

City	First user source	Event name	Device category	Page path
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Users

BENCHMARK

393

900

PER MONTH

↑ 10.1%

New Users

BENCHMARK

353

830

PER MONTH

↑ 11.0%

Pages/Session

BENCHMARK

1.93

3.24

Pages / Session

↓ -7.6%

Sessions

BENCHMARK

466

1,040

PER MONTH

↑ 7.4%

Engmt Time / Session

BENCHMARK

00:00:35

1:00

Per Session

↓ -2.6%

## TOP-PERFORMING WEBSITE PAGES

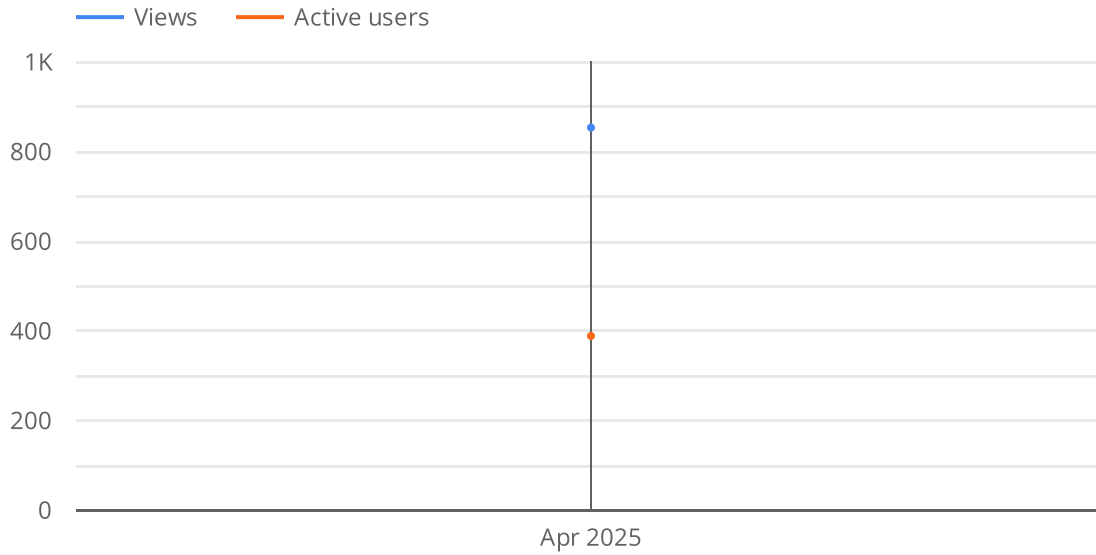
Performance based on Acquisition (Google Analytics 4)

Full page URL	Sessions	Engagement rate	Events per session
<a href="#">hummermower.com/</a>	195	46.15%	5.16
<a href="#">hummermower.com/about.html</a>	62	90.32%	6.32
<a href="#">hummermower.com/index.html</a>	33	60.61%	4.85
<a href="#">hummermower.com/blogs/insights/february-market-l...</a>	30	66.67%	5.4
<a href="#">hummermower.com/grove-mower.html</a>	24	91.67%	7
<a href="#">hummermower.com/jonathan-harper.html</a>	22	77.27%	5.32
<a href="#">hummermower.com/contact.html</a>	21	80.95%	4.67
<a href="#">hummermower.com/blogs/insights/de-influencing-ho...</a>	21	76.19%	4.81
<a href="#">hummermower.com/blogs/insights/lorraines-monthl...</a>	20	85%	4.75
<a href="#">hummermower.com/ryan-ross.html</a>	20	80%	5.3
<a href="#">hummermower.com/blog.html</a>	20	70%	7.25
<a href="#">hummermower.com/lorraine-hutchinson.html</a>	15	86.67%	6.27
<a href="#">hummermower.com/clients-capabilities.html</a>	15	80%	6.93
<a href="#">hummermower.com/chapin-mower.html</a>	9	100%	6.22
<a href="#">hummermower.com/david-cox.html</a>	8	75%	6.13
<a href="#">hummermower.com/kelly-manchac.html</a>	5	100%	5
<a href="#">hummermower.com/blogs/insights/q125-market-letter</a>	5	80%	4.2
<a href="#">hummermower.com/library.html</a>	5	80%	6
<a href="#">hummermower.com/faq.html</a>	5	60%	5.2
Grand total	466	40.13%	9.64

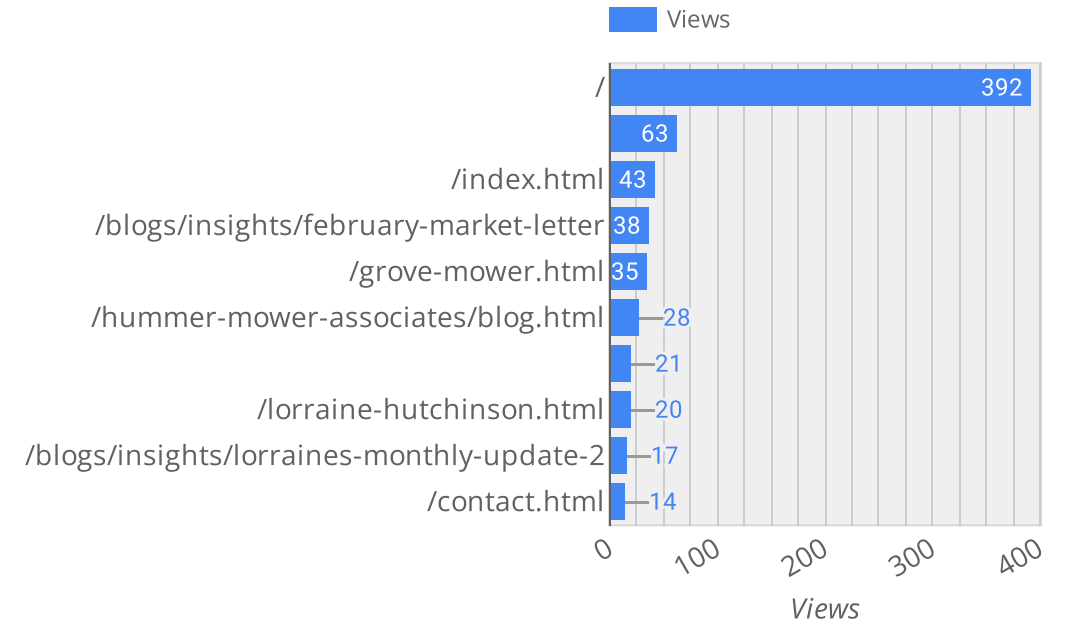
Top Pages based on Visibility (Google Search Console)

Landing Page	Impressions	Url Clicks
<a href="#">https://hummermower.com/blogs/insights/q4-23-market-letter-the-risk-rewa...</a>	217	0
<a href="#">https://hummermower.com/</a>	161	25
<a href="#">https://hummermower.com/contact.html</a>	155	1
<a href="#">https://hummermower.com/jonathan-harper.html</a>	150	7
<a href="#">https://hummermower.com/about.html</a>	146	2
<a href="#">https://hummermower.com/lorraine-hutchinson.html</a>	119	4
<a href="#">https://hummermower.com/ryan-ross.html</a>	114	4
<a href="#">https://hummermower.com/grove-mower.html</a>	100	9
<a href="#">http://www.hummermower.com/?utm_source=local&amp;utm_medium=organic&amp;...</a>	94	4
<a href="#">https://hummermower.com/clients-capabilities.html</a>	77	1
<a href="#">https://hummermower.com/david-cox.html</a>	63	1
<a href="#">https://hummermower.com/blogs/insights/introduction-to-the-hma-client-po...</a>	57	0
<a href="#">https://hummermower.com/blogs/insights/1q23-market-letter-a-drive-down-...</a>	54	0
<a href="#">https://hummermower.com/chapin-mower.html</a>	53	1
<a href="#">https://hummermower.com/philip-hummer.html</a>	52	2
<a href="#">https://hummermower.com/blogs/library/client-portal</a>	45	0
<a href="#">https://hummermower.com/faq.html</a>	40	0
<a href="#">https://hummermower.com/blogs/insights/the-money-pit-what-it-means-for-...</a>	39	2
<a href="#">https://hummermower.com/blog.html</a>	36	0
Grand total	2,160	65

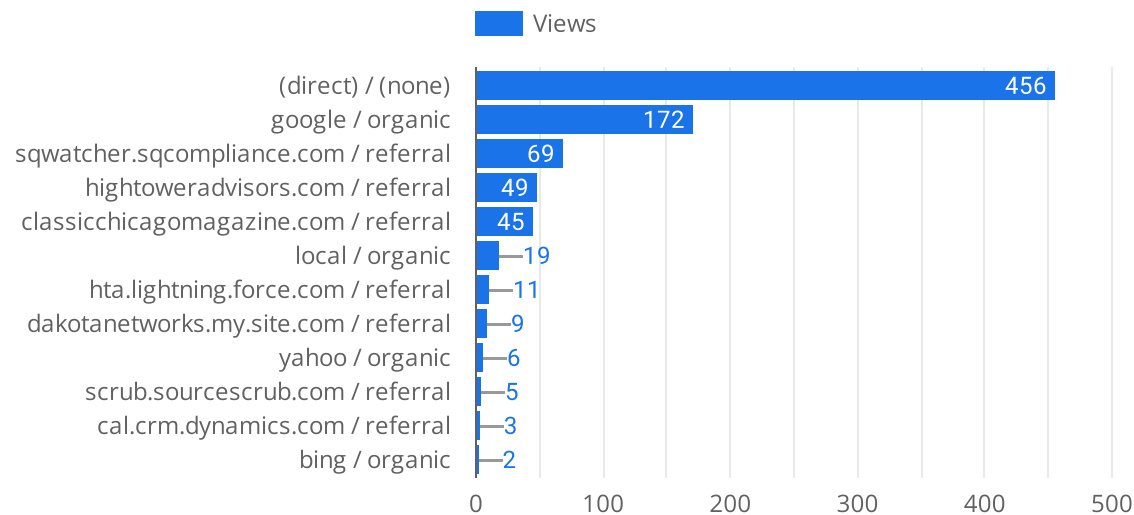
## USERS & VISITS OVER TIME (By Month)



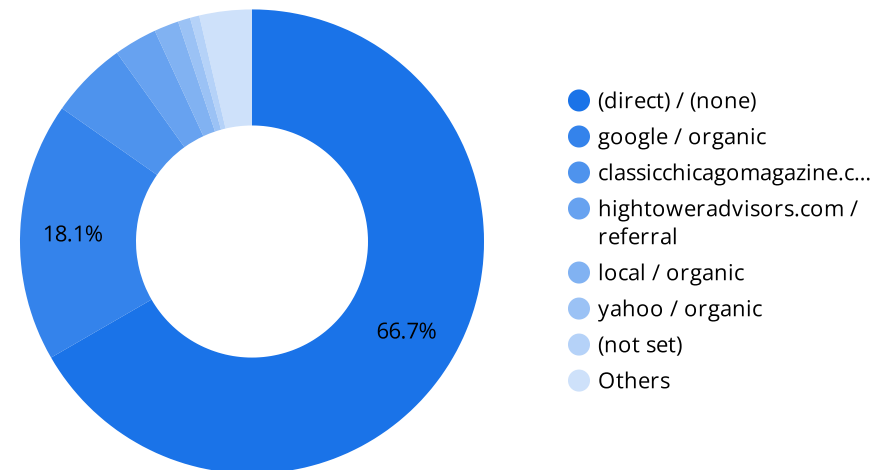
## TOP DESTINATIONS BY PAGEVIEWS



## SOURCE / MEDIUM BY PAGE VIEWS



## SOURCE / MEDIUM BY SESSION #



Landing page	Page title	Views ▾	Average session duration	Scroll Depth 75%
/hummer-mower-associates/blog.html	BLOG   Hummer Mower Associates	28	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	16	00:04:22	9
/blogs/insights/lorraines-monthly-update-2	Lorraine's Monthly Update	10	00:03:02	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/lorraines-monthly-update-2	"De-Influencing": How to Avoid Overspending in a Digital World	3	00:09:39	7
/blogs/insights/de-influencing-how-to-avoid...	Lorraine's Monthly Update	3	00:07:56	5
/blogs/insights/lorraines-monthly-update-2	February Market Letter	3	00:03:20	5
/blogs/insights/february-market-letter.html	NotFound   Hummer Mower Associates	3	00:01:18	7
/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
/hummer-mower-associates/blogs/insights...	Q1 '24 Market Letter: Pain Trade	3	00:00:14	9
/hummer-mower-associates/blogs/insights...	February Market Letter	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/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
/hummer-mower-associates/blogs/insights...	Becky's Best Vol. XI: Our Flavorful Christmas Tradition	2	00:00:08	8
/hummer-mower-associates/blogs/insights...	Dog Days of Summer	2	00:00:06	7
/blogs/insights/february-market-letter	1Q '25 Market Letter	2	00:01:16	6
/hummer-mower-associates/blogs/insights...	Identity Theft Protection – What Is It and Is it Worth It?	2	00:00:09	8
/hummer-mower-associates/blogs/insights...	Introduction To The HMA Client Portal	2	00:00:09	8
Grand total		256	00:01:44	1

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

187

↓ -12.6%

Avg. Engagement Time

00:00:35

↓ -2.6%

Calls

2

↓ -60.0%

Email Click

1

↓ -66.7%

Forms

1

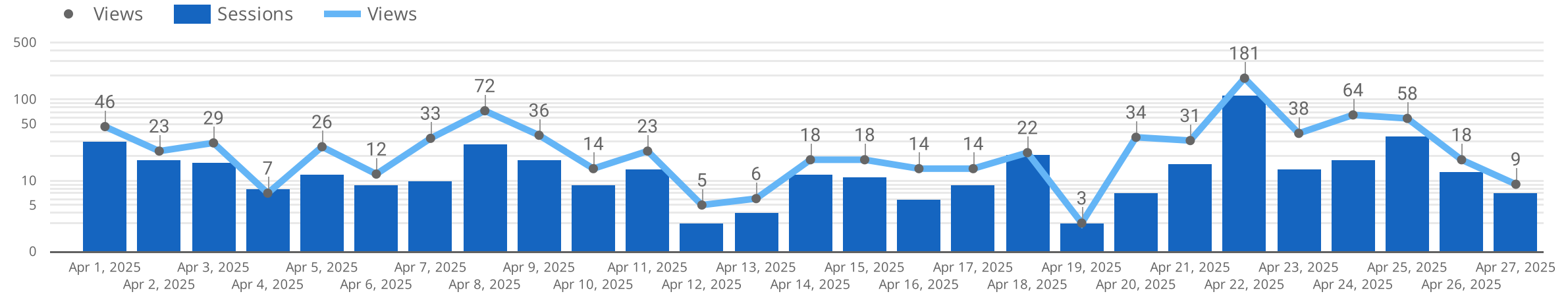
↓ -87.5%

## TOP CONVERTING PAGES

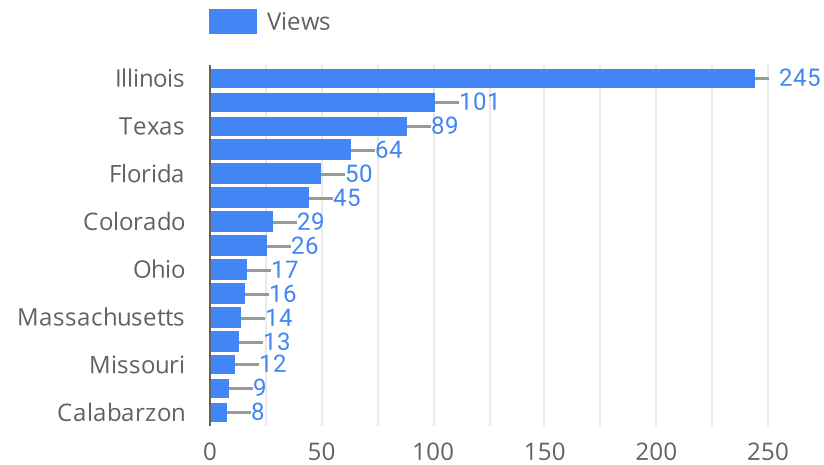
All pages by engagement

Page path	Active users ▼	% Δ	Engagement rate	% Δ	Event count	% Δ	Event count per user	% Δ
/	175	-16.3% ↓	46.23%	2.2% ↑	1,029	-15.7% ↓	5.88	0.7% ↑
/about.html	58	-14.7% ↓	90.48%	14.1% ↑	419	-37.7% ↓	7.22	-27.0% ↓
/hummer-mower-associates/blog.html	29	866.7% ↑	3.45%	-94.8% ↓	188	147.4% ↑	6.48	-74.4% ↓
/index.html	25	13.6% ↑	62.86%	-22.2% ↓	180	59.3% ↑	7.2	40.2% ↑
/blogs/insights/february-market-letter	24	-	66.67%	-	162	-	6.75	-
/grove-mower.html	24	14.3% ↑	92%	-3.4% ↓	175	21.5% ↑	7.29	6.3% ↑
/contact.html	21	-12.5% ↓	81.82%	13.8% ↑	116	-28.0% ↓	5.52	-17.7% ↓
/jonathan-harper.html	18	-10.0% ↓	78.26%	0.0%	124	0.0%	6.89	11.1% ↑
/blogs/insights/lorraines-monthly-update-2	17	-	85.71%	-	100	-	5.88	-
/ryan-ross.html	17	13.3% ↑	80.95%	-3.9% ↓	112	0.9% ↑	6.59	-11.0% ↓
/blogs/insights/de-influencing-how-to-avoid-overspending-in-...	15	-	76.19%	-	101	-	6.73	-
/clients-capabilities.html	15	15.4% ↑	81.25%	5.6% ↑	117	72.1% ↑	7.8	49.1% ↑
/blog.html	14	27.3% ↑	71.43%	-15.6% ↓	161	120.5% ↑	11.5	73.3% ↑
/lorraine-hutchinson.html	13	-35.0% ↓	87.5%	9.4% ↑	101	-19.8% ↓	7.77	23.3% ↑
/chapin-mower.html	10	0.0%	100%	11.1% ↑	63	-13.7% ↓	6.3	-13.7% ↓
/david-cox.html	9	-10.0% ↓	77.78%	-13.6% ↓	56	-20.0% ↓	6.22	-11.1% ↓
/faq.html	6	-33.3% ↓	66.67%	50.0% ↑	39	-11.4% ↓	6.5	33.0% ↑
<b>Grand total</b>	<b>389</b>	<b>9.3% ↑</b>	<b>40.13%</b>	<b>-18.6% ↓</b>	<b>4,491</b>	<b>4.2% ↑</b>	<b>11.54</b>	<b>-4.6% ↓</b>

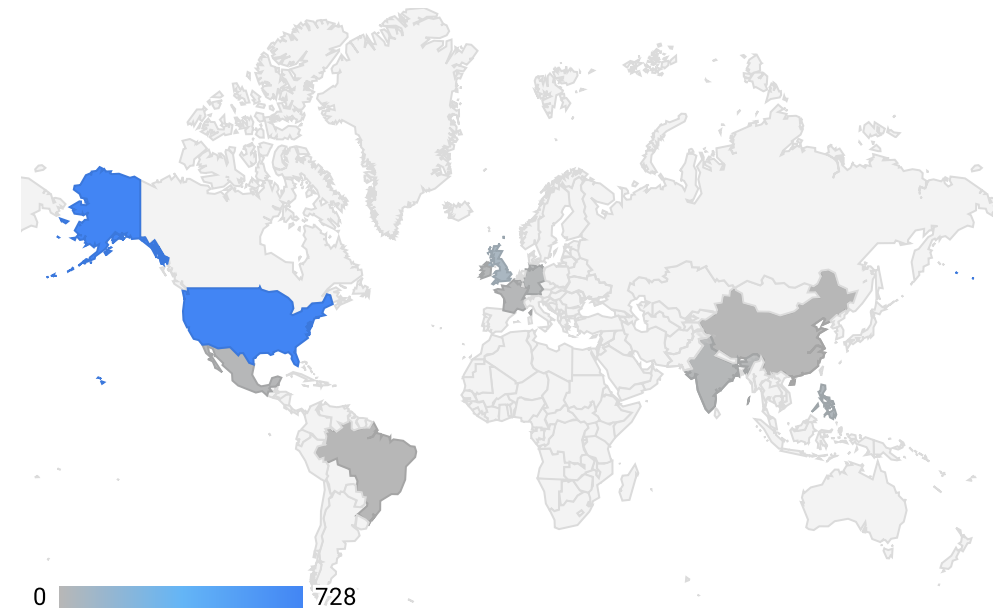
City	First user source	New / returning	Device category	Landing page
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## Top States / Regions



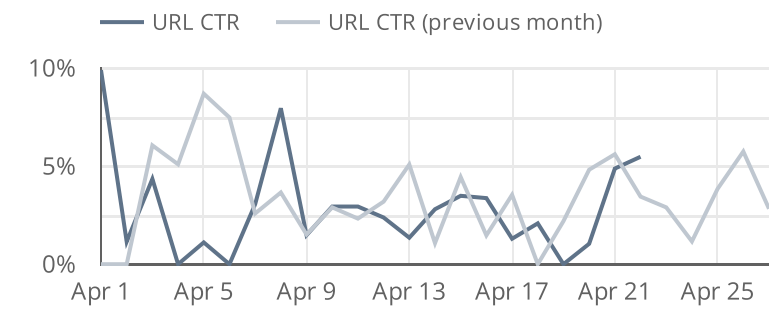
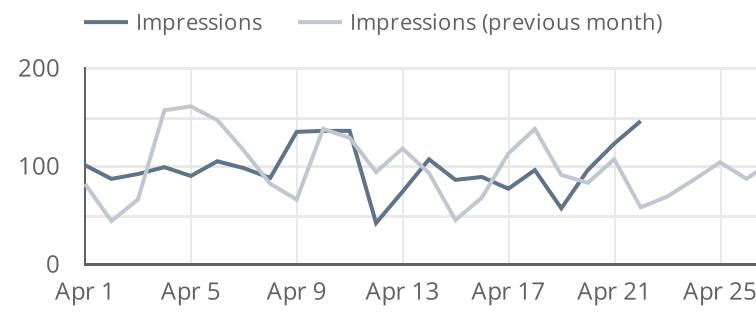
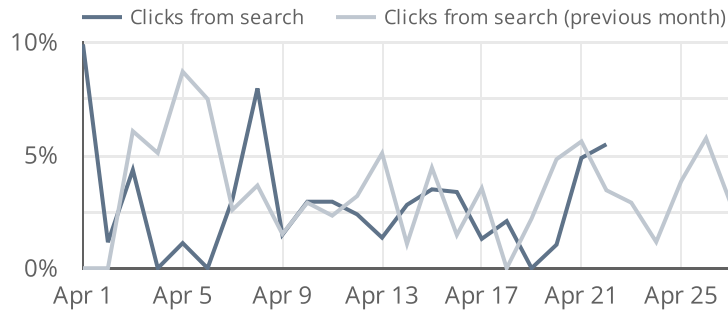
## Global Audience



Date

Country

Device Category



Url Clicks

65.0

↓ -33.0%

BENCHMARK

8,500

PER MONTH

URL CTR

3.0%

↓ -17.9%

BENCHMARK

2.7%

PER MONTH

Impressions

2.2K

↓ -18.4%

BENCHMARK

300,000

PER MONTH

	Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
1.	hummer mower associates	192	-26.4% ↓	17	-32.0% ↓	8.85%	-7.6% ↓
2.	hummer mower	88	-27.9% ↓	8	-46.7% ↓	9.09%	-26.1% ↓
3.	grove mower	21	200.0% ↑	3	200.0% ↑	14.29%	0.0%
4.	312-257	1	0.0%	0	-	0%	-
5.	321 n clark street chicago	2	-50.0% ↓	0	-	0%	-
6.	ain't nothin but a thang	1	-	0	-	0%	-
7.	becky parr	1	-50.0% ↓	0	-	0%	-
8.	becky's best	8	-	0	-	0%	-
9.	beckys shoes	1	0.0%	0	-	0%	-
10.	can you claim a bathroom remodel on your taxes	1	-	0	-	0%	-
11.	can you claim tree removal on taxes	1	-	0	-	0%	-
12.	chapin & associates	1	0.0%	0	-	0%	-
13.	chapin and associates	1	-	0	-	0%	-
14.	chicago financial advisory	1	-	0	-	0%	-
	<b>Grand total</b>	<b>2,160</b>	<b>-18.4% ↓</b>	<b>65</b>	<b>-33.0% ↓</b>	<b>3.01%</b>	<b>-17.9% ↓</b>