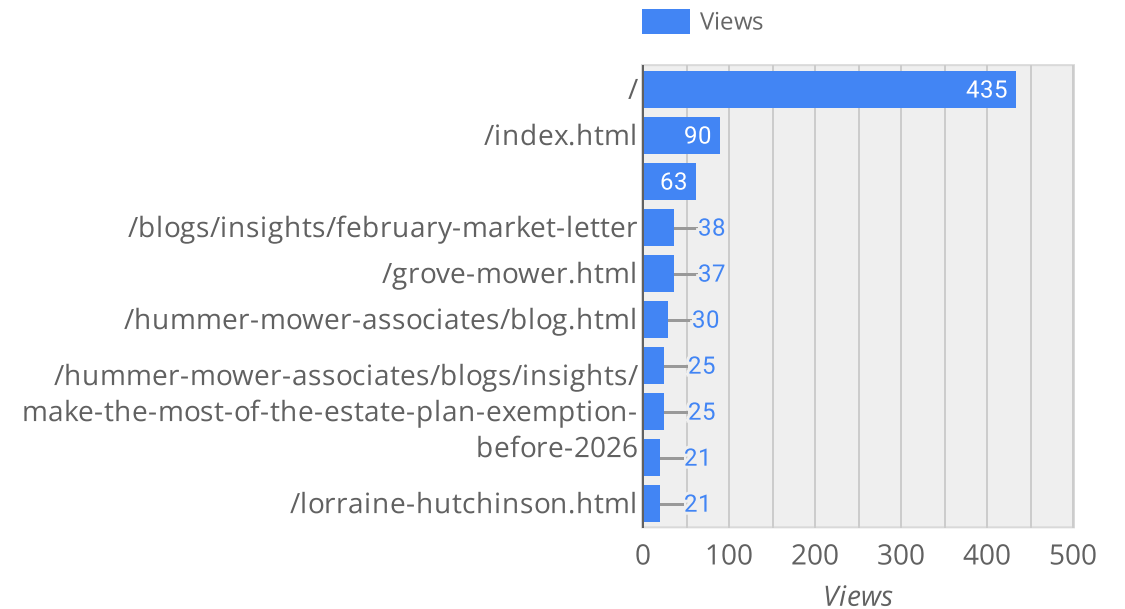
Top Pages based on Visibility (Google Search Console)

Landing Page	Impressions ▼	Url Clicks
https://hummermower.com/blogs/insights/q4-23-market-letter-the-risk-rewa...	537	0
https://hummermower.com/	234	37
https://hummermower.com/about.html	215	3
https://hummermower.com/contact.html	212	1
https://hummermower.com/jonathan-harper.html	202	7
https://hummermower.com/lorraine-hutchinson.html	157	5
https://hummermower.com/ryan-ross.html	144	4
http://www.hummermower.com/?utm_source=local&utm_medium=organic&...	139	7
https://hummermower.com/grove-mower.html	136	11
https://hummermower.com/clients-capabilities.html	104	1
https://hummermower.com/david-cox.html	96	2
https://hummermower.com/blogs/insights/introduction-to-the-hma-client-po...	93	0
https://hummermower.com/chapin-mower.html	89	5
https://hummermower.com/blogs/insights/1q23-market-letter-a-drive-down-...	87	1
https://hummermower.com/philip-hummer.html	68	3
https://hummermower.com/blogs/library/client-portal	66	0
https://hummermower.com/blog.html	45	0
https://hummermower.com/blogs/insights/the-money-pit-what-it-means-for-...	45	2
https://hummermower.com/faq.html	44	0
Grand total	3,292	91

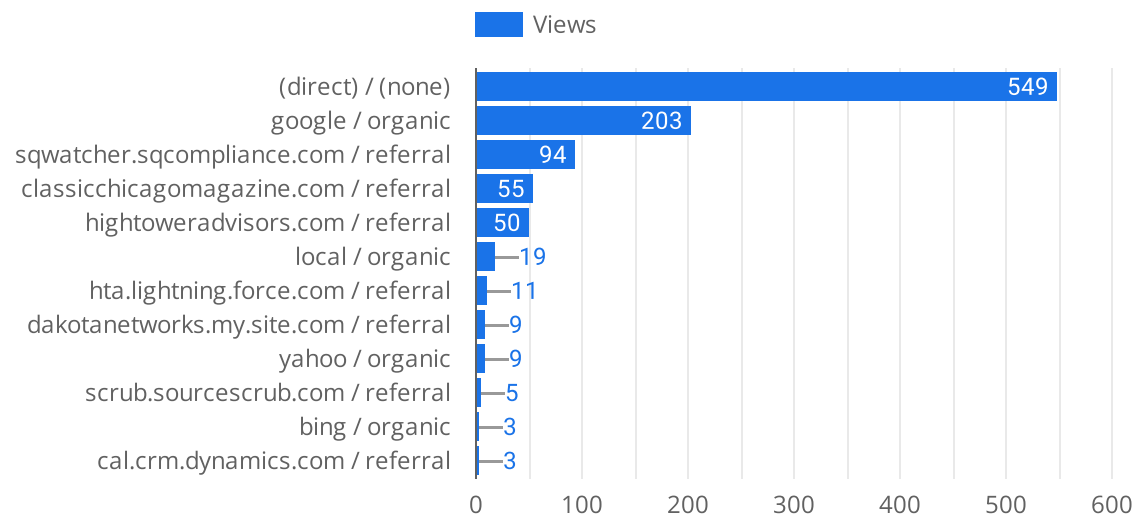
USERS & VISITS OVER TIME (By Month)



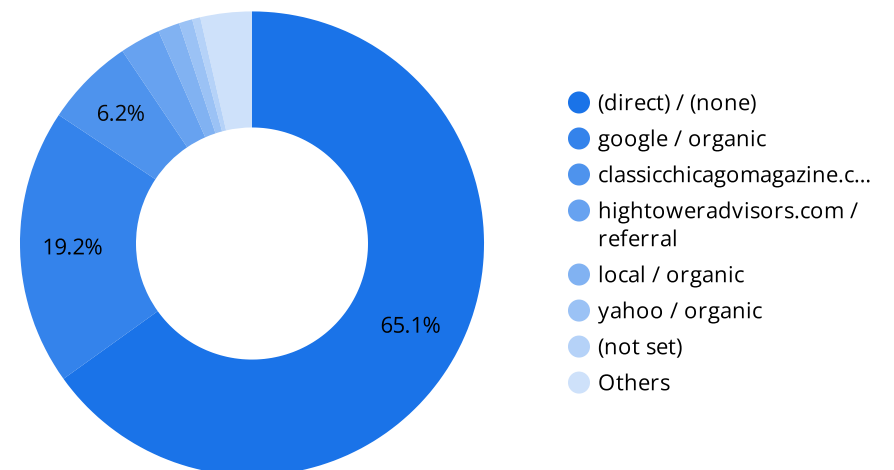
TOP DESTINATIONS BY PAGEVIEWS



SOURCE / MEDIUM BY PAGE VIEWS



SOURCE / MEDIUM BY SESSION



Blog Metrics

Apr 1, 2025 - Apr 30, 2025

Landing page	Page title	Views ▾	Average session duration	Scroll Depth 75%
/hummer-mower-associates/blog.html	BLOG Hummer Mower Associates	30	00:00:10	8
/blogs/insights/february-market-letter	February Market Letter	26	00:05:53	9
/blogs/insights/de-influencing-how-to-avoid...	"De-Influencing": How to Avoid Overspending in a Digital World	19	00:03:50	9
/blogs/insights/lorraines-monthly-update-2	Lorraine's Monthly Update	11	00:03:32	9
/blog.html	BLOG Hummer Mower Associates	6	00:00:06	8
/blogs/insights/1233.html	NotFound Hummer Mower Associates	5	00:01:05	8
/blogs/insights/february-market-letter.html	NotFound Hummer Mower Associates	5	00:00:41	8
/blogs/insights/lorraines-monthly-update-2	"De-Influencing": How to Avoid Overspending in a Digital World	4	00:07:01	7
/blogs/insights/de-influencing-how-to-avoid...	Lorraine's Monthly Update	4	00:07:03	5
/hummer-mower-associates/blogs/insights...	Five Years At HMA	4	00:00:09	8
/blogs/insights/lorraines-monthly-update-2	February Market Letter	3	00:03:20	5
/blogs/insights/february-market-letter	Lorraine's Monthly Update	3	00:02:26	5
/hummer-mower-associates/blogs/library/...	Hummer Mower Associates	3	00:00:54	7
/blogs/insights/1q23-market-letter-a-drive-...	1Q23 Market Letter: A Drive Down Analogy Alley to Metaphor Manor	3	00:00:43	11
/hummer-mower-associates/blogs/insights...	Q1 '24 Market Letter: Pain Trade	3	00:00:14	9
/hummer-mower-associates/blogs/insights...	"De-Influencing": How to Avoid Overspending in a Digital World	2	00:00:09	8
/hummer-mower-associates/blogs/library/...	Weekly Notes (Jan. 30)	2	00:00:09	8
/blogs/insights/february-market-letter	Financial Advisors in Chicago Hummer Mower Associates	2	00:00:30	7
/blogs/insights/de-influencing-how-to-avoid...	Financial Literacy Through Childhood	2	00:02:44	3
/blogs/insights/lorraines-monthly-update-2...	NotFound Hummer Mower Associates	2	00:00:07	9
/blogs/insights/1233	Choosing An Executor and or Trustee	2	00:00:00	3
/blogs/insights/q125-market-letter	1Q '25 Market Letter	2	00:00:05	8
/blogs/insights/the-money-pit-what-it-mea...	The Money Pit: What It Means For Your Taxes	2	00:00:59	6
/hummer-mower-associates/blogs/insights...	Choosing An Executor and or Trustee	2	00:00:09	8
/hummer-mower-associates/blogs/insights...	1Q23 Market Letter: A Drive Down Analogy Alley to Metaphor Manor	2	00:00:09	8
Grand total		319	00:01:36	1

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

218

↓ -5.2%

Avg. Engagement Time

00:00:36

↑ 3.4%

Calls

2

↓ -60.0%

Email Click

1

↓ -75.0%

Forms

1

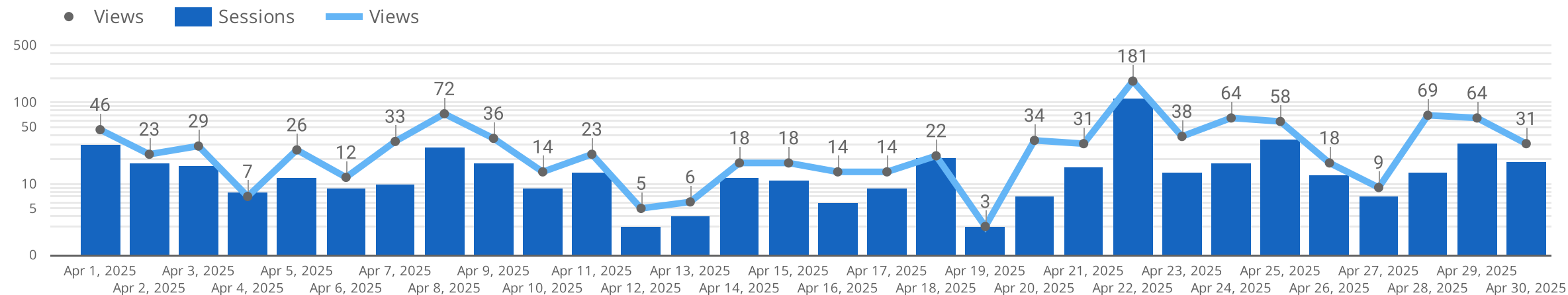
↓ -87.5%

TOP CONVERTING PAGES

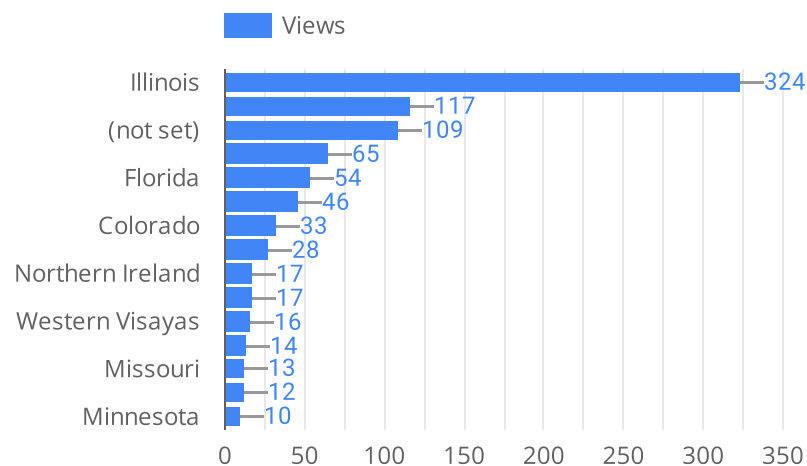
All pages by engagement

Page path	Active users ▼	% Δ	Engagement rate	% Δ	Event count	% Δ	Event count per user	% Δ
/	194	-16.7% ↓	47.3%	7.7% ↑	1,123	-18.1% ↓	5.79	-1.7% ↓
/about.html	65	-11.0% ↓	89.33%	13.8% ↑	474	-33.3% ↓	7.29	-25.1% ↓
/hummer-mower-associates/blog.html	31	933.3% ↑	3.23%	-96.0% ↓	203	73.5% ↑	6.55	-83.2% ↓
/grove-mower.html	29	16.0% ↑	93.33%	-2.8% ↓	207	21.1% ↑	7.14	4.4% ↑
/index.html	27	8.0% ↑	64.86%	-18.2% ↓	187	46.1% ↑	6.93	35.3% ↑
/blogs/insights/february-market-letter	24	-	66.67%	-	162	-	6.75	-
/contact.html	24	-7.7% ↓	84%	19.0% ↑	132	-22.8% ↓	5.5	-16.4% ↓
/blogs/insights/de-influencing-how-to-avoid-overspending-in-...	20	-	72.41%	-	125	-	6.25	-
/blogs/insights/lorraines-monthly-update-2	20	-	87.5%	-	113	-	5.65	-
/jonathan-harper.html	18	-14.3% ↓	78.26%	-1.1% ↓	124	-3.9% ↓	6.89	12.1% ↑
/ryan-ross.html	18	5.9% ↑	83.33%	-2.8% ↓	129	6.6% ↑	7.17	0.7% ↑
/blog.html	17	41.7% ↑	75%	-7.7% ↓	240	116.2% ↑	14.12	52.6% ↑
/clients-capabilities.html	16	-11.1% ↓	82.35%	14.0% ↑	119	24.0% ↑	7.44	39.5% ↑
/lorraine-hutchinson.html	14	-33.3% ↓	88.24%	9.0% ↑	107	-18.3% ↓	7.64	22.5% ↑
/chapin-mower.html	13	18.2% ↑	100%	10.0% ↑	79	-9.2% ↓	6.08	-23.2% ↓
/david-cox.html	9	-18.2% ↓	77.78%	-14.4% ↓	56	-27.3% ↓	6.22	-11.1% ↓
/faq.html	7	-36.4% ↓	71.43%	57.1% ↑	46	-6.1% ↓	6.57	47.5% ↑
Grand total	434	10.2% ↑	41.05%	-13.6% ↓	5,223	8.5% ↑	12.03	-1.5% ↓

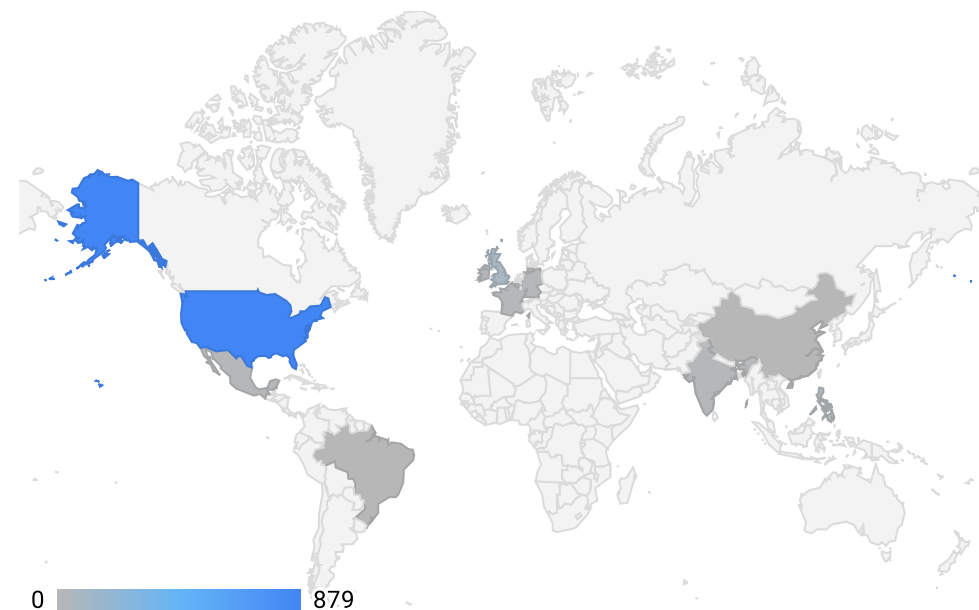
City	First user source	New / returning	Device category	Landing page
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Top States / Regions



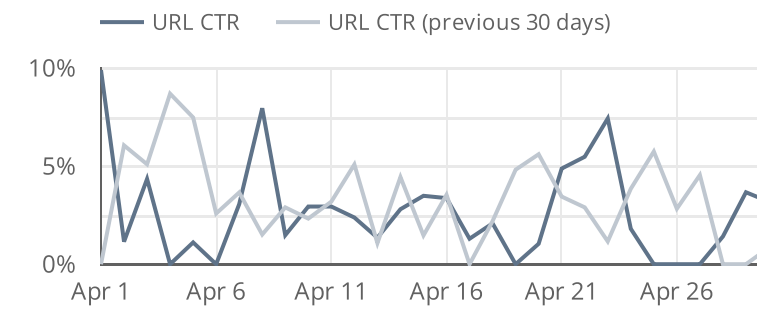
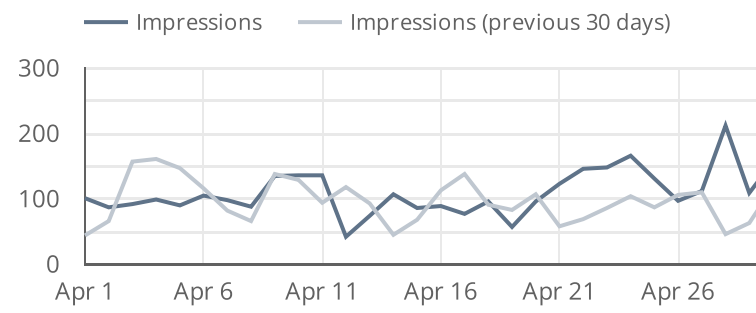
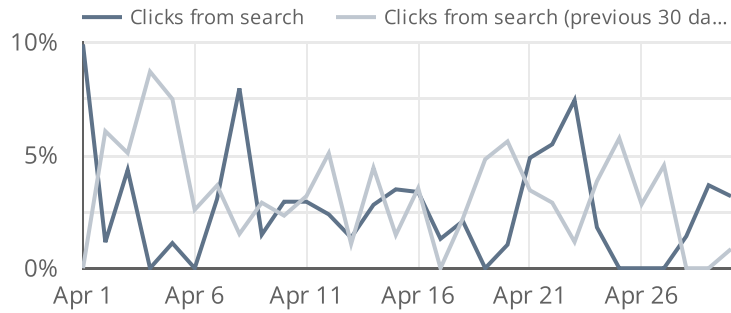
Global Audience



Date

Country

Device Category



Url Clicks

91.0

↓ -11.7%

BENCHMARK

8,500

PER MONTH

URL CTR

2.8%

↓ -22.1%

BENCHMARK

2.7%

PER MONTH

Impressions

3.3K

↑ 13.4%

BENCHMARK

300,000

PER MONTH

	Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
1.	hummer mower associates	279	1.8% ↑	26	-3.7% ↓	9.32%	-5.4% ↓
2.	hummer mower	129	-5.1% ↓	11	-26.7% ↓	8.53%	-22.7% ↓
3.	grove mower	28	133.3% ↑	6	500.0% ↑	21.43%	157.1% ↑
4.	lorraine hutchinson	83	-46.1% ↓	1	-50.0% ↓	1.2%	-7.2% ↓
5.	312-257	1	0.0%	0	-	0%	-
6.	321 n clark street chicago	2	-50.0% ↓	0	-	0%	-
7.	321 north clark street chicago	2	100.0% ↑	0	-	0%	-
8.	a cola automatically raises the wage rate when	2	100.0% ↑	0	-	0%	-
9.	a person in the civilian labor force falls into one of two categories:	1	-	0	-	0%	-
10.	ain't nothin but a thang	1	-	0	-	0%	-
11.	becky parr	1	-50.0% ↓	0	-	0%	-
12.	becky's best	8	-	0	-	0%	-
13.	beckys shoes	1	0.0%	0	-	0%	-
Grand total		3,292	13.4% ↑	91	-11.7% ↓	2.76%	-22.1% ↓