# Digital Frog Agency Custom Analytics Report

**Test Client Custom 15** 

September 1, 2024 - October 1, 2024

Generated on October 13, 2025

**Custom Report Overview** 

# **Custom Report Overview**

Selected metrics for 2024-09-01 to 2024-10-01

**Total Users** 

**12** 

Unique website visitors

**Total Sessions** 

13

Website visits

**Bounce Rate** 

15.38%

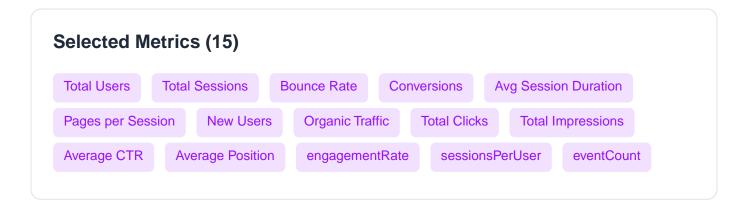
Single-page sessions (%)

**Conversions** 

0

Goal completions

# **Report Configuration**



This custom report focuses on 15 selected metrics across search console and website analytics. Review the	
detailed sections below for comprehensive analysis.	
	_
gital Frog Agency	

https://digitalfrog.co

**Detailed Metrics** 

## **Detailed Performance Metrics**

Complete view of your selected KPIs

**Avg Session Duration** 

6m 54s

Time spent on site

**Pages per Session** 

4.2

Page views per visit

**New Users** 

10

First-time visitors

**Organic Traffic** 

68.5

Search engine traffic (%)

**Total Clicks** 

2

Clicks from search results

**Total Impressions** 

44

Times shown in search results

**Average CTR** 

4.55

Click-through rate (%)

**Average Position** 

17.5

Average ranking position

# **Performance Analysis**

#### **Website Performance**

Your website analytics show 12 users across 13 sessions with a 15.4% bounce rate. This indicates excellent user engagement levels.

### **Search Visibility**

Your search performance generated 2 clicks from 44 impressions, achieving a 4.55% CTR with an average position of 17.5.

**Detailed Data Analysis** 

# **Detailed Data Analysis**

Breakdown of top-performing elements

# **Top Performing Keywords**

Query	Clicks	Impressions	CTR (%)	Position
the digital frog	1	3		1.7
digital frog agency	1	8		4.3

## **Top Landing Pages**

Page	Sessions	Users	Bounce Rate (%)
/	11	11	
/what-we-do	1	1	

## **Device Distribution**

# Desktop

sessions

8

## **Mobile**

5

sessions

## **Tablet**

0

sessions

Report Summary

# **Custom Report Summary**

Key takeaways from your selected metrics

## **Key Findings**

- Your website attracted 12 users with 15.4% bounce rate
- Search visibility generated 2 clicks from 44 impressions
- This custom report analyzed 15 key performance indicators
- Data collected from 2024-09-01 to 2024-10-01 provides actionable insights for optimization

## Recommendations

## 1. Focus on High-Impact Metrics

Prioritize optimization efforts on the metrics showing the greatest potential for improvement.

## 2. Regular Monitoring

Schedule monthly reviews of these custom metrics to track progress and identify trends.

#### 3. Data-Driven Decisions

Use these metrics to guide strategic decisions and measure the success of optimization efforts.

# **Need Help Interpreting This Data?**

Contact Digital Frog Agency for detailed analysis and strategic recommendations

jump@digitalfrog.co +56 9 9073 0352