

Organic Performance Metrics

January 1, 2021 - January 31, 2021

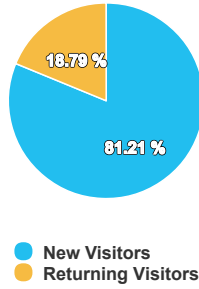
Users who visit your site from a search results page, not including paid ads.

Sessions **10,069**

-1% Previous Period: 10,192
- Previous Year: 0

Number of new and repeat visits to your site

Organic New vs Returning Visitors



Performance on Search Results

Total Clicks

3,597

Previous Period: 3,561

Previous Year: 4,624

Total Impression

158,377

Previous Period: 126,374

Previous Year: 130,928

Users **6,890**

1% Previous Period: 6,802
- Previous Year: 0

Number of new and return users who visit your site

New Users **5,804**

1% Previous Period: 5,732
- Previous Year: 0

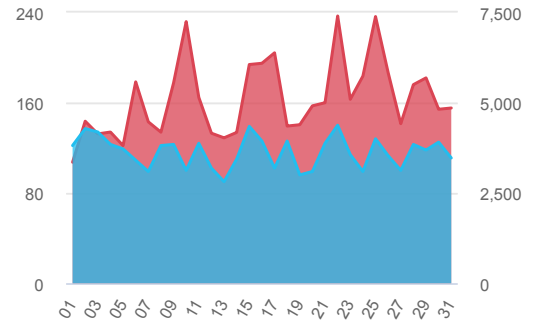
Number of new users who visit your site

Average CTR

2.27%

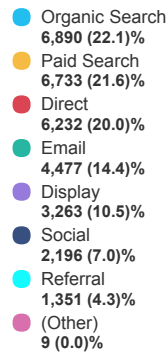
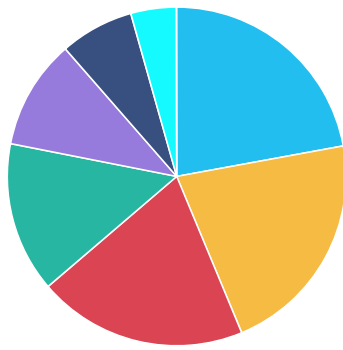
-19% Previous Period: 2.82

-36% Previous Year: 3.53

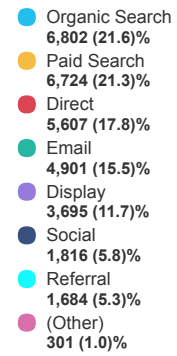
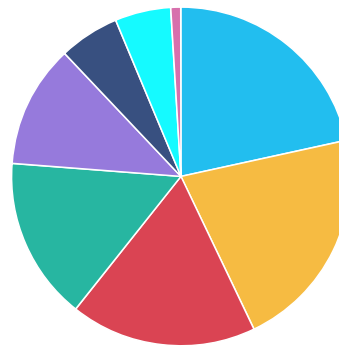



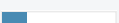

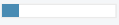

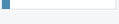

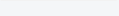
The top channels sending visitors to your website

Current Month



Previous Month



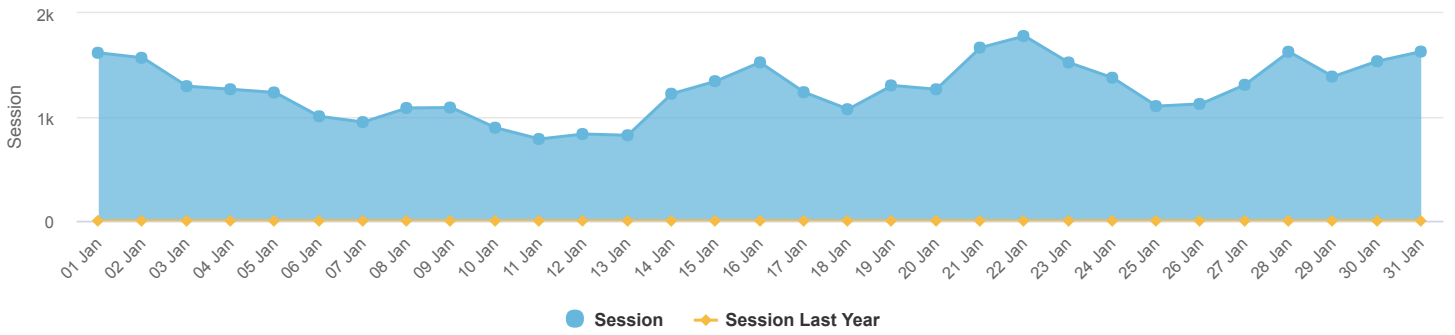
| CHANNEL | ACQUISITION | | | BEHAVIOR | | |
|--|---------------------------------|---------------------------------|----------------------------------|-----------------------------------|-------------------------------|--|
| | USERS | NEW USERS | SESSIONS | BOUNCE RATE | PAGES/ SESSION | AVG. SESSION DURATION |
| | 31,151 | 28,577 | 39,525 | 50.64% | 2.34 | 00:02:34 |
| Organic Search  (22.1%) | 6,890 1% 6,802 | 5,804 1% 5,732 | 10,069 1% 10,192 | 29.22% 2% 29.85% | 3.34 2% 3.40 | 00:04:17 2% 00:04:22 |
| Paid Search  (21.6%) | 6,733 0% 6,724 | 6,080 3% 5,929 | 9,234 1% 9,174 | 41.89% 1% 41.64% | 2.50 2% 2.56 | 00:02:46 1% 00:02:48 |
| Direct  (20.0%) | 6,232 11% 5,607 | 6,046 10% 5,515 | 6,706 9% 6,170 | 51.79% 9% 47.36% | 2.23 5% 2.35 | 00:02:39 4% 00:02:45 |
| Email  (14.4%) | 4,477 9% 4,901 | 4,411 9% 4,846 | 4,545 6% 4,844 | 79.74% 1% 79.15% | 1.44 2% 1.47 | 00:00:49 4% 00:00:51 |
| Display  (10.5%) | 3,263 12% 3,695 | 3,112 11% 3,513 | 3,695 12% 4,185 | 91.34% 0% 91.64% | 1.11 3% 1.14 | 00:00:16 3% 00:00:17 |
| Social  (7.0%) | 2,196 21% 1,816 | 1,934 25% 1,546 | 3,373 15% 2,942 | 54.85% 8% 59.76% | 1.73 5% 1.83 | 00:01:07 3% 00:01:09 |
| Referral  (4.3%) | 1,351 20% 1,684 | 1,186 23% 1,545 | 1,885 24% 2,483 | 46.42% 0% 46.19% | 2.18 4% 2.26 | 00:03:22 15% 00:03:59 |
| (Other)  (0.0%) | 9 97% 301 | 4 99% 298 | 18 94% 311 | 38.89% 44% 69.77% | 2.44 81% 1.35 | 00:06:45 4,040% 00:00:09 |

Organic Search Insights

January 1, 2021 - January 31, 2021
(January 1, 2020 - January 31, 2020)

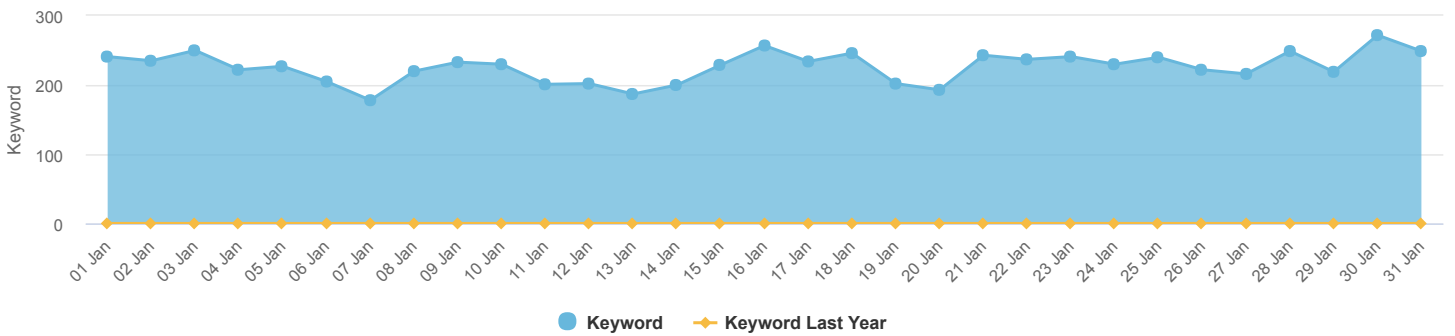
The number of users who visit your site organically

Organic Traffic Year over Year



The number of keywords your site ranks for organically

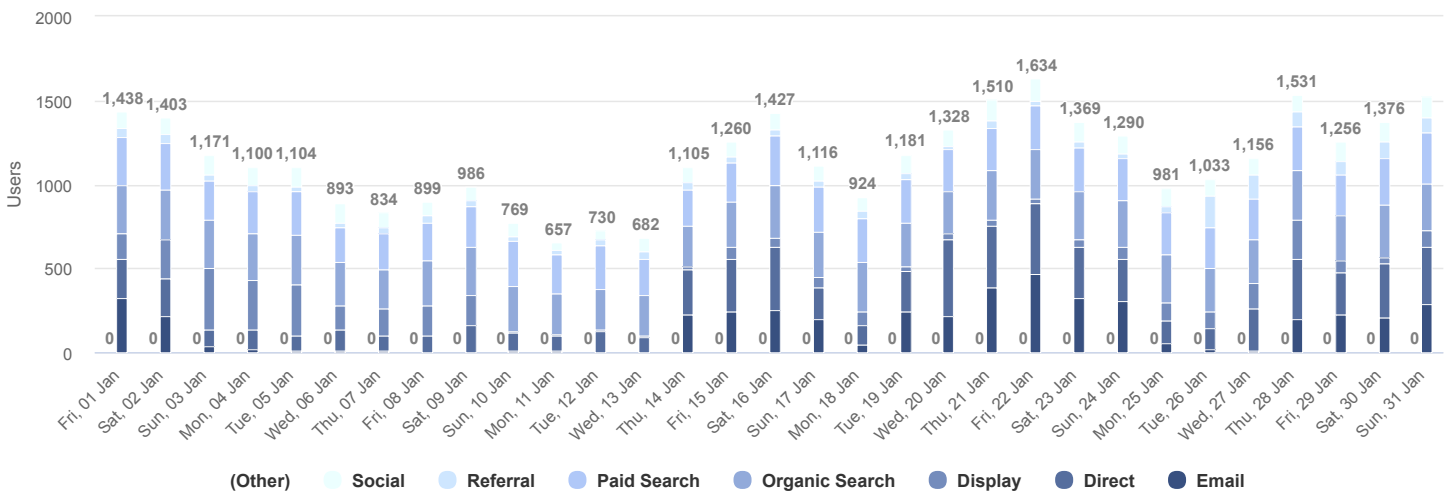
Keyword Traffic Year over Year



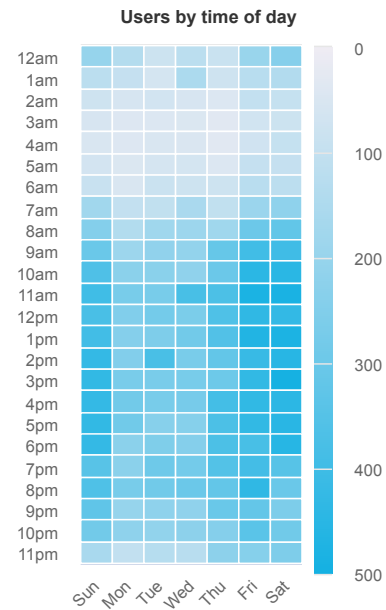
Traffic Channel

January 1, 2021 - January 31, 2021
(January 1, 2020 - January 31, 2020)

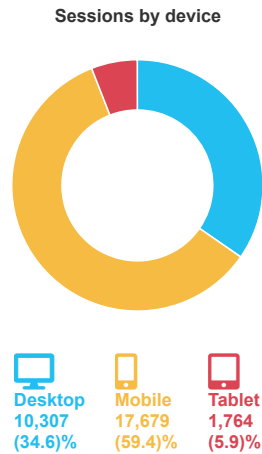
Where does your traffic come from during the week?



When do your users visit?



What are your top devices?



User Behavior

Pages Per Session

2.34

Previous Period: 2.38

Previous Year: 0.00

Avg. Session Duration

00:02:34

Previous Period: 00:02:38

Previous Year: 00:00:00

Avg. Page Load Time

11.40 secondsPrevious Period: 11.01
secondsIdeal website load time is 1 to 2
seconds

Bounce Rate

50.64%

Previous Period: 51.05%

Ideal bounce rate is between
20% to 50%

Top Search Terms

January 1, 2021 - January 31, 2021

The top queries people use to find your website

| QUERY | CLICKS | IMPRESSIONS | CTR | POSITION |
|-------------------------|--------|-------------|-------|----------|
| brandon hyundai | 1,577 | 4,968 | 0.32% | 1.0 |
| hyundai brandon | 385 | 1,370 | 0.28% | 2.8 |
| hyundai | 186 | 3,658 | 0.05% | 4.9 |
| hyundai dealer near me | 49 | 2,848 | 0.02% | 17.8 |
| hyundai of brandon | 47 | 143 | 0.33% | 1.0 |
| hyundai dealership | 45 | 4,194 | 0.01% | 28.8 |
| hyundai brandon fl | 42 | 137 | 0.31% | 1.0 |
| hyundai near me | 35 | 1,771 | 0.02% | 16.2 |
| brandon hyundai service | 31 | 282 | 0.11% | 1.8 |
| hyundai tampa | 26 | 1,471 | 0.02% | 7.0 |

The pages users visit the most on your website

| PAGE | CLICKS | IMPRESSIONS |
|---|--------|-------------|
| https://www.brandonhyundai.com/?utm_source=google&utm_medium=organic&utm_campaign=gmb | 2,215 | 12,953 |
| https://www.brandonhyundai.com/ | 732 | 73,827 |
| https://www.brandonhyundai.com/used-vehicles/ | 98 | 15,235 |
| https://www.brandonhyundai.com/service/ | 77 | 16,309 |
| https://www.brandonhyundai.com/new-vehicles/ | 75 | 9,803 |
| https://www.brandonhyundai.com/2020-hyundai-santa-fe-vs-2020-toyota-highlander/ | 57 | 4,645 |
| https://www.brandonhyundai.com/current-offers/ | 37 | 7,135 |
| https://www.brandonhyundai.com/used-vehicle-real-nationwide-lifetime-warranty/ | 32 | 2,594 |
| https://www.brandonhyundai.com/2020-hyundai-palisade-vs-2020-chevrolet-traverse/ | 30 | 2,829 |
| https://www.brandonhyundai.com/service/service-specials/ | 28 | 1,683 |