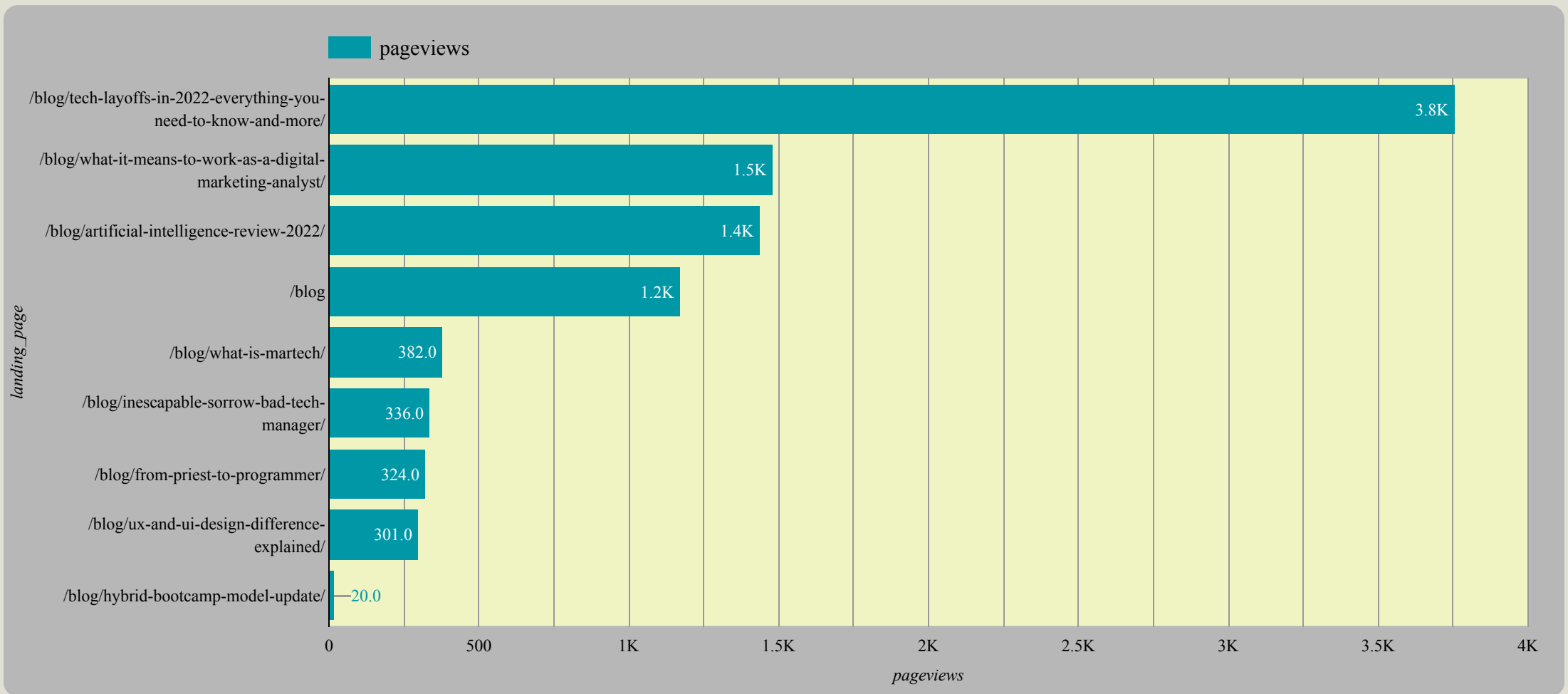
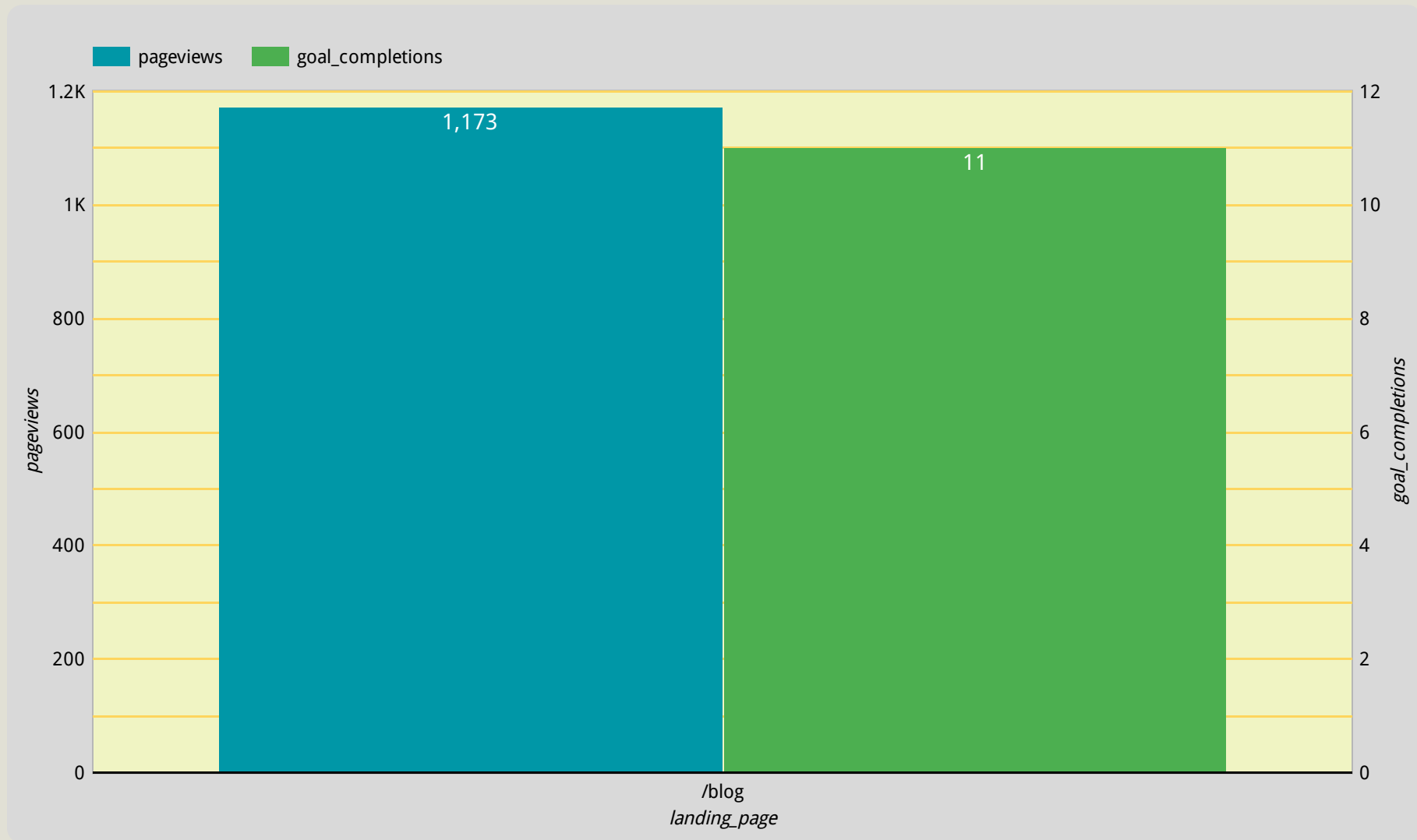


Blog Post Data Analysis

Total number of page views



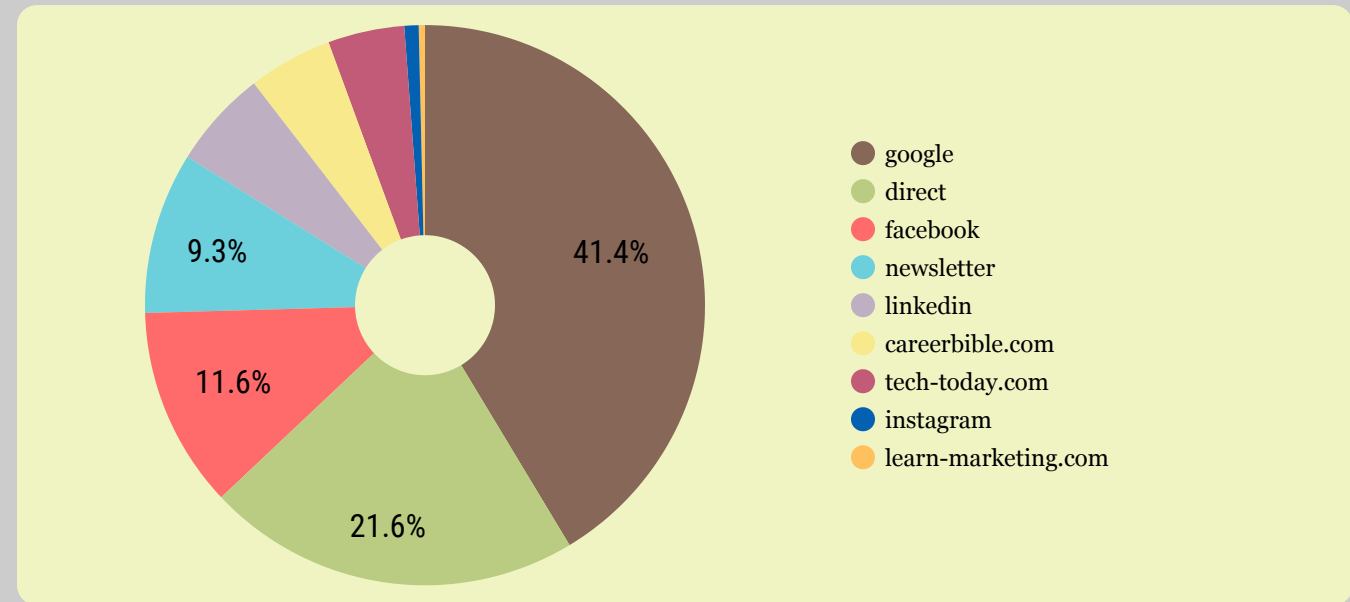
Blog Overview Popularity



Channels performed best

In Traffic

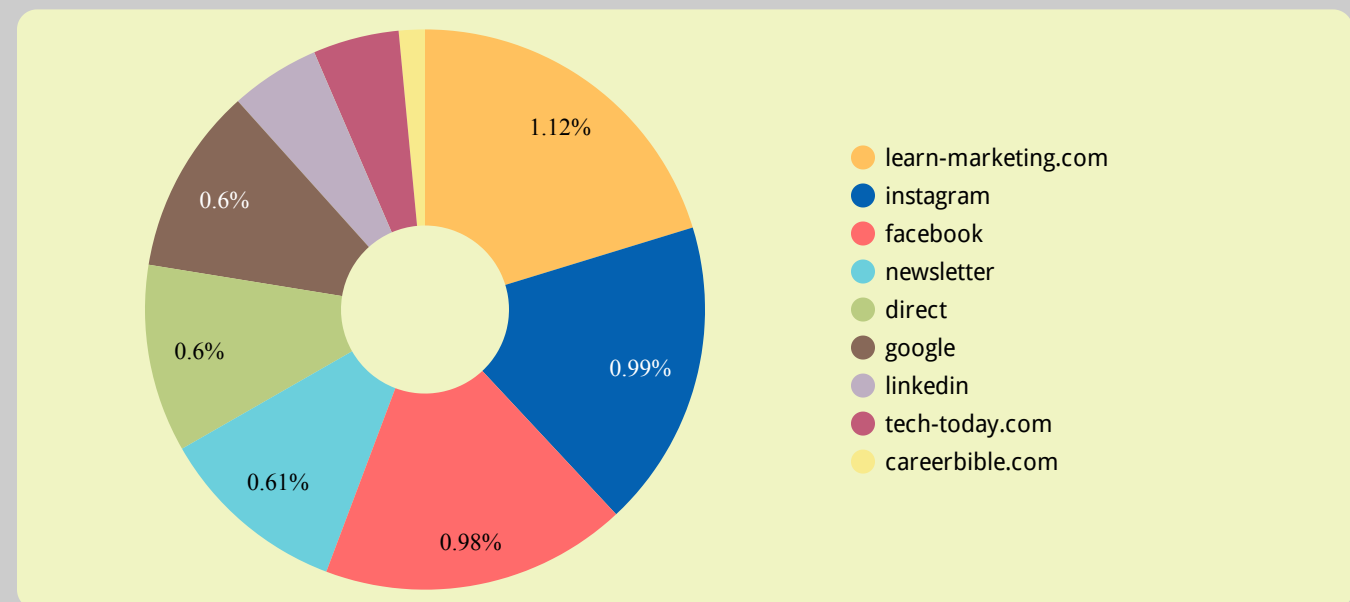
	source	pageviews ▾
1.	google	10,197
2.	direct	5,327
3.	facebook	2,856
4.	newsletter	2,298
5.	linkedin	1,395
6.	careerbible.com	1,198
7.	tech-today.com	1,089
8.	instagram	203
9.	learn-marketing.com	89



In Conversion

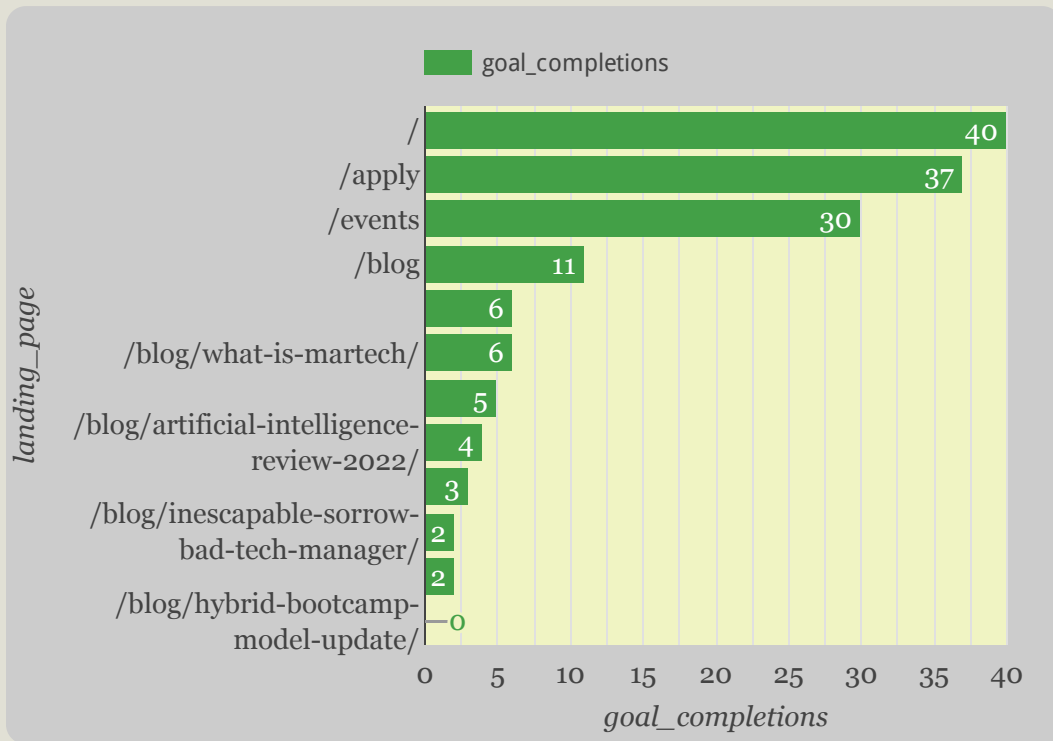
	source	goal_completions ▾
1.	google	61
2.	direct	32
3.	facebook	28
4.	newsletter	14
5.	linkedin	4
6.	tech-today.com	3
7.	instagram	2
8.	careerbible.com	1
9.	learn-marketing.com	1

CVR

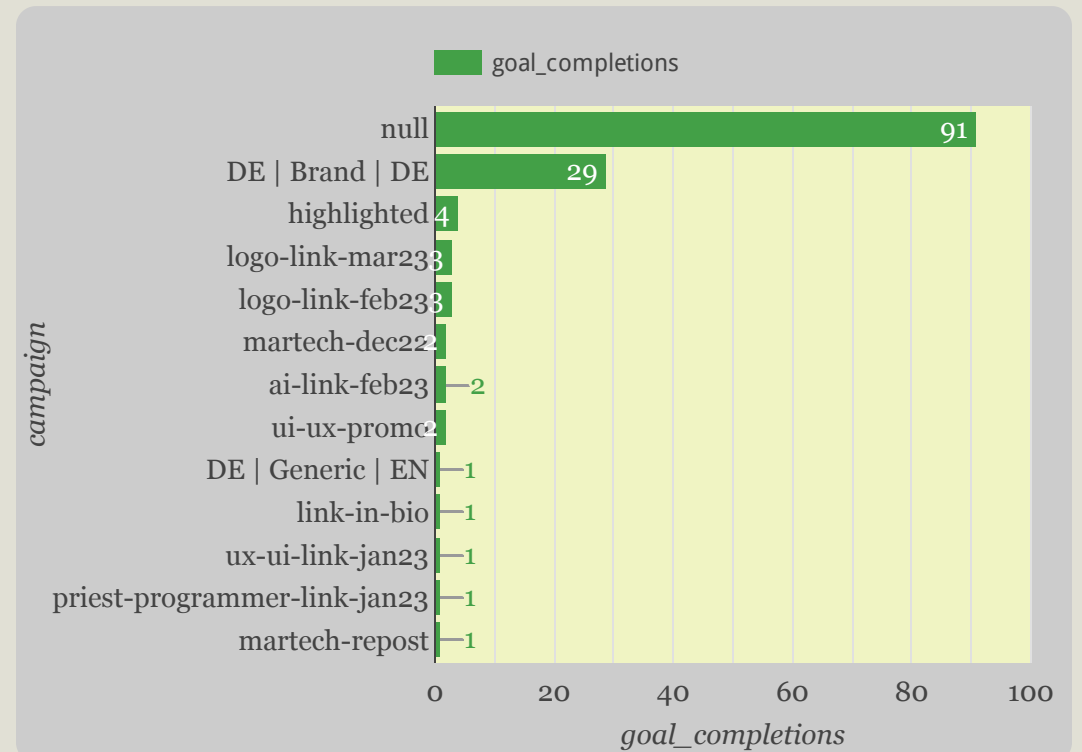


Posts led to the most conversions

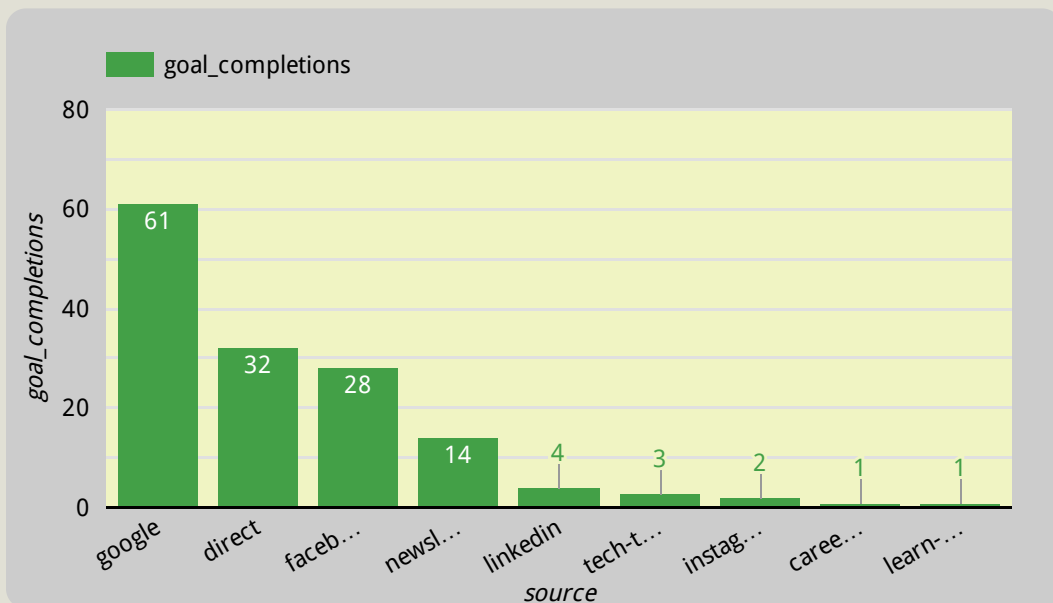
Landing Page



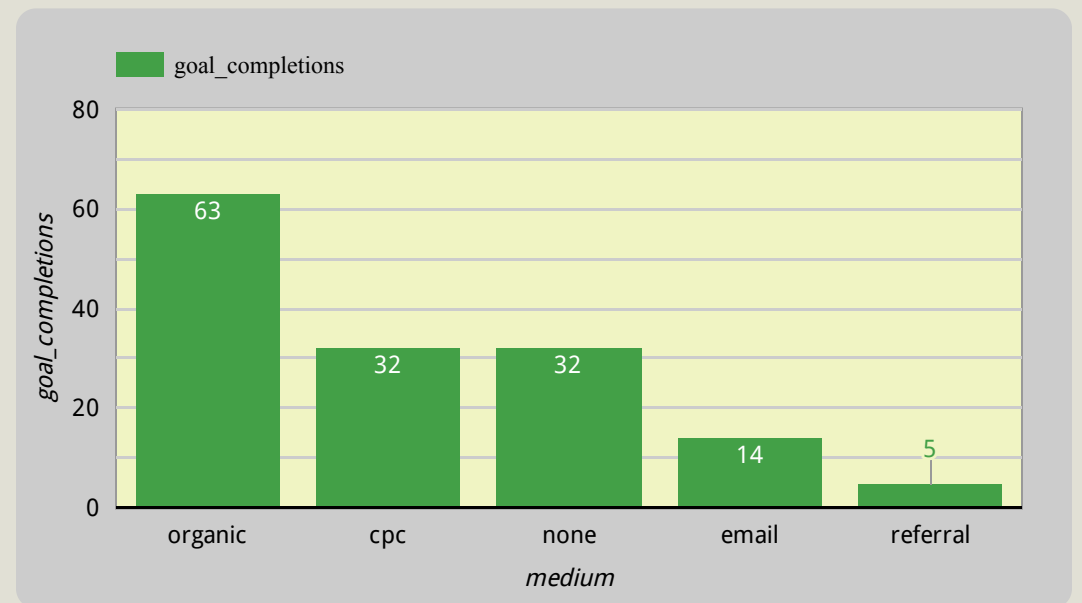
Campaign



Source

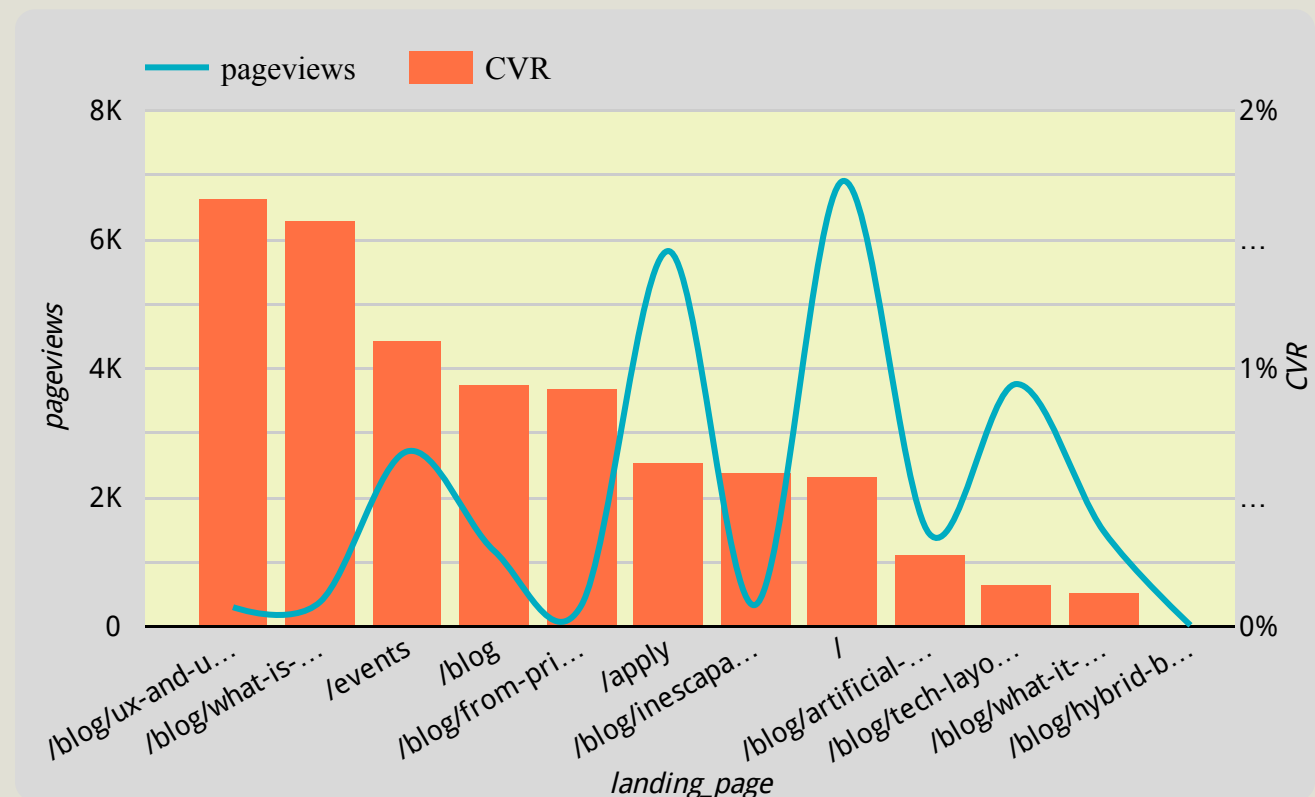


Medium



Conversion rate of page views turning to applications

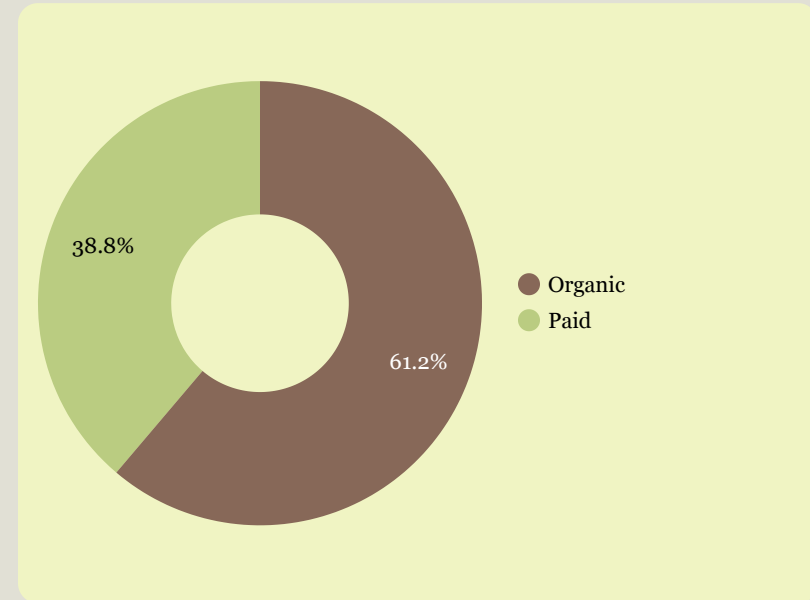
	landing_page	CVR ▾	pageviews
1.	/blog/ux-and-ui-design-difference...	1.66%	301
2.	/blog/what-is-martech/	1.57%	382
3.	/events	1.11%	2,714
4.	/blog	0.94%	1,173
5.	/blog/from-priest-to-programmer/	0.93%	324
6.	/apply	0.64%	5,820
7.	/blog/inescapable-sorrow-bad-tec...	0.6%	336
8.	/	0.58%	6,902
9.	/blog/artificial-intelligence-review...	0.28%	1,438
10.	/blog/tech-layoffs-in-2022-everyt...	0.16%	3,759
11.	/blog/what-it-means-to-work-as-a-...	0.13%	1,483
12.	/blog/hybrid-bootcamp-model-up...	0%	20



Organic OR Paid Campaign?

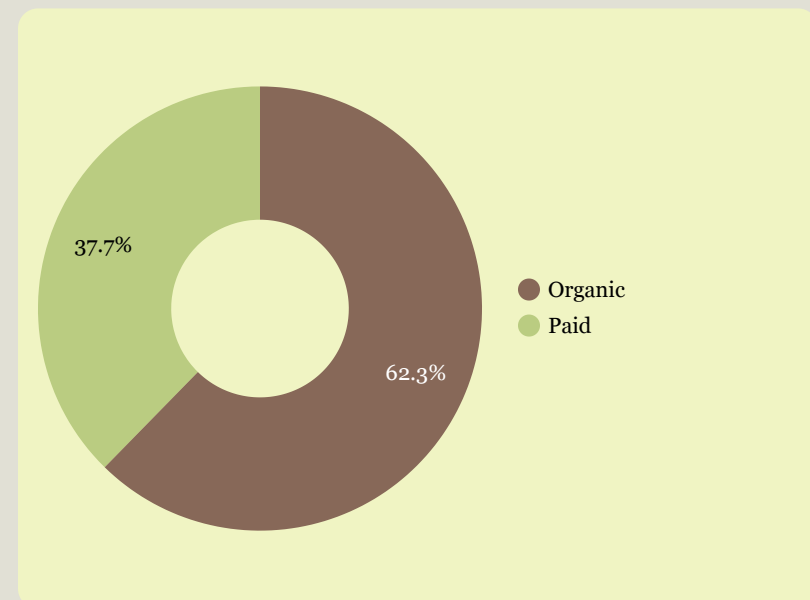
In Traffic

	Campaign Type	pageviews ▾
1.	Organic	15,087
2.	Paid	9,565



In Conversion

	Campaign Type	goal_comp...
1.	Organic	91
2.	Paid	55



Conclusion and Recommendations

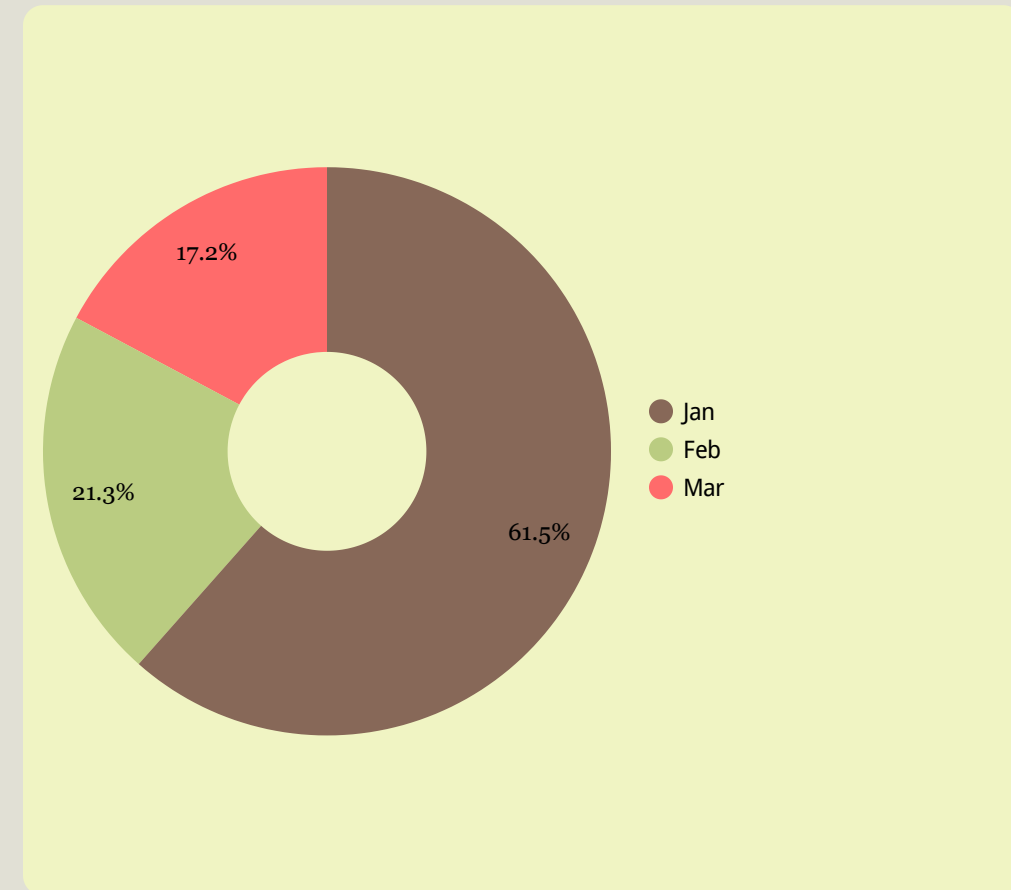
The Blog posts published in January emerged as the catalyst for the highest conversion rates by 61.5%,

The high page views on our tech layoff page indicate brand awareness. Prioritize converting recession-affected individuals by focusing on addressing their needs in the tech industry with targeted solutions.

The landing pages titled "Blog UX and UI Design Difference" and "What is Martech" have shown exceptional performance by contributing the highest share of conversion rates.

Organic campaigns have proven to be highly effective in driving increased traffic and conversions by 62.3%

Despite Google's dominance in terms of page views and conversions, it is noteworthy that 'learn-marketing.com' boasts a commendable conversion rate of 1.12%, signifying its effectiveness in driving successful outcomes.



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