

City	First user source	Event name	Device category	Page path
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Users

1,277

↓ -18.1%

BENCHMARK

900

PER MONTH

New Users

1,235

↓ -18.2%

BENCHMARK

830

PER MONTH

Pages/Session

1.81

↑ 14.2%

BENCHMARK

3.24

Pages / Session

Sessions

1,703

↓ -7.1%

BENCHMARK

1,040

PER MONTH

Engmt Time / Session

00:00:49

↑ 51.3%

BENCHMARK

1:00

Per Session

TOP-PERFORMING WEBSITE PAGES

Performance based on Acquisition (Google Analytics 4)

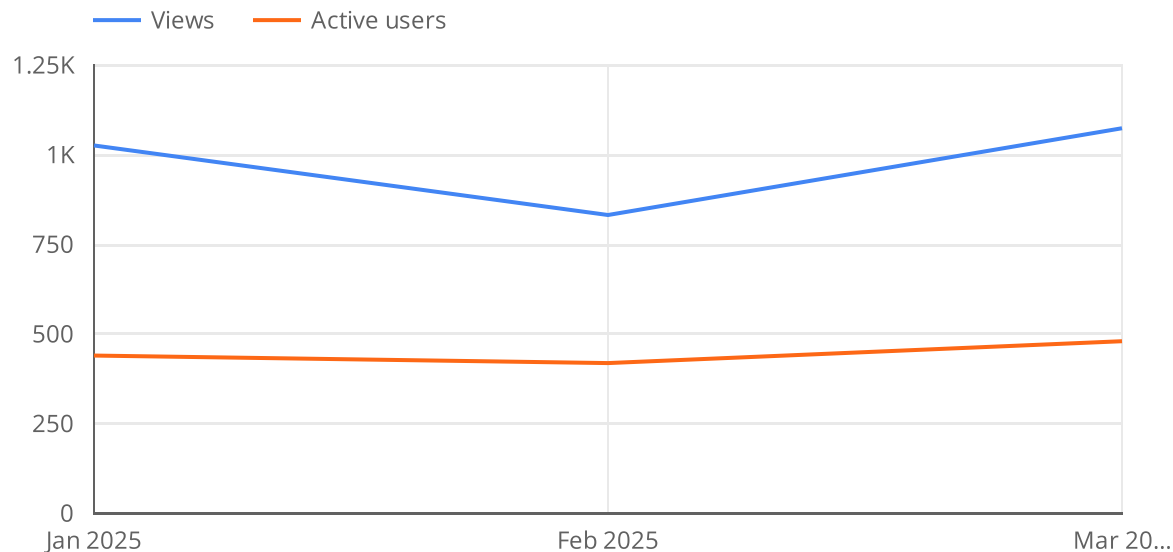
Full page URL	Sessions	Engagement rate	Events per session
hummermower.com/	833	45.5%	4.93
hummermower.com/about.html	296	88.18%	7
hummermower.com/blogs/insights/february-market-l...	203	78.33%	5.22
hummermower.com/index.html	178	70.79%	5.01
hummermower.com/grove-mower.html	119	86.55%	6.1
hummermower.com/blogs/insights/q125-market-letter	94	81.91%	5.49
hummermower.com/blogs/library/2025-tax-referenc...	86	63.95%	7.93
hummermower.com/contact.html	79	81.01%	5.37
hummermower.com/david-cox.html	74	82.43%	6.26
hummermower.com/clients-capabilities.html	68	89.71%	5.9
hummermower.com/ryan-ross.html	68	89.71%	6.21
hummermower.com/lorraine-hutchinson.html	62	90.32%	5.5
hummermower.com/jonathan-harper.html	58	84.48%	5.62
hummermower.com/chapin-mower.html	48	93.75%	5.58
hummermower.com/blog.html	45	73.33%	5.62
hummermower.com/kelly-manchac.html	40	90%	5.45
hummermower.com/blogs/insights/lorraines-monthl...	40	82.5%	4.3
hummermower.com/faq.html	34	76.47%	5.56
hummermower.com/library.html	24	83.33%	4.13
Grand total	1,703	51.79%	8.73

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

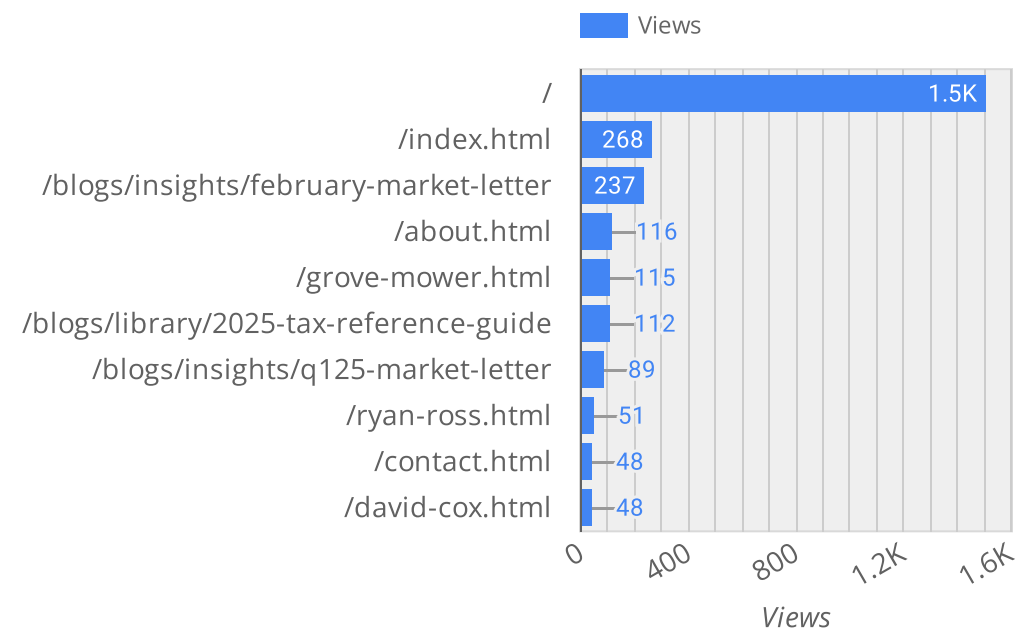
Top Pages based on Visibility (Google Search Console)

Landing Page	Impressions	Url Clicks
https://hummermower.com/blogs/insights/q4-23-market-letter-the-risk-rewa...	1,197	6
https://hummermower.com/	678	149
https://hummermower.com/lorraine-hutchinson.html	671	11
https://hummermower.com/contact.html	654	4
https://hummermower.com/jonathan-harper.html	621	18
https://hummermower.com/about.html	570	20
https://hummermower.com/ryan-ross.html	531	14
https://hummermower.com/grove-mower.html	441	35
https://hummermower.com/david-cox.html	399	13
http://www.hummermower.com/?utm_source=local&utm_medium=organic&...	387	23
https://hummermower.com/clients-capabilities.html	381	1
https://hummermower.com/blogs/insights/935	275	0
https://hummermower.com/chapin-mower.html	241	14
https://hummermower.com/blogs/insights/i-bonds-what-you-should-know	226	0
https://hummermower.com/blogs/insights/introduction-to-the-hma-client-po...	201	1
https://hummermower.com/philip-hummer.html	194	6
https://hummermower.com/blogs/insights/1q23-market-letter-a-drive-down-...	178	1
https://hummermower.com/blogs/insights/the-money-pit-what-it-means-for-...	170	1
https://hummermower.com/blog.html	156	0
Grand total	9,732	332

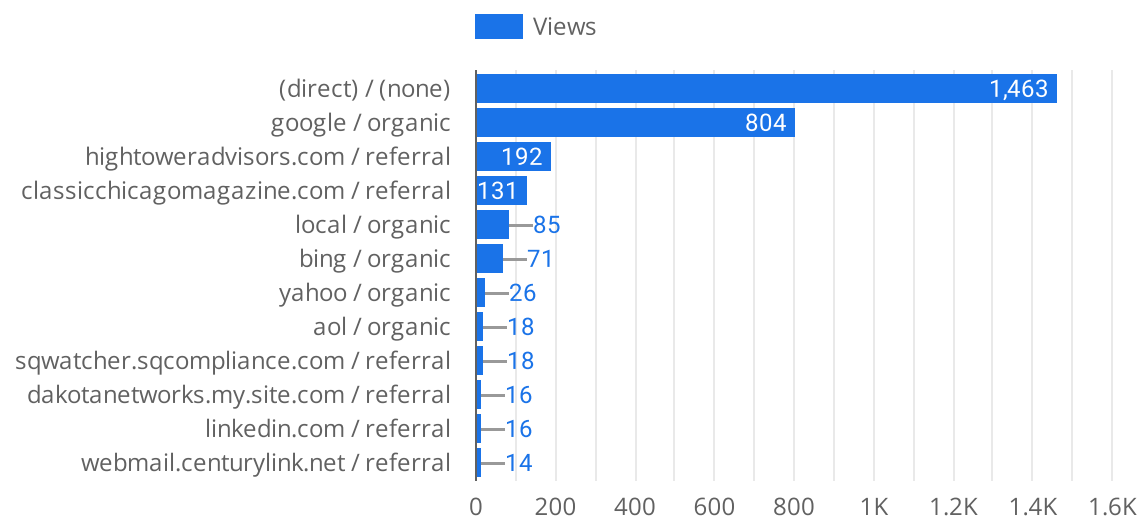
USERS & VISITS OVER TIME (By Month)



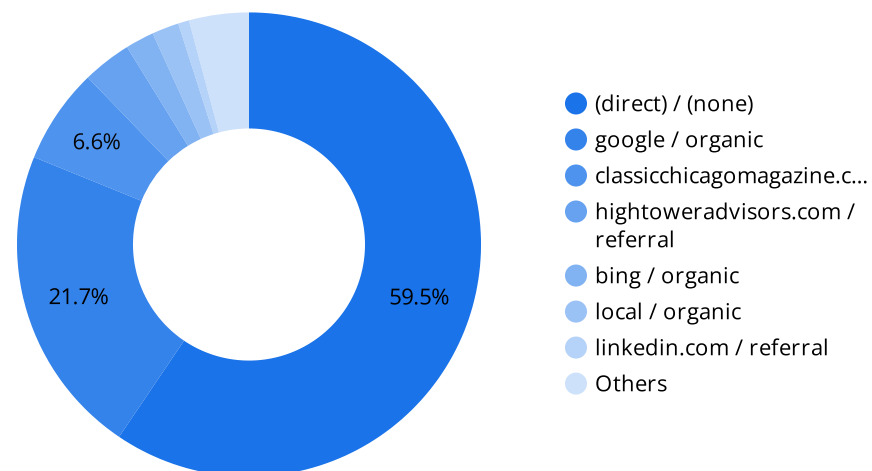
TOP DESTINATIONS BY PAGEVIEWS



SOURCE / MEDIUM BY PAGE VIEWS



SOURCE / MEDIUM BY SESSION



Blog Metrics

Landing page	Page title	Views ▼	Average session duration	Scroll Depth 75%
/blogs/insights/february-market-letter	February Market Letter	190	00:08:28	10
/blogs/library/2025-tax-reference-guide	2025 Tax Reference Guide	88	00:05:31	11
/blogs/insights/q125-market-letter	1Q '25 Market Letter	72	00:05:19	9
/blogs/insights/february-market-letter	Lorraine's Monthly Update	18	00:02:48	7
/blog.html	BLOG Hummer Mower Associates	16	00:00:07	8
/blogs/insights/lorraines-monthly-update-2	Lorraine's Monthly Update	13	00:01:39	9
/blogs/library/2025-tax-reference-guide	New Year's Financial Checklist	11	00:01:57	9
/blogs/insights/february-market-letter	1Q '25 Market Letter	11	00:02:49	7
/blogs/insights/q4-23-market-letter-the-risk...	Q4 '23 Market Letter: The Risk/Reward Spectrum in Investing	6	00:00:10	9
/blogs/insights/lorraines-monthly-update-2	February Market Letter	5	00:08:03	7
/blogs/insights/february-market-letter	ABOUT Hummer Mower Associates	5	00:00:56	7
/blogs/library/new-years-financial-checklist	New Year's Financial Checklist	5	00:00:44	11
/blogs/insights/make-the-most-of-the-estat...	Make the Most of the Estate Plan Exemption Before 2026	5	00:05:15	9
/blogs/library/2025-tax-reference-guide	Make the Most of the Estate Plan Exemption Before 2026	4	00:05:51	4
/blogs/insights/setting-yourself-up-for-inves...	Setting Yourself Up For Investment Success	4	00:22:43	7
/blogs/insights/q125-market-letter	2025 Tax Reference Guide	3	00:01:45	8
/blogs/library/2025-tax-reference-guide	Setting Yourself Up For Investment Success	3	00:02:39	7
/blogs/insights/february-market-letter	2025 Tax Reference Guide	3	00:00:41	8
/blogs/insights/february-market-letter	Financial Advisors in Chicago Hummer Mower Associates	3	00:00:17	5
/blogs/insights/hma-hightower	HMA & HighTower	3	00:00:10	5
/blogs/insights/february-market-letter	BLOG Hummer Mower Associates	2	00:00:07	7
/blogs/library/2025-tax-reference-guide	1Q '25 Market Letter	2	00:06:24	7
/blogs/library/2025-tax-reference-guide	Financial Advisors in Chicago Hummer Mower Associates	2	00:01:53	7
/blogs/insights/q125-market-letter	Hummer Mower Associates	2	00:00:27	5
/blogs/insights/q125-market-letter	February Market Letter	2	00:00:28	7
Grand total		518	00:03:31	1

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

882

↑ 41.6%

Avg. Engagement Time

00:00:49

↑ 51.3%

Calls

3

↓ -25.0%

Email Click

11

↓ -21.4%

Forms

1

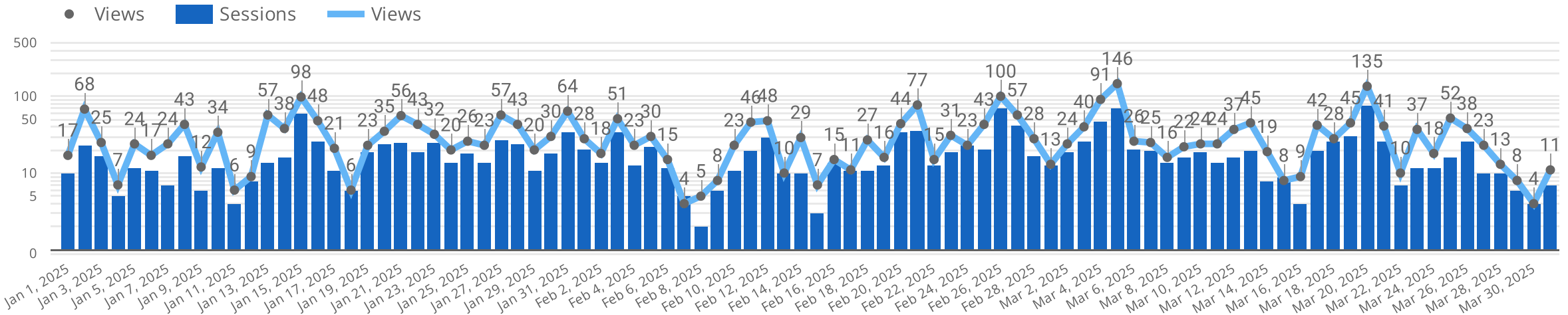
↓ -75.0%

TOP CONVERTING PAGES

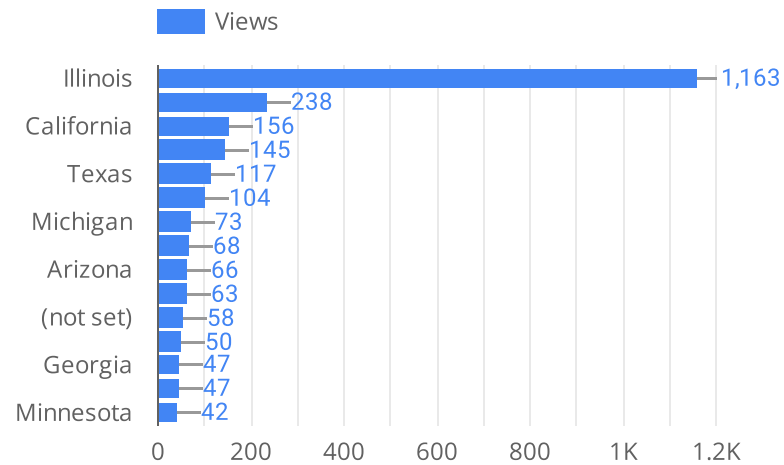
All pages by engagement

Page path	Active users ▼	% Δ	Engagement rate	% Δ	Event count	% Δ	Event count per user	% Δ
/	705	-36.7% ↓	45.56%	93.7% ↑	4,112	-26.2% ↓	5.83	16.6% ↑
/about.html	229	16.8% ↑	88.18%	0.1% ↑	2,072	10.6% ↑	9.05	-5.4% ↓
/blogs/insights/february-market-letter	133	-	78.33%	-	1,060	-	7.97	-
/index.html	132	109.5% ↑	71.11%	-10.2% ↓	905	168.5% ↑	6.86	28.2% ↑
/grove-mower.html	96	35.2% ↑	86.55%	3.1% ↑	726	33.9% ↑	7.56	-0.9% ↓
/blogs/library/2025-tax-reference-guide	81	-	63.95%	-	682	-	8.42	-
/blogs/insights/q125-market-letter	72	-	81.91%	-	516	-	7.17	-
/contact.html	68	19.3% ↑	81.25%	7.8% ↑	427	-1.8% ↓	6.28	-17.7% ↓
/clients-capabilities.html	64	45.5% ↑	89.86%	0.1% ↑	403	35.7% ↑	6.3	-6.7% ↓
/david-cox.html	63	46.5% ↑	82.43%	10.6% ↑	463	38.2% ↑	7.35	-5.7% ↓
/ryan-ross.html	59	-16.9% ↓	89.71%	6.4% ↑	422	-20.8% ↓	7.15	-4.7% ↓
/lorraine-hutchinson.html	55	7.8% ↑	90.32%	3.7% ↑	341	-16.6% ↓	6.2	-22.7% ↓
/jonathan-harper.html	51	6.3% ↑	84.48%	3.8% ↑	326	-16.0% ↓	6.39	-20.9% ↓
/blog.html	46	4.5% ↑	71.43%	-9.4% ↓	311	3.7% ↑	6.76	-0.8% ↓
/chapin-mower.html	44	4.8% ↑	93.75%	17.8% ↑	268	-9.5% ↓	6.09	-13.6% ↓
/kelly-manchac.html	37	60.9% ↑	90%	2.9% ↑	218	54.6% ↑	5.89	-3.9% ↓
/blogs/insights/lorraines-monthly-update-2	35	-	83.33%	-	178	-	5.09	-
Grand total	1,273	-18.2% ↓	51.79%	52.4% ↑	14,871	3.6% ↑	11.68	26.6% ↑

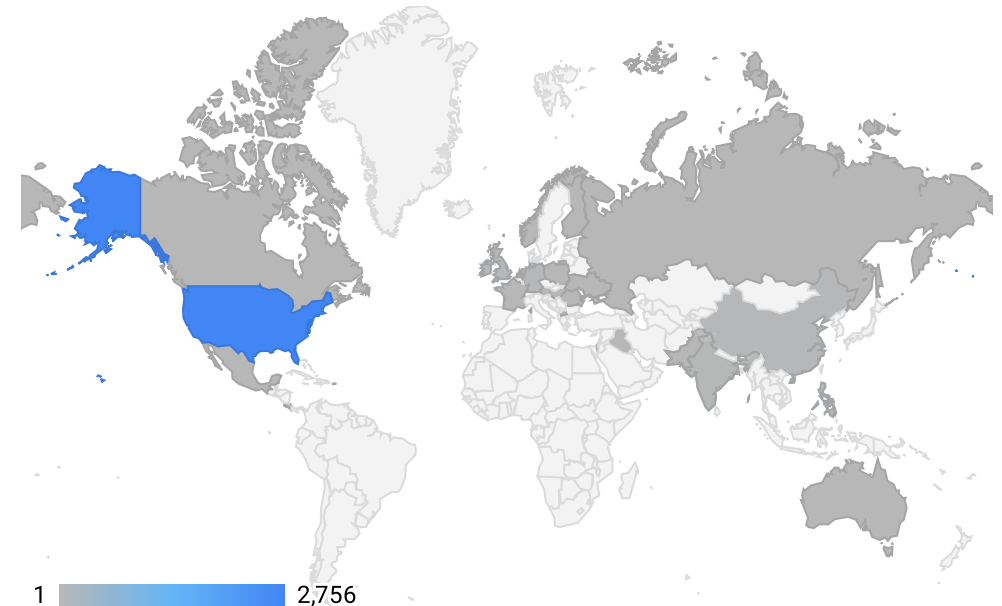
City	First user source	New / returning	Device category	Landing page
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Top States / Regions



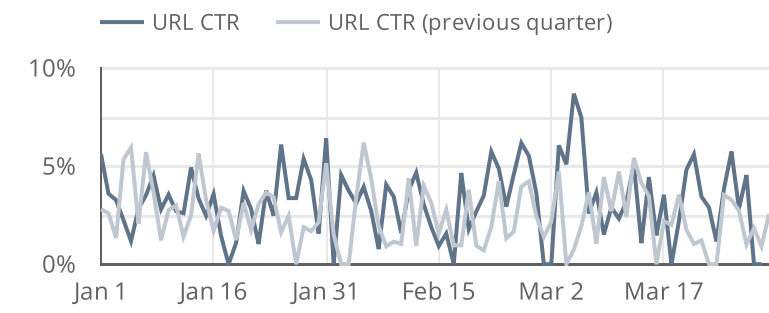
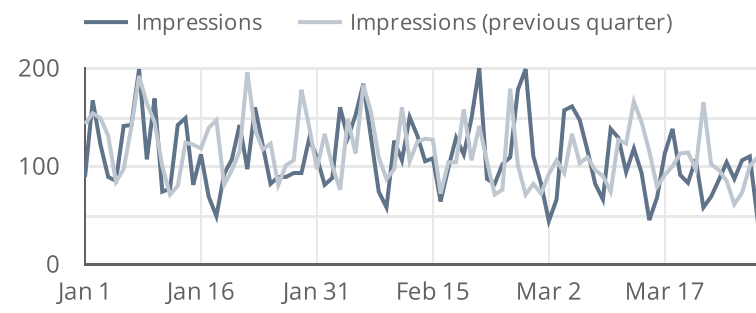
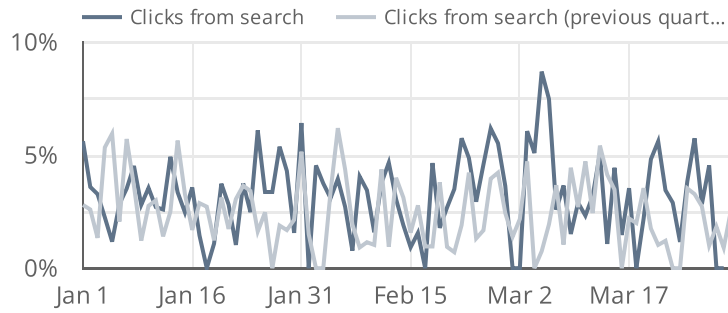
Global Audience



Date

Country

Device Category



Url Clicks
332.0
↑ 19.9%

BENCHMARK
8,500
PER MONTH

URL CTR
3.4%
↑ 30.9%

BENCHMARK
2.7%
PER MONTH

Impressions
9.7K
↓ -8.4%

BENCHMARK
300,000
PER MONTH

	Query	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
1.	hummer mower associates	730	1,137.3% ↑	80	1,233.3% ↑	10.96%	7.8% ↑
2.	hummer mower	580	12.6% ↑	59	13.5% ↑	10.17%	0.7% ↑
3.	lorraine hutchinson	353	45.9% ↑	4	-60.0% ↓	1.13%	-72.6% ↓
4.	grove mower	16	-75.4% ↓	3	-76.9% ↓	18.75%	-6.3% ↓
5.	2024 tax reference guide pdf	1	-90.9% ↓	1	0.0%	100%	1,000.0% ↑
6.	2020 cola increase	6	100.0% ↑	0	-	0%	-
7.	johnathon harper	15	0.0%	0	-	0%	-
8.	2023 cola increase for social security	1	-	0	-	0%	-
9.	2023 tax planning software	10	400.0% ↑	0	-	0%	-
10.	2024 tax reference guide	2	-96.1% ↓	0	-	0%	-
11.	3080 funding	1	-	0	-	0%	-
12.	312-257	1	-	0	-	0%	-
13.	321 n clark st chicago il 60654	1	-	0	-	0%	-
14.	321 n clark street chicago	6	-	0	-	0%	-
Grand total		9,732	-8.4% ↓	332	19.9% ↑	3.41%	30.9% ↑