

Home

Acquisition

Audience

Technology

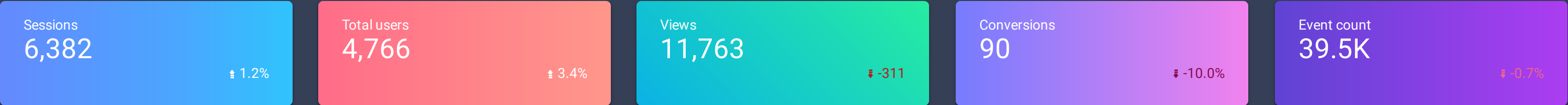
Pages

Events

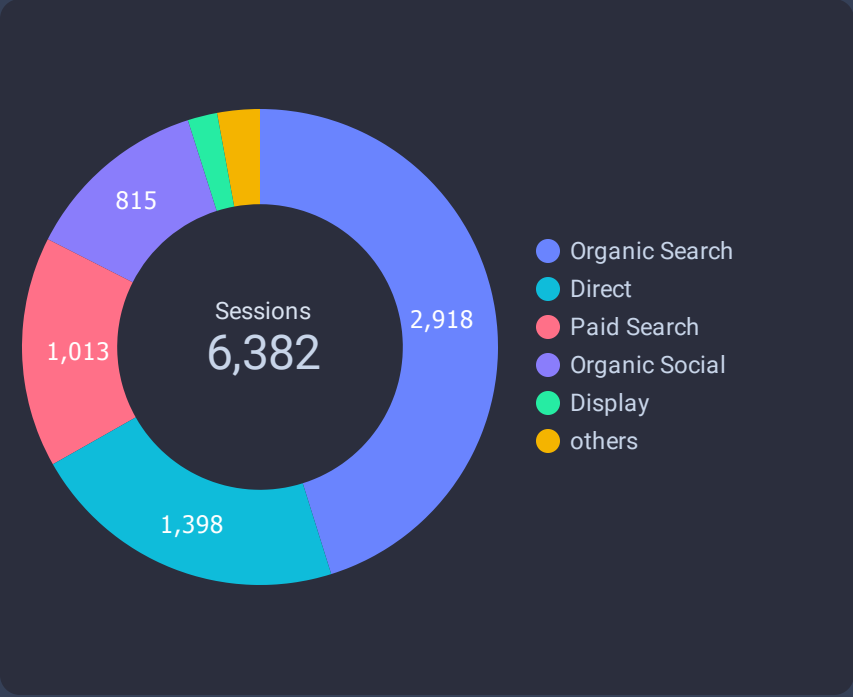
Search Console



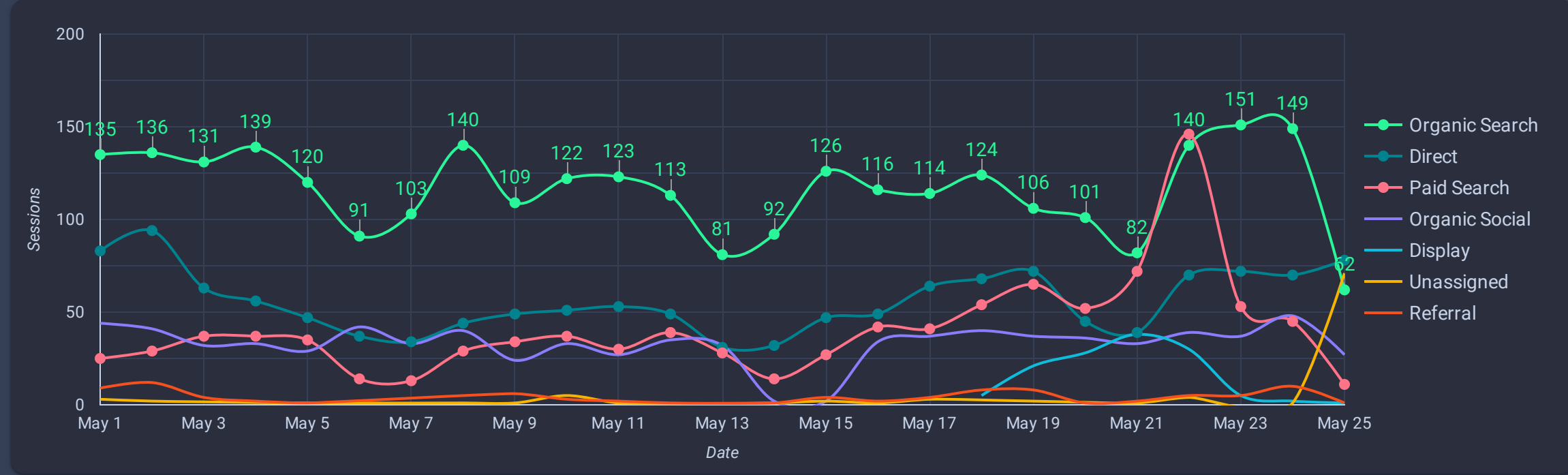
ACCOUNT PERFORMANCE OVERVIEW



SESSIONS ON ALL CHANNELS



SESSIONS OVERVIW ON ALL CHANNELS



PERFORMANCE OVERVIEW OF ALL CHANNELS

Channel	Session...	% Δ	Views	% Δ	Total users	% Δ	Conversions	% Δ	Event count	% Δ	User engagem...	% Δ
Organic Sear...	2,918	-2.3% ↓	5,560	-4.7% ↓	2,169	-2.8% ↓	49	-27.9% ↓	18,995	-2.6% ↓	63:55:21	0.5% ↑
Direct	1,398	-4.7% ↓	2,772	-5.8% ↓	981	-5.7% ↓	32	88.2% ↑	9,107	-4.0% ↓	28:49:04	30.0% ↑
Paid Search	1,013	6.2% ↑	1,738	-1.8% ↓	819	5.7% ↑	8	-33.3% ↓	6,199	-2.4% ↓	14:54:54	-11.9% ↓
Organic Social	815	22.9% ↑	1,063	21.2% ↑	733	29.5% ↑	0	-100.0% ↓	3,294	26.5% ↑	04:24:56	17.1% ↑
Display	130	-	138	-	104	-	0	-	392	-	00:12:13	-
Unassigned	100	75.4% ↑	218	21.8% ↑	91	82.0% ↑	1	-	734	38.0% ↑	03:12:11	94.1% ↑
Referral	91	-36.4% ↓	274	-41.6% ↓	22	-64.5% ↓	0	-100.0% ↓	778	-39.9% ↓	01:51:24	-33.0% ↓
Grand total	6,382	1.2% ↑	11,763	-2.6% ↓	4,766	3.4% ↑	90	-10.0% ↓	39,499	-0.7% ↓	117:20:03	5.8% ↑

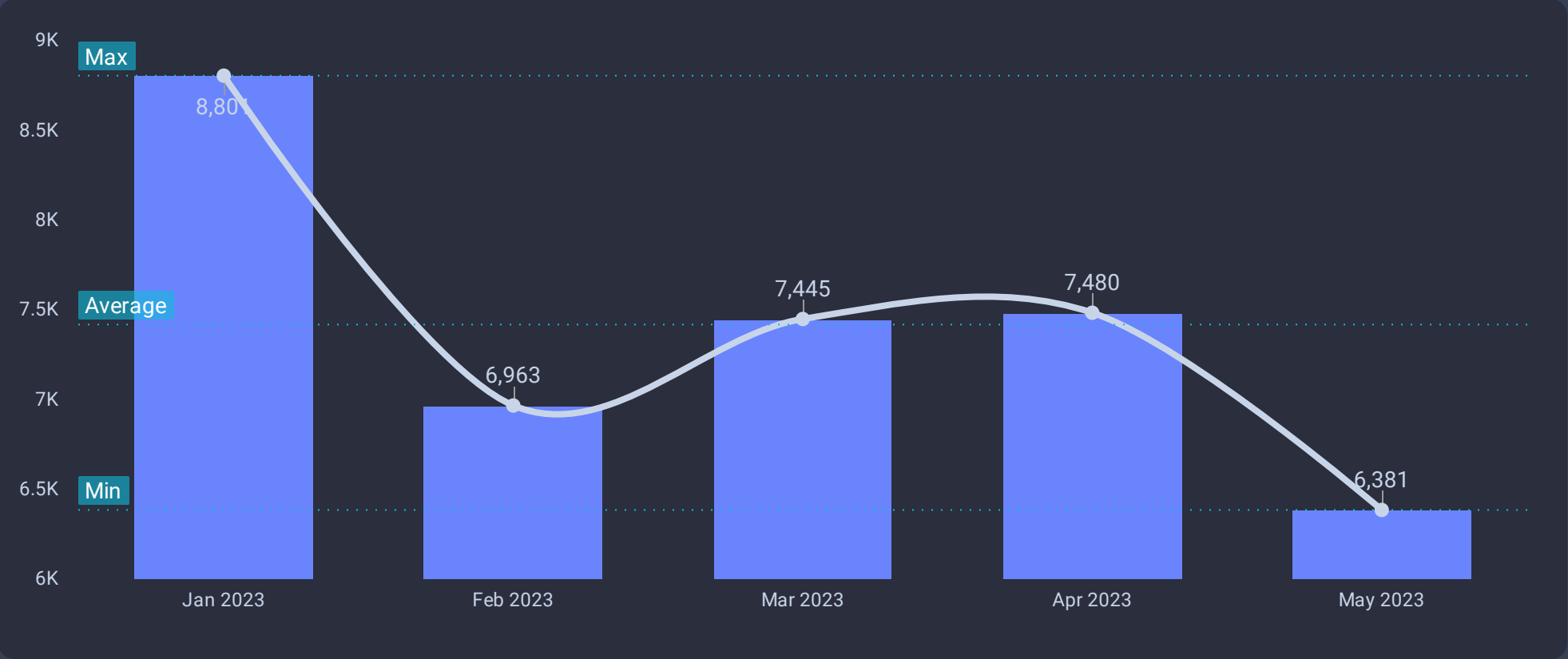
SESSION SOURCES/ MEDIUM

Session medium	Session source	Event count	Conversions
organic	google	17,677	46
(none)	(direct)	9,107	32
cpc	google	6,591	8
referral	m.facebook.com	1,830	0
organic	bing	776	3
referral	l.facebook.com	771	0
		412	0
organic	yahoo	371	0
referral	lm.facebook.com	352	0
(not set)	(not set)	322	1
Grand total		39,499	90

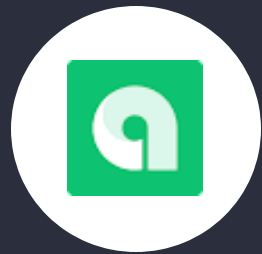
MONTHLY PERFORMANCE OVERVIEW

Months	Event count	Views	Sessions	User engagement	Conversions
May 2023	39,499	11,763	6,381	117:20:03	90
Apr 2023	46,961	14,245	7,480	129:07:10	118
Mar 2023	50,399	15,697	7,445	161:15:12	695
Feb 2023	39,384	13,834	6,963	109:45:32	0
Jan 2023	51,212	17,691	8,801	147:01:45	0
Grand total	227,455	73,230	37,070	664:29:42	903

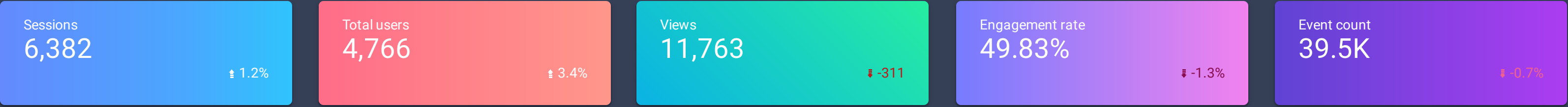
AVERAGE MONTHLY SESSION OVERVIEW



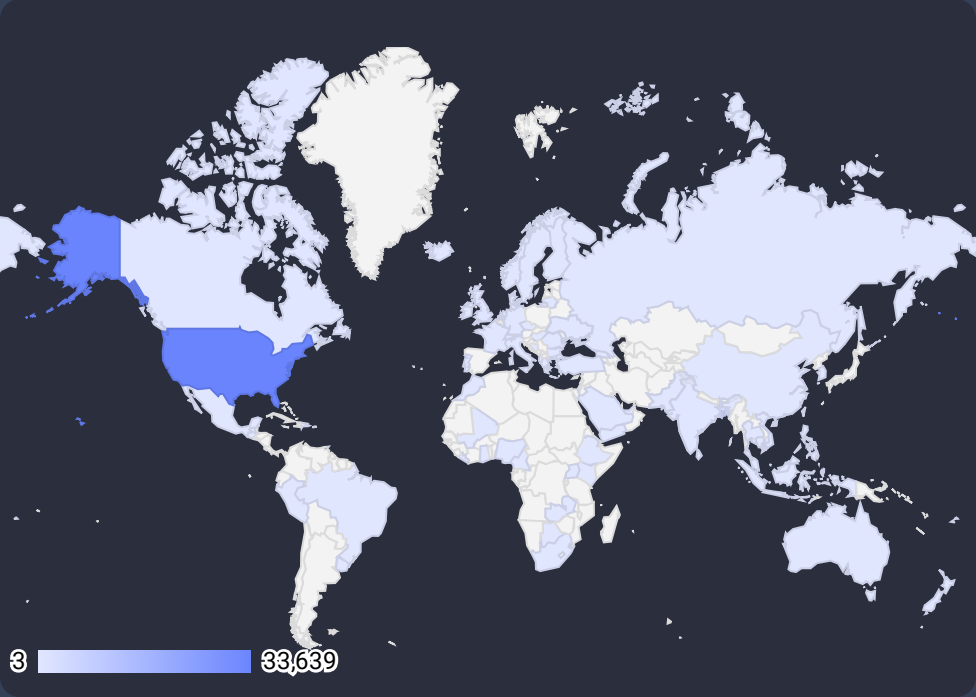
- Home
- Acquisition
- Audience
- Technology
- Pages
- Events
- Search Console



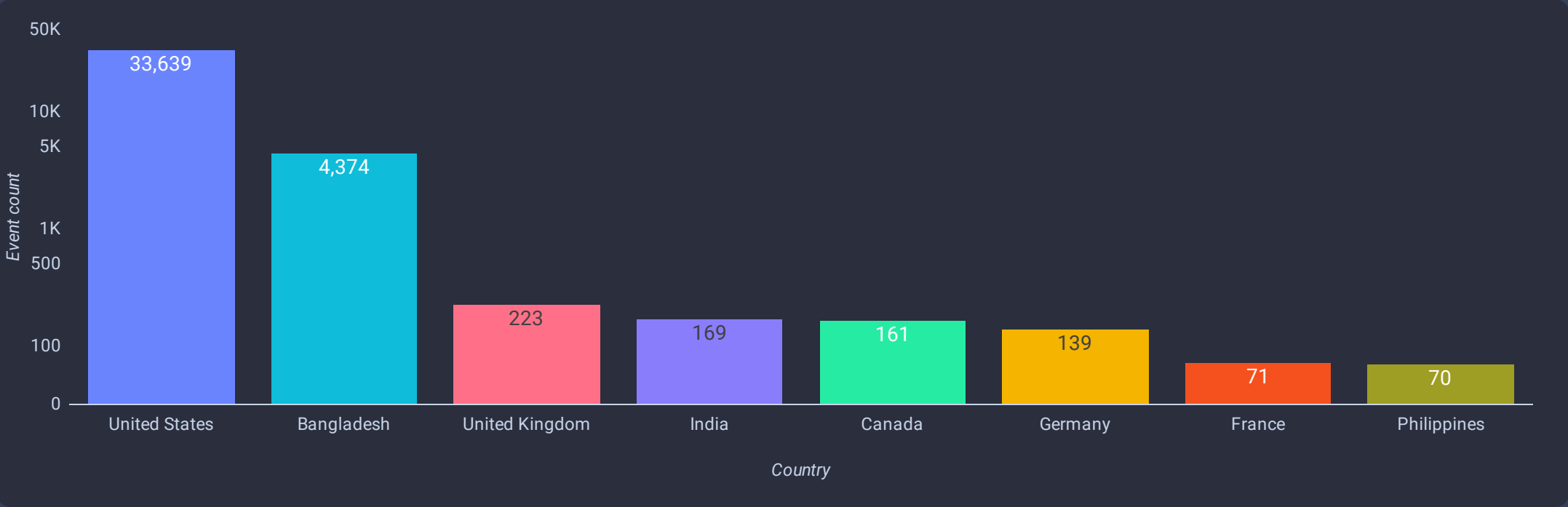
AUDIENCE PERFORMANCE OVERVIEW



AUDIENCE FROM ALL GEO LOCATIONS



EVENTS FROM TOP COUNTRIES

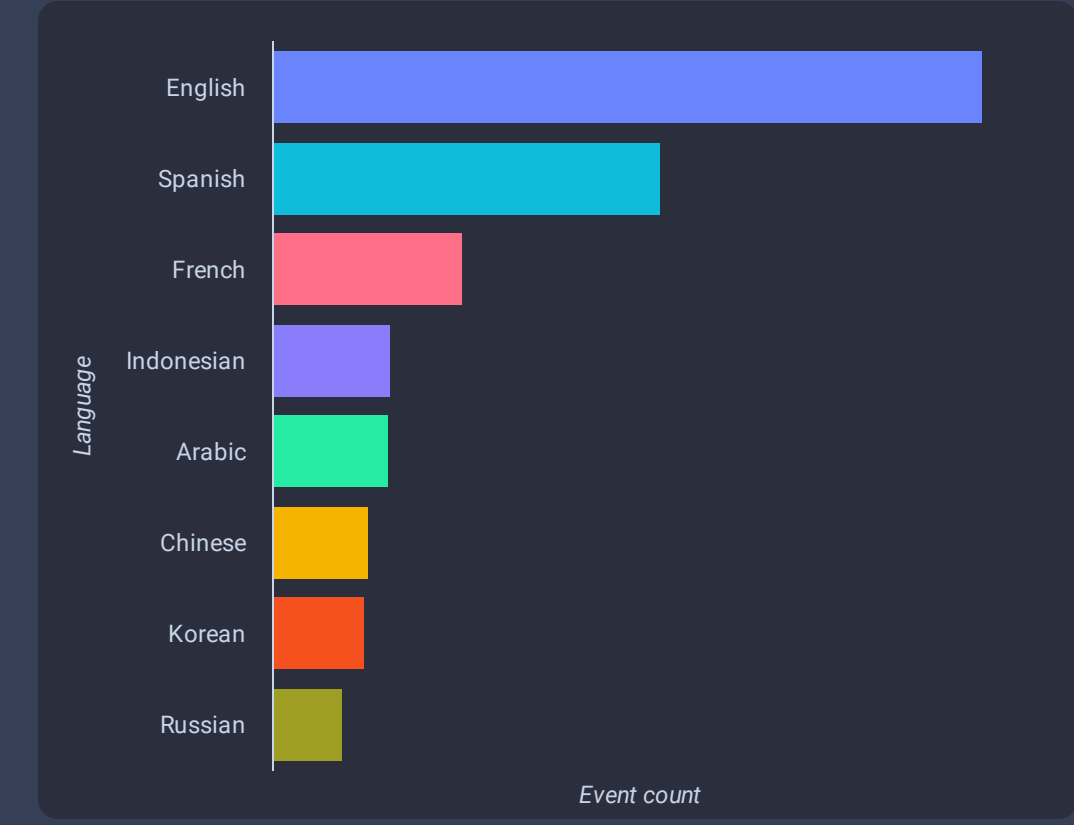


AUDIENCE OVERVIEW FROM ALL COUNTRIES

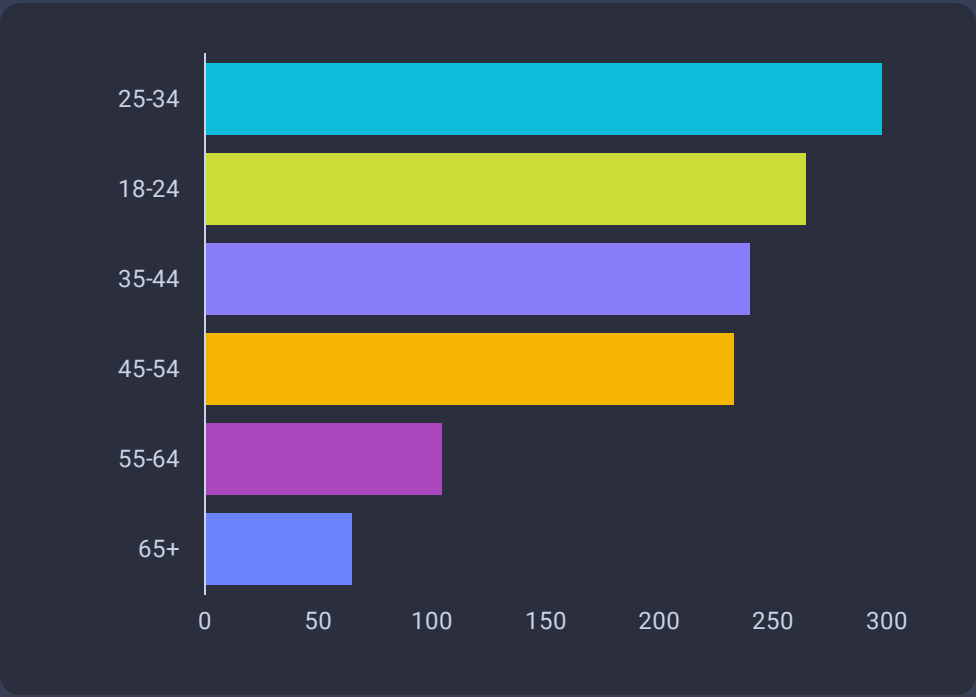
City	Session...	% Δ	Total use...	% Δ	Views	% Δ	Conversio...	% Δ	Event count	% Δ	User engagem...	% Δ
Las Vegas	2,305	17.3% ↑	1,785	19.5% ↑	4,645	10.8% ↑	59	-2...	15,974	10.7% ↑	53:38:18	6.2% ↑
Dhaka	472	-4.5% ↓	100	-24.2% ↓	1,529	-20.8% ↓	0	-	4,294	-16.0% ↓	17:17:46	52.4% ↑
Los Angeles	435	20.8% ↑	382	23.2% ↑	788	27.9% ↑	13	33...	2,742	30.9% ↑	07:25:16	37.1% ↑
(not set)	229	-17.3% ↓	220	-13.7% ↓	343	-17.3% ↓	3	0...	1,182	-13.2% ↓	03:22:43	1.0% ↑
San Jose	164	-30.2% ↓	145	-29.3% ↓	258	-41.5% ↓	3	-2...	893	-41.7% ↓	02:02:39	-56.0% ↓
Phoenix	96	88.2% ↑	79	75.6% ↑	132	41.9% ↑	1	-	422	32.3% ↑	00:38:35	-33.8% ↓
New York	68	11.5% ↑	60	7.1% ↑	79	11.3% ↑	0	-	280	17.2% ↑	00:33:01	-23.3% ↓
Seattle	37	-14.0% ↓	33	-8.3% ↓	48	-2.0% ↓	0	-	158	-6.5% ↓	00:24:07	49.9% ↑
Tucson	37	8.8% ↑	36	16.1% ↑	65	-41.4% ↓	0	-	219	-38.0% ↓	00:43:24	-37.7% ↓
Quincy	33	-19.5% ↓	33	-19.5% ↓	41	-43.1% ↓	0	-	143	-42.6% ↓	00:12:55	-53.8% ↓
Grand total	6,382	1.2% ↑	4,766	3.4% ↑	11,763	-2.6% ↓	90	-1...	39,499	-0.7% ↓	117:20:03	5.8% ↑

1 - 10 / 1062

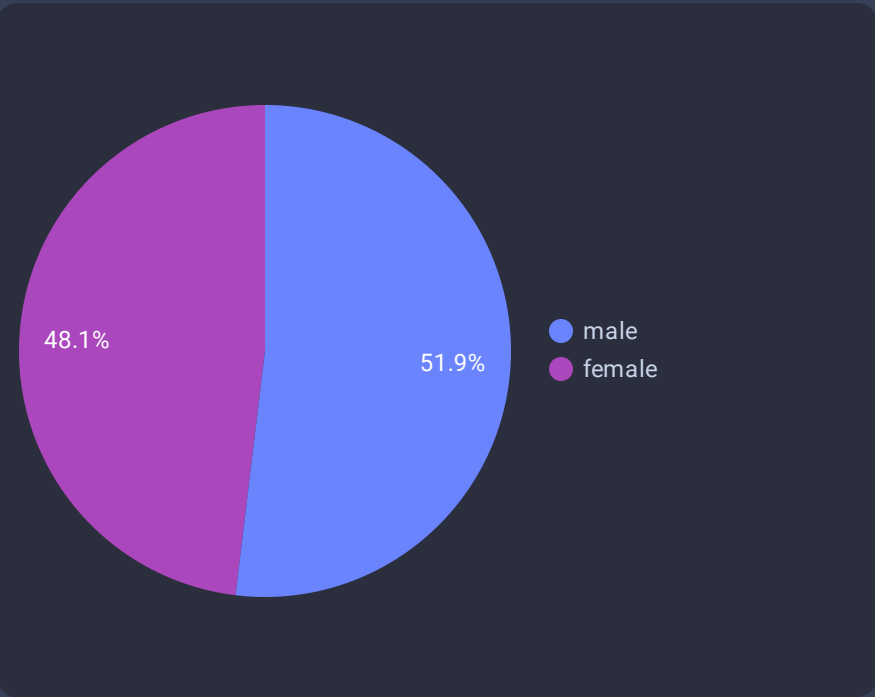
AUDIENCE FROM TOP LANGUAGES



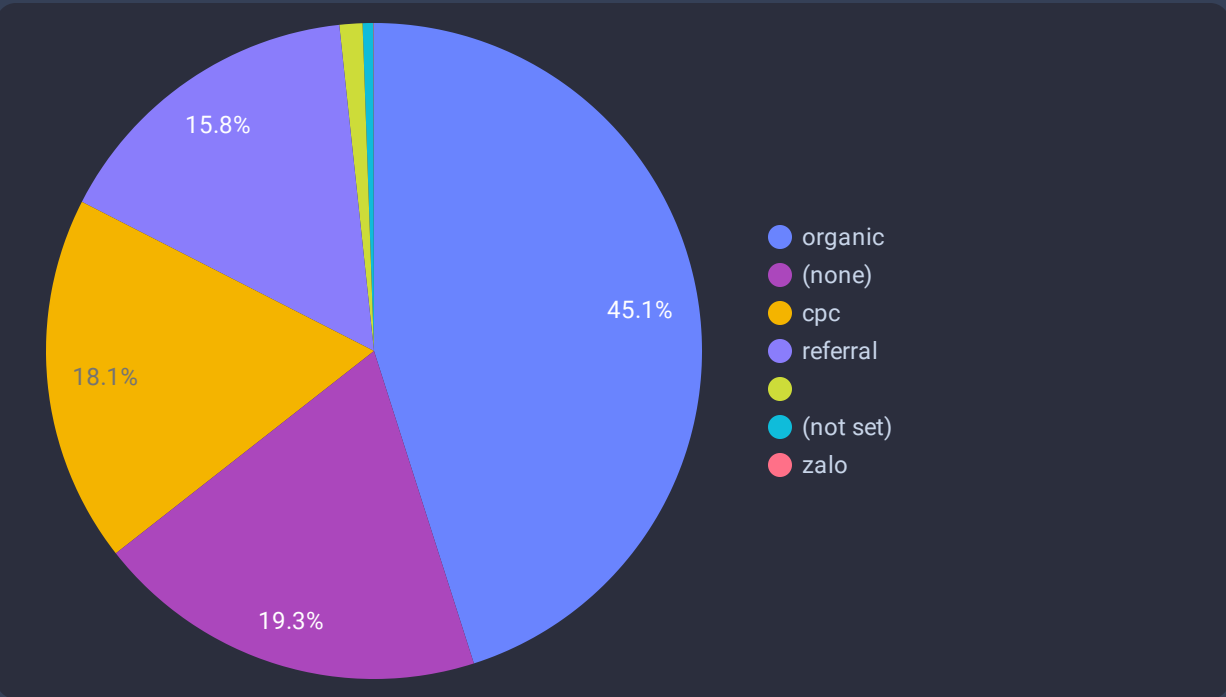
AUDIENCE FROM ALL AGES



AUDIENCE FROM ALL GENDERS



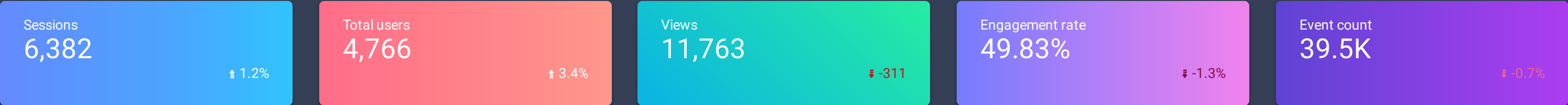
AGE/ GENDERS OVERVIEW



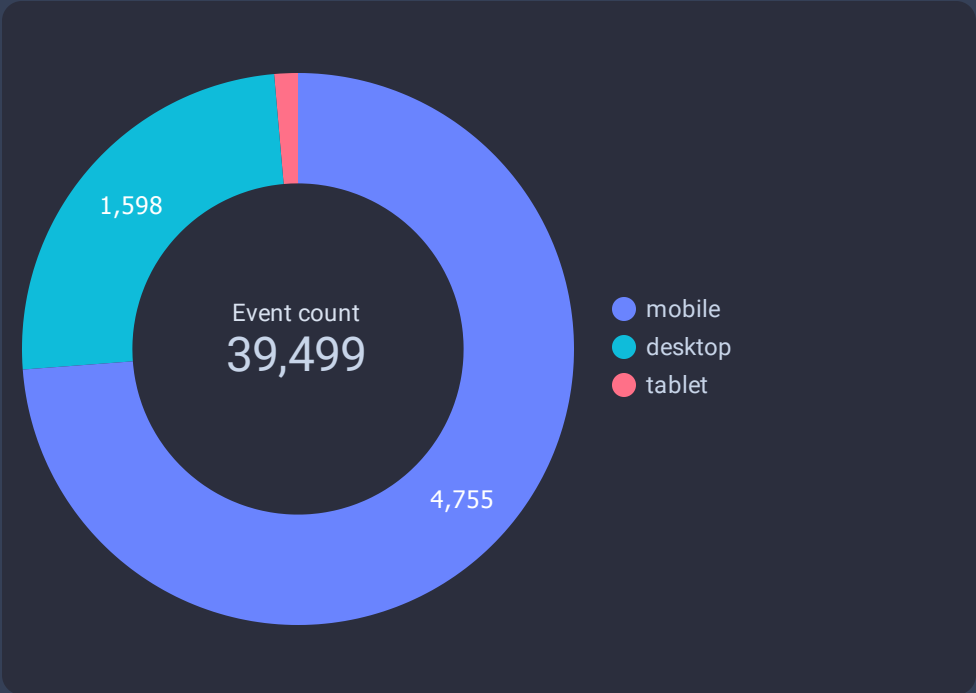
- Home
- Acquisition
- Audience
- Technology
- Pages
- Events
- Search Console



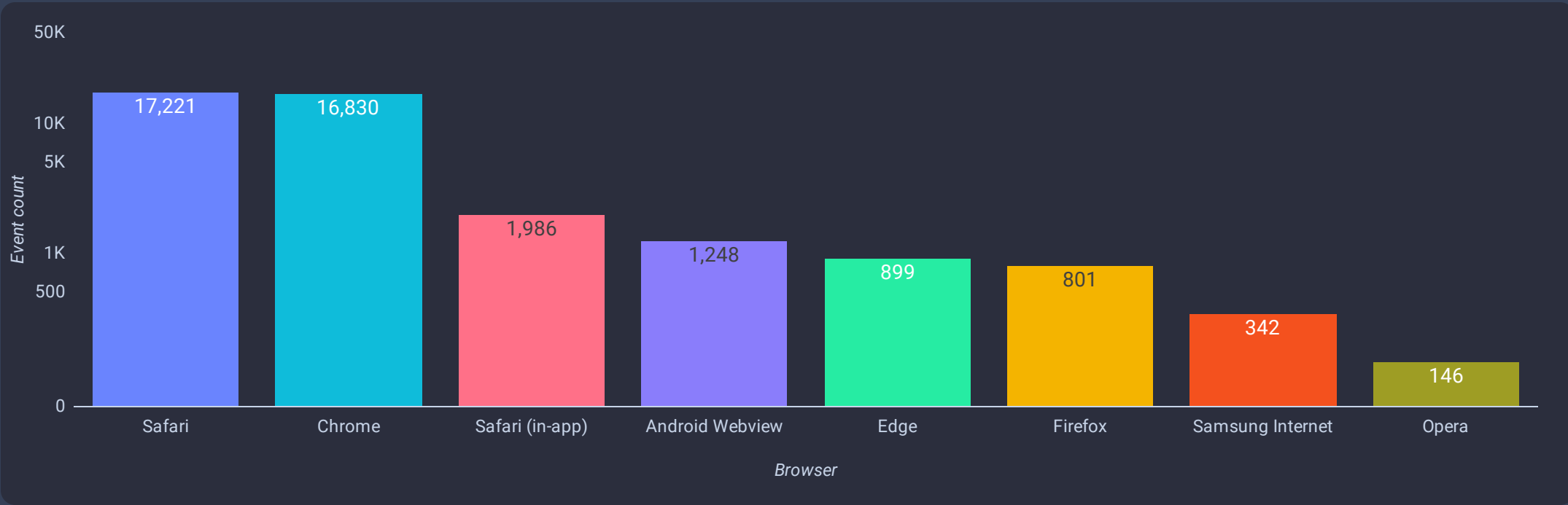
ACCOUNT PERFORMANCE OVERVIEW



WHICH DEVICE GENERATE MAXIMUM EVENTS?



WHICH BROWSER USES YOUR TRAFFIC?

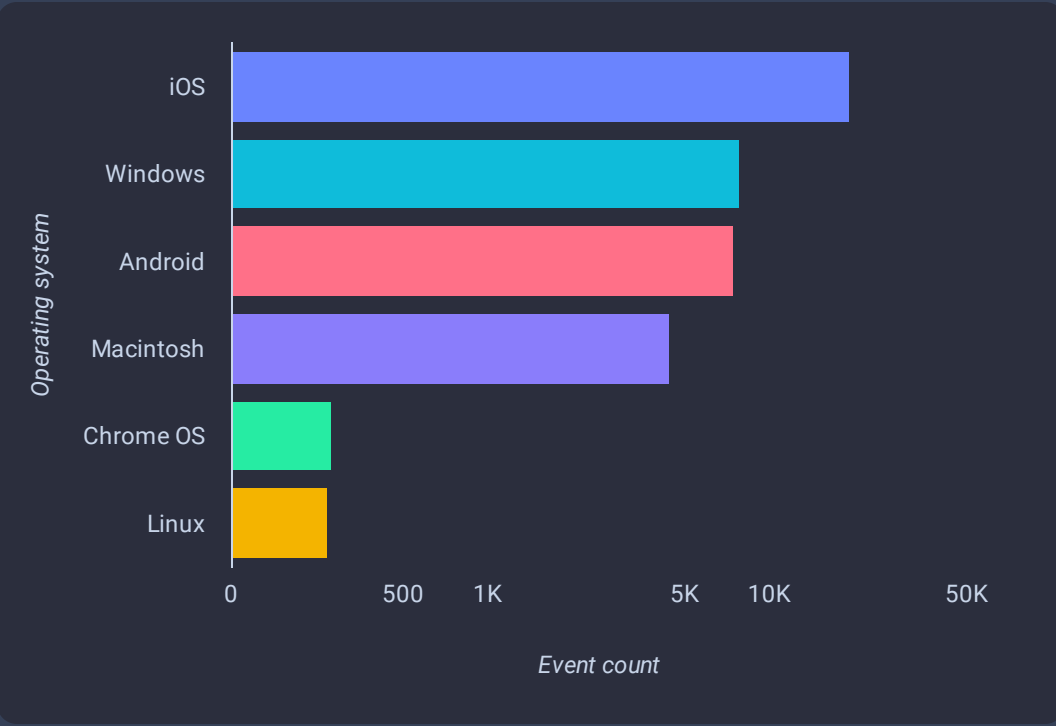


BROWSER OVERVIEW

Browser	Session...	% Δ	Total use...	% Δ	Views	% Δ	Conversio...	% Δ	Event cou...	% Δ	User engage...	% Δ
Safari	2,869	-0.7% ↓	2,196	-1.0% ↓	4,912	0.8% ↑	33	50...	17,221	3.4% ↑	44:55:53	10.3% ↑
Chrome	2,367	-3.7% ↓	1,582	-1.6% ↓	5,065	-8.4% ↓	54	-1...	16,830	-6.6% ↓	61:18:09	3.6% ↑
Safari (in-app)	528	44.7% ↑	479	39.2% ↑	647	55.9% ↑	0	-	1,986	57.5% ↑	01:27:22	38.8% ↑
Android Web...	329	31.1% ↑	305	33.2% ↑	408	45.2% ↑	0	-	1,248	45.6% ↑	01:31:25	51.4% ↑
Edge	123	-18.5% ↓	94	-7.8% ↓	262	-30.3% ↓	3	-7...	899	-32.3% ↓	03:29:00	-28.8% ↓
Firefox	78	-18.8% ↓	33	-19.5% ↓	312	-33.8% ↓	0	-1...	801	-33.2% ↓	03:17:06	34.8% ↑
Samsung Inte...	73	46.0% ↑	62	34.8% ↑	103	17.0% ↑	0	-	342	10.7% ↑	00:48:11	-18.8% ↓
Opera	22	4.8% ↑	17	0.0%	45	21.6% ↑	0	-1...	146	22.7% ↑	00:25:17	-31.9% ↓
Amazon Silk	1	-22.2% ↓	1	-20.0% ↓	7	10.0% ↑	0	-	18	0.0%	00:04:02	650.4% ↑
Grand total	6,382	1.2% ↑	4,766	3.4% ↑	11,763	-2.6% ↓	90	-1...	39,499	-0.7% ↓	117:20:03	5.8% ↑

1 - 10 / 10

WHICH OS USE YOUR CUSTOMER?



SCREEN RESULATION OVERVIEW

Screen resol...	Sessio...	% Δ	Total us...	% Δ	Views	% Δ	Conversio...	% Δ	Event cou...	% Δ	User engage...	% Δ
390x844	977	-3.9% ↓	742	-5.7% ↓	1,591	0.0%	6	10...	5,603	4.4% ↑	13:17:01	19.1% ↑
428x926	639	9.2% ↑	476	6.3% ↑	964	6.1% ↑	6	10...	3,260	3.6% ↑	06:39:37	-1.6% ↓
1920x1080	617	4.4% ↑	291	0.0%	1,762	-3.2% ↓	21	90...	5,740	3.2% ↑	21:54:28	32.8% ↑
414x896	617	6.2% ↑	460	-1.7% ↓	1,095	12.2% ↑	3	-2...	3,807	13.6% ↑	09:48:09	33.3% ↑
375x812	457	27.3% ↑	391	35.3% ↑	752	26.0% ↑	5	15...	2,526	23.8% ↑	05:10:57	1.1% ↑
430x932	251	21.3% ↑	214	28.1% ↑	416	8.6% ↑	3	20...	1,429	10.9% ↑	03:04:20	-14.9% ↓
1440x900	216	-16.3% ↓	138	-8.0% ↓	381	-45.5% ↓	3	-4...	1,386	-32.9% ↓	08:04:31	31.7% ↑
412x915	214	28.9% ↑	156	20.9% ↑	334	1.2% ↑	1	-7...	1,088	0.6% ↑	03:26:40	5.3% ↑
375x667	185	3.4% ↑	156	7.6% ↑	273	-7.8% ↓	1	-5...	904	-4.8% ↓	01:45:53	-32.0% ↓
393x852	147	-0.7% ↓	120	10.1% ↑	240	-16.1% ↓	2	-3...	802	-16.3% ↓	01:23:20	-46.0% ↓
Grand total	6,382	1.2% ↑	4,766	3.4% ↑	11,763	-2.6% ↓	90	-1...	39,499	-0.7% ↓	117:20:03	5.8% ↑

1 - 10 / 283

DEVICE BRAND OVERVIEW

Device brand	Sessions	Event count
Apple	3,937	23,644
Samsung	876	5,003
Google	852	6,467
Microsoft	125	907
Motorola	125	672
(not set)	91	625
Mozilla	71	770
LG	35	173
Xiaomi	26	126
OnePlus	25	206
T-Mobile	25	109
Alcatel	20	79
...	...	...
Grand total	6,362	39,499

- Home
- Acquisition
- Audience
- Technology
- Pages
- Events
- Search Console



ACCOUNT PERFORMANCE OVERVIEW

Sessions

6,382

± 1.2%

Total users

4,766

± 3.4%

Views

11,763

± -311

User engagement

117:20:03

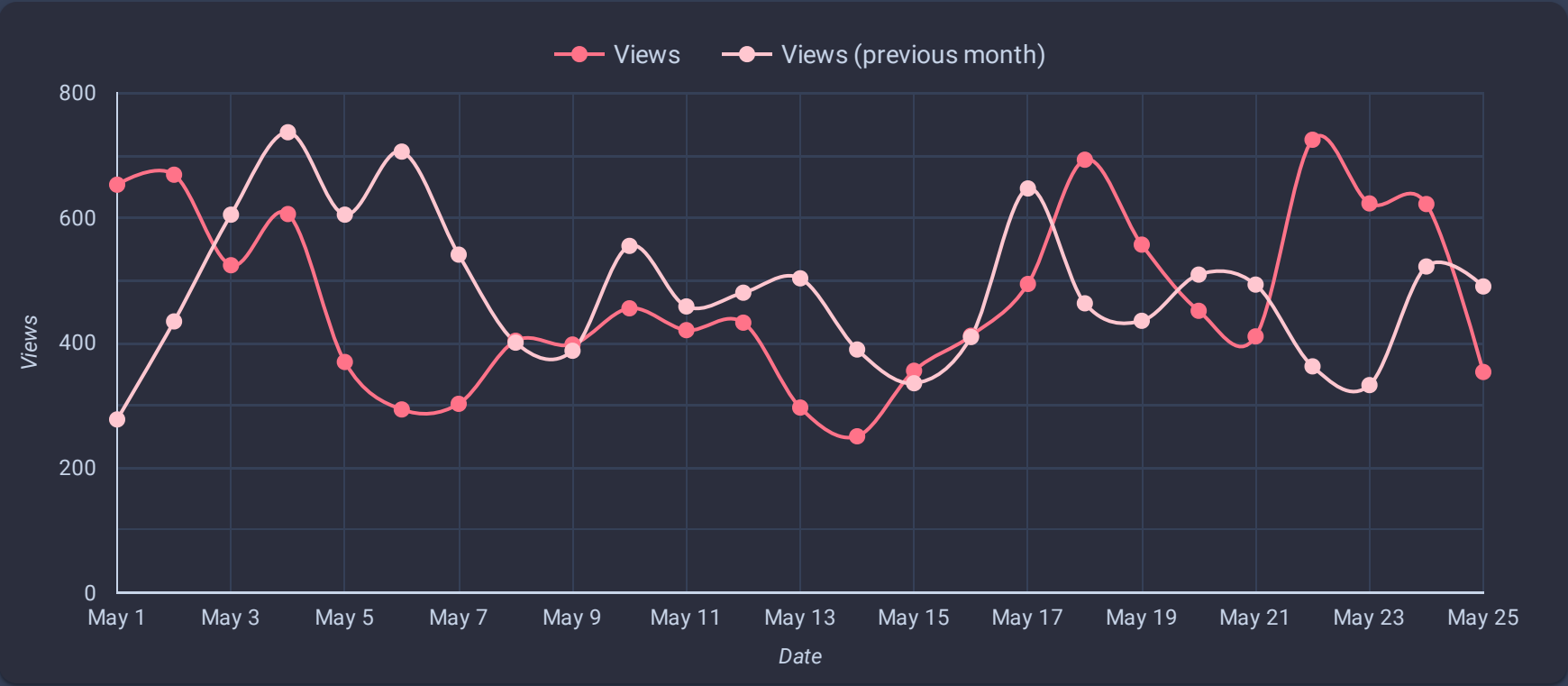
± 5.8%

Event count

39.5K

± -0.7%

DAILY PAGE VIEWS



WHICH PAGES HAVE MOST TRAFFICS

Page title	Views	% Δ
Northwest Driving School, Las Vegas Traffic School	3,669	21.0% ↑
Northwest Driving & Traffic School	1,786	-3.0% ↓
Behind The Wheel Training, Las Vegas – Northwest Driving ...	1,003	9.4% ↑
Costs - Northwest Driving School & Traffic School	755	-11.7% ↓
Drivers Ed Classes, Las Vegas Northwest Driving School	752	-
Driver's Ed Classes, Las Vegas – Northwest Driving School	398	-67.3% ↓
Driving School	376	1.9% ↑
Drive Test Las Vegas – Northwest Driving School	252	-
Our Top Five Tips For Driving Alone For The First Time NW...	206	-1.9% ↓
Class Schedules - Northwest Driving School, Traffic School	198	-38.1% ↓
Grand total	11,763	-2.6% ↓

ALL PAGES OVERVIEW

Full page URL	Session...	% Δ	Total us...	% Δ	User engage...	% Δ	Views	% Δ	Event cou...	% Δ
northwestdrivingschool.com/	1,960	-1.0% ↓	1,457	0.1% ↑	11:29:04	-11.6% ↓	2,516	-0.3% ↓	7,802	0.9% ↑
app.northwestdrivingschool.com/	739	-5.5% ↓	512	-8.4% ↓	21:06:45	1.7% ↑	871	-6.2% ↓	5,337	-4.5% ↓
northwestdrivingschool.com/costs/	575	-9.9% ↓	449	-5.7% ↓	05:51:31	-6.0% ↓	715	-11.5% ↓	1,666	-8.7% ↓
northwestdrivingschool.com/behind-the-wheel/	507	2.8% ↑	401	12.6% ↑	06:17:25	-6.0% ↓	604	-5.3% ↓	1,260	-6.3% ↓
northwestdrivingschool.com/drivers-ed/	430	-18.9% ↓	331	-8.6% ↓	06:19:36	1.2% ↑	569	-19.2% ↓	1,301	-20.0% ↓
northwestdrivingschool.com/?ref=GoogleAds-flash-sale-displ...	383	-	338	-	00:17:44	-	410	-	1,172	-
northwestdrivingschool.com/landing/driving-school/?ref=Go...	300	0.3% ↑	262	-6.8% ↓	02:30:57	-3.4% ↓	341	3.0% ↑	1,164	0.4% ↑
northwestdrivingschool.com/our-top-five-tips-for-driving-alon...	206	-1.4% ↓	196	1.6% ↑	02:04:46	5.2% ↑	206	-1.9% ↓	752	0.0%
northwestdrivingschool.com/drive-test/	203	-	178	-	02:40:18	-	249	-	562	-
northwestdrivingschool.com/class-schedules/	181	-21.6% ↓	148	-16.9% ↓	01:13:10	-29.8% ↓	196	-31.0% ↓	484	-27.9% ↓
Grand total	6,382	1.2% ↑	4,766	3.4% ↑	117:20:03	5.8% ↑	11,763	-2.6% ↓	39,499	-0.7% ↓

ALL EXTERNAL TRAFFIC SOURCES/MEDIUM

Session source	Session mediu...	Event coun...	% Δ
google	organic	17,677	-3.2% ↓
(direct)	(none)	9,107	-4.0% ↓
google	cpc	6,591	3.8% ↑
m.facebook.com	referral	1,830	48.3% ↑
bing	organic	776	-6.7% ↓
l.facebook.com	referral	771	13.9% ↑
		412	-
yahoo	organic	371	26.2% ↑
lm.facebook.com	referral	352	0.9% ↑
(not set)	(not set)	322	-39.5% ↓
Grand total		39,499	-0.7% ↓

MONTH OVER MONTH TRAFFIC OVERVIEW

Date (Year Month)	Sessions	Total users	User engagement	Views	Event count	Event count per user	Active users	Conversions
May 2023	6,381	5,559	117:20:03	11,763	39,499	7.71	5,123	90
Apr 2023	7,480	6,453	129:07:10	14,245	46,961	7.86	5,976	118
Mar 2023	7,445	6,182	161:15:12	15,697	50,399	8.78	5,737	695
Feb 2023	6,963	5,862	109:45:32	13,834	39,384	7.2	5,467	0
Jan 2023	8,801	7,440	147:01:45	17,691	51,212	7.29	7,022	0
Dec 2022	5,671	4,973	102:20:40	10,598	31,585	6.73	4,692	0
Nov 2022	6,484	5,609	107:17:35	11,459	34,462	6.58	5,237	0
Oct 2022	5,723	4,884	98:41:19	10,550	31,529	6.86	4,599	0
Grand total	55,207	38,758	972:49:16	105,837	325,031	8.4	38,703	903

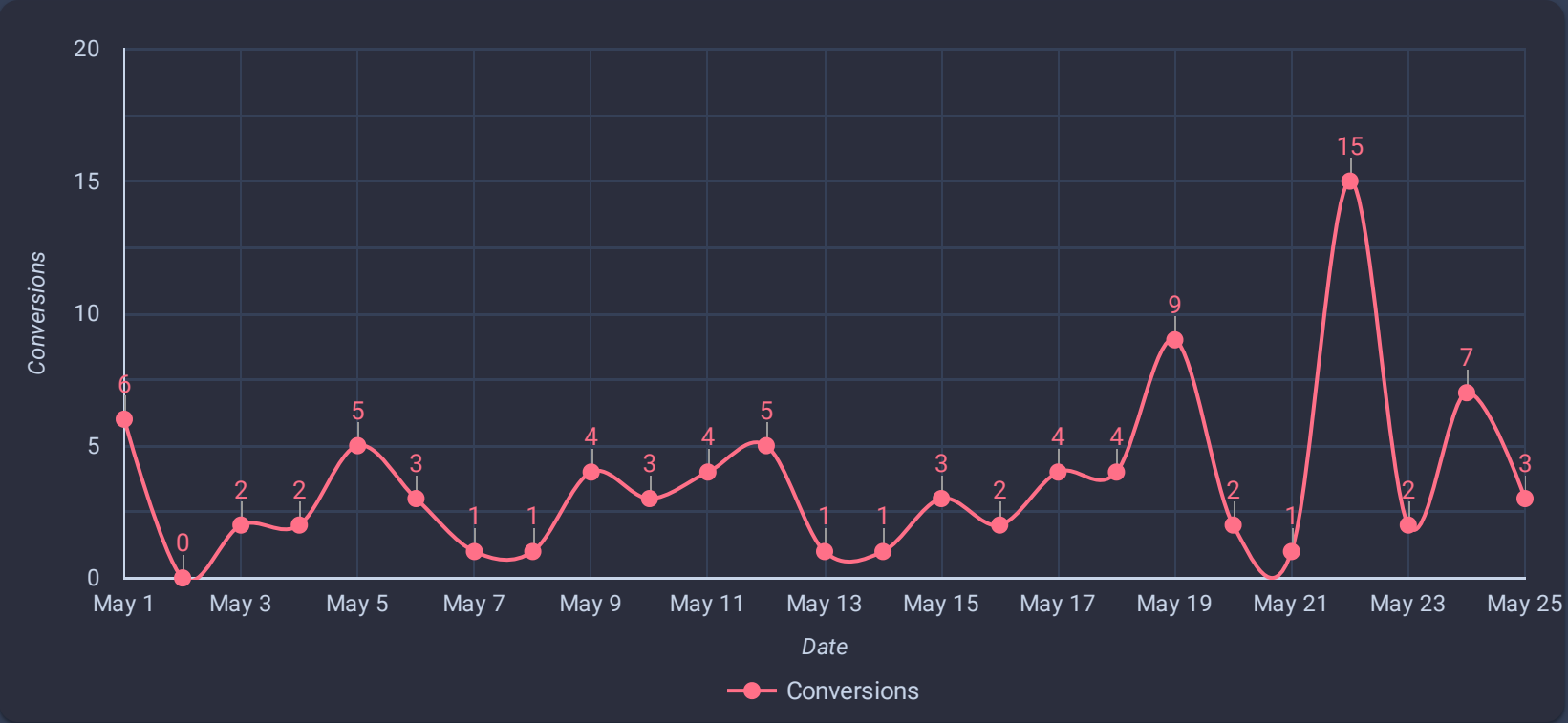
- Home
- Acquisition
- Audience
- Technology
- Pages
- Events
- Search Console



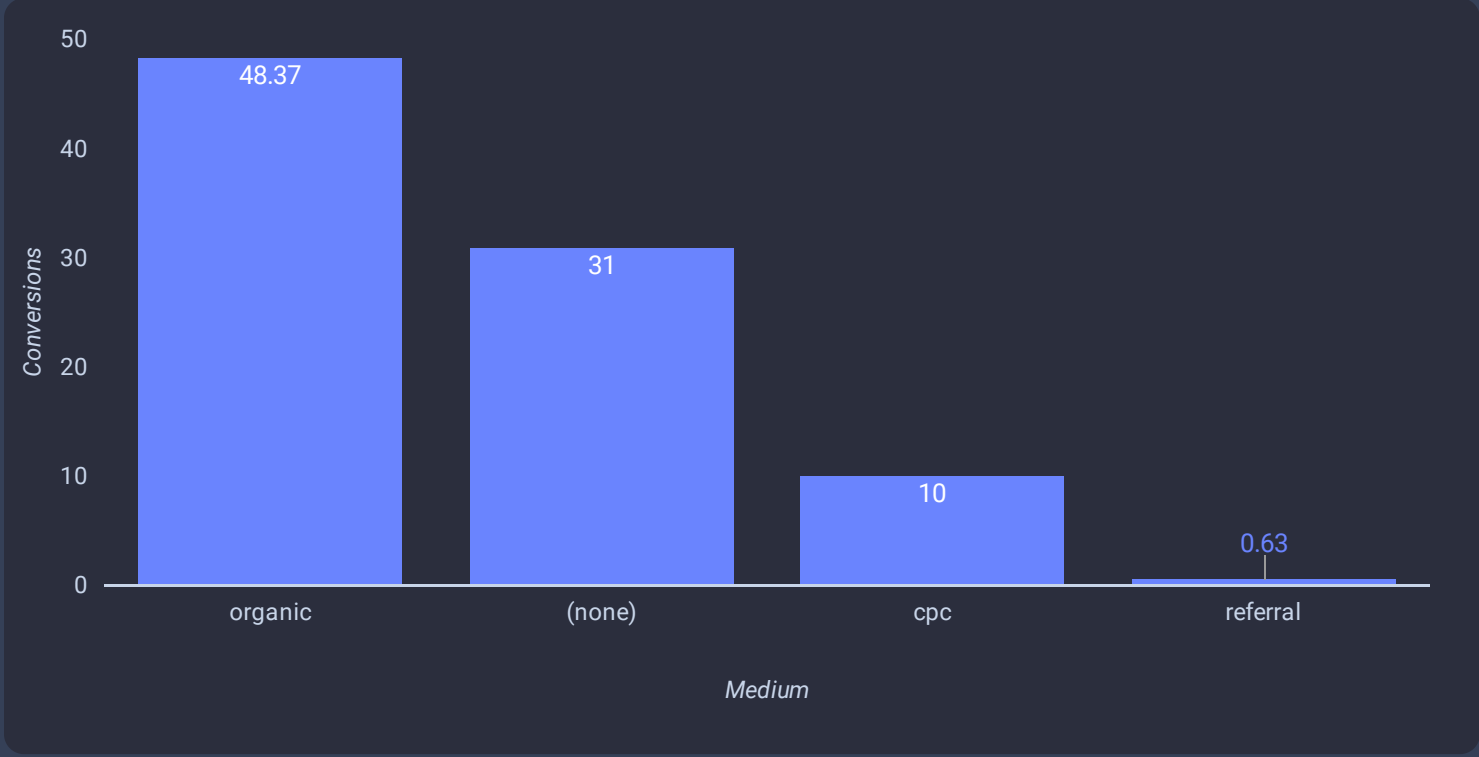
ACCOUNT PERFORMANCE OVERVIEW



Daily Event Count



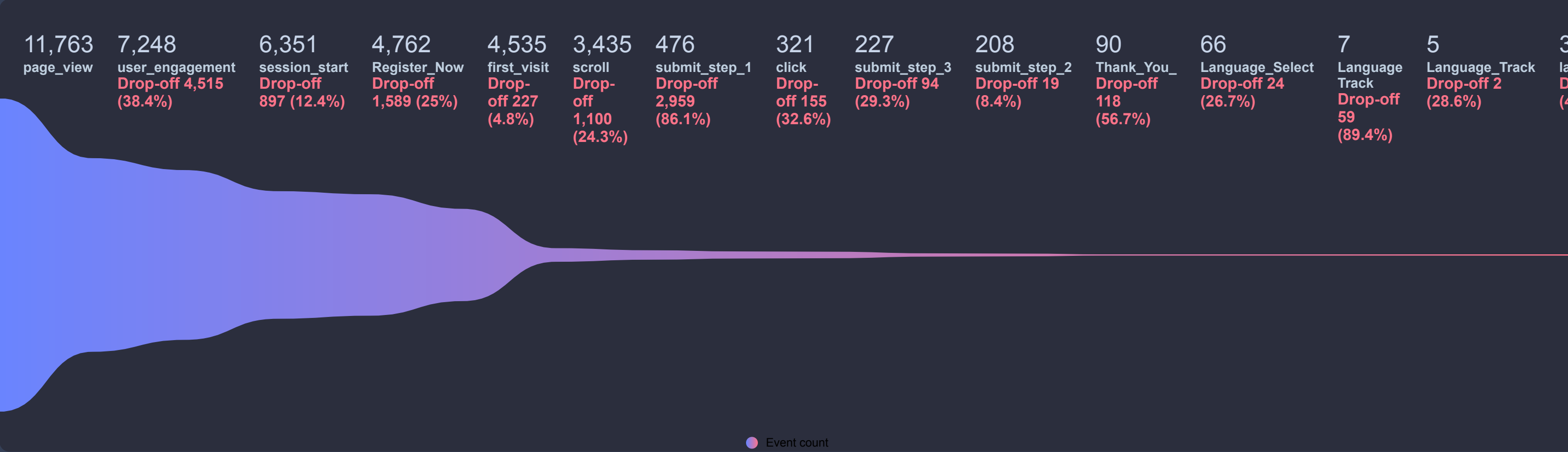
SESSIONS OVERVIEW ON MULTIPLE CHANNELS



EVENTS OVERVIEW

Event name	Conversions	% Δ	Total users	% Δ	User engagement	% Δ	Event count ▾	% Δ	Event count per user	% Δ	Events per session	% Δ
page_view	0	-	4,761	3.5% ↑	00:36:12	13.2% ↑	11,763	-2.6% ↓	2.53	-4.6% ↓	1.92	-5.1% ↓
user_engagement	0	-	2,619	0.0% ↑	61:34:37	4.1% ↑	7,248	-5.5% ↓	2.79	-5.9% ↓	2.2	-4.5% ↓
session_start	0	-	4,752	3.7% ↑	00:00:00	-	6,351	2.2% ↑	1.37	0.2% ↑	1	0.6% ↑
Register_Now	0	-	958	-3.3% ↓	05:29:54	20.8% ↑	4,762	0.7% ↑	4.98	4.3% ↑	3.55	2.9% ↑
first_visit	0	-	4,532	3.8% ↑	00:00:00	-	4,535	3.7% ↑	1.02	1.8% ↑	0.99	0.6% ↑
scroll	0	-	1,573	0.6% ↑	20:21:51	-0.1% ↓	3,435	-1.7% ↓	2.19	-2.0% ↓	1.67	-2.2% ↓
submit_step_1	0	-	232	4.0% ↑	16:05:14	27.7% ↑	476	20.2% ↑	2.05	15.5% ↑	1.78	11.2% ↑
click	0	-	189	-7.8% ↓	01:54:22	-7.8% ↓	321	-4.5% ↓	1.7	3.6% ↑	1.44	4.1% ↑
submit_step_3	0	-	112	2.8% ↑	05:46:49	19.6% ↑	227	42.8% ↑	2.03	38.9% ↑	1.88	33.3% ↑
submit_step_2	0	-	116	1.8% ↑	05:08:38	-21.4% ↓	208	4.5% ↑	1.79	2.7% ↑	1.75	4.5% ↑
Thank_You_	90	-10.0% ↓	64	-8.6% ↓	00:03:51	-67.4% ↓	90	-10.0% ↓	1.41	-1.6% ↓	1.36	5.0% ↑
Language_Select	0	-	17	-	00:15:14	-	66	-	3.88	-	2.87	-
Language Track	0	-	2	-	00:00:23	-	7	-	3.5	-	3.5	-
Grand total	90	-10.0% ↓	4,766	3.4% ↑	117:20:03	5.8% ↑	39,499	-0.7% ↓	8.46	-3.1% ↓	6.19	-1.9% ↓

SHOPPING BEHAVIOUR FUNNEL



- Home
- Acquisition
- Audience
- Technology
- Pages
- Events
- Search Console



SEARCH PERFORMANCE OVERVIEW

Url Clicks

1,680

-7.5%

Impressions

189,960

-9.0%

URL CTR

0.88%

0.01%

Average Position

20.57

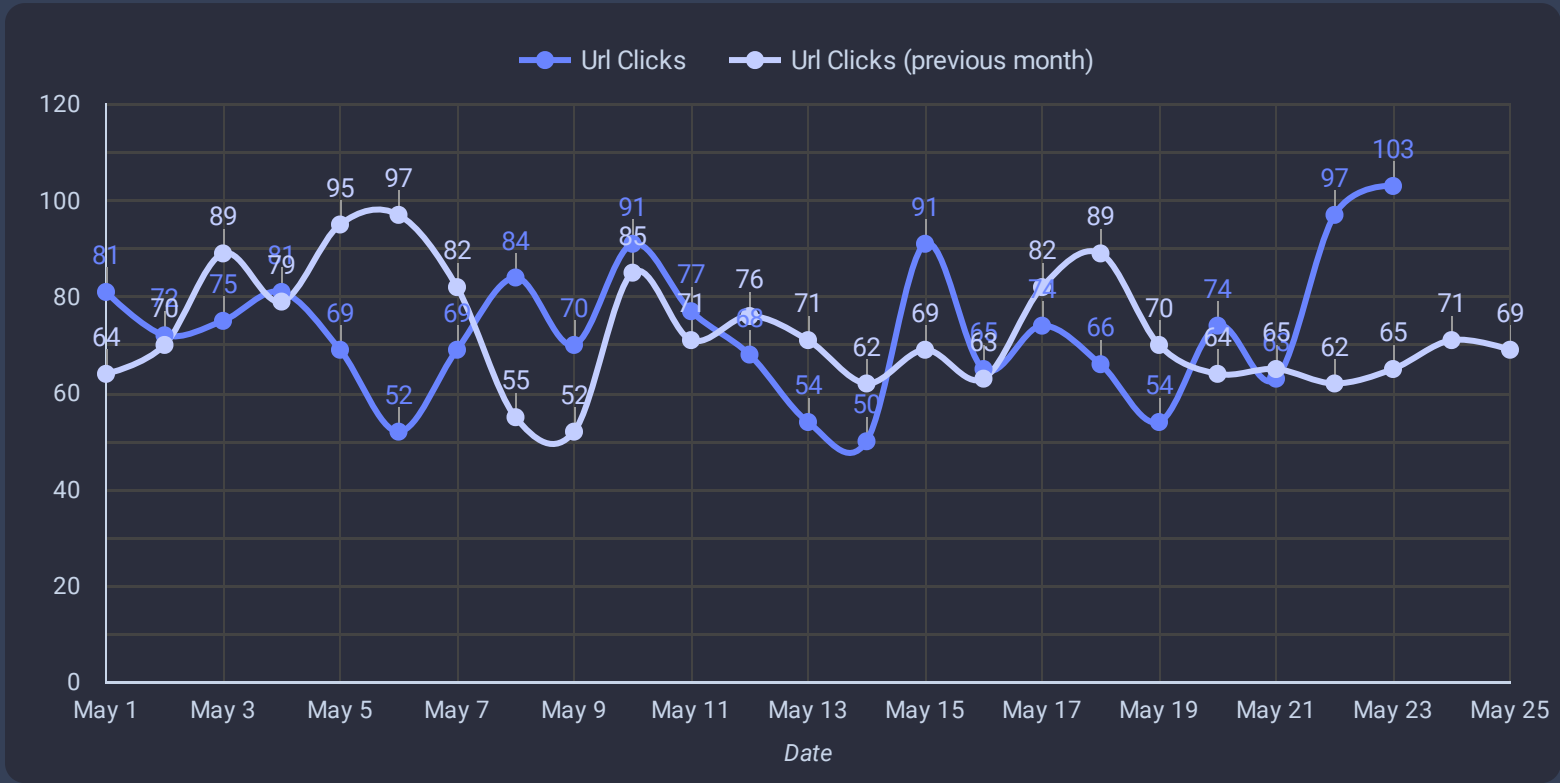
-2.8%

Google Property

1.0

0.0%

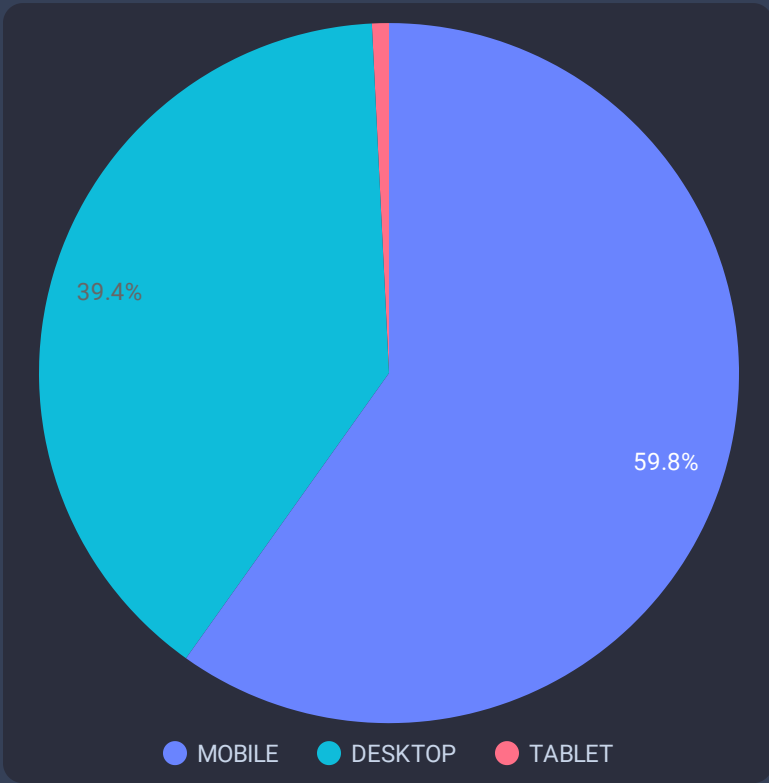
DAILY URL CLICKS OVERVIEW



IMPRESSIONS FROM TOP COUNTRIES

Country	Impressions	Url Clicks
United States	115,336	1,455
United Kingdom	11,749	27
Canada	5,033	25
India	6,847	21
South Africa	2,245	18
Bangladesh	727	11
Philippines	3,014	10
Australia	1,970	7
Indonesia	1,542	6
Italy	606	5
Germanv	1,099	5
Grand total	189,960	1,680

DEVICE PERFORMANCE OVERVIEW



GOOGLE SEARCH QUARY OVERVIEW

Query	Landing Page	Average Position	Δ	Impressions	% Δ	Url Clicks	% Δ	URL CTR	% Δ
northwest driving school	https://northwestdrivingschool.com/	1.37	0 ↑	517	-9.8% ↓	156	0.0%	30.17%	10.8% ↑
driving school las vegas	https://northwestdrivingschool.com/	1.89	-0.37 ↓	949	-8.8% ↓	70	-1.4% ↓	7.38%	8.1% ↑
driving school	https://northwestdrivingschool.com/	24.4	-5.04 ↓	1,054	-38.6% ↓	19	90.0% ↑	1.8%	209.5% ↑
las vegas driving school	https://northwestdrivingschool.com/	2.17	0.22 ↑	318	5.6% ↑	19	-34.5% ↓	5.97%	-38.0% ↓
driving school las vegas	https://northwestdrivingschool.com/costs/	2.02	-0.39 ↓	907	-8.6% ↓	11	10.0% ↑	1.21%	20.3% ↑
driving schools near me	https://northwestdrivingschool.com/	8.96	1.6 ↑	250	-4.2% ↓	10	-28.6% ↓	4%	-25.4% ↓
how to back up straight	https://northwestdrivingschool.com/how-to-reverse-a-car-in-a-straight-line/	2.45	-0.74 ↓	31	0.0%	10	150.0% ↑	32.26%	150.0% ↑
driving school near me	https://northwestdrivingschool.com/	16.24	6.61 ↑	263	30.2% ↑	9	800.0% ↑	3.42%	591.3% ↑
learning to drive as an adult	https://northwestdrivingschool.com/is-it-harder-to-learn-to-drive-	21.5	2.41 ↑	42	-22.2% ↓	8	60.0% ↑	19.05%	105.7% ↑
Grand total		20.57	-0.6 ↓	189,960	-9.0% ↓	1,680	-7.5% ↓	0.88%	1.6% ↑

DAILY IMPRESSIONS/ URL CLICKS PERFORMANCE OVERVIEW

Date	Date (Day of Week)	Average Position	Impressions	Url Clicks	URL CTR
May 23, 2023	Tuesday	17.24	9,214	103	1.12%
May 22, 2023	Monday	18.04	9,494	97	1.02%
May 21, 2023	Sunday	21.16	7,747	63	0.81%
May 20, 2023	Saturday	20.58	7,358	74	1.01%
May 19, 2023	Friday	20.02	8,259	54	0.65%
May 18, 2023	Thursday	19.25	8,834	66	0.75%
May 17, 2023	Wednesday	20.25	8,565	74	0.86%
May 16, 2023	Tuesday	19.25	8,644	65	0.75%
May 15, 2023	Monday	20.41	8,545	91	1.06%
May 14, 2023	Sunday	22.52	7,082	50	0.71%
Grand total		20.57	189,960	1,680	0.88%

WHICH LANDING PAGES HAVE MOST IMPRESSIONS/ CLICKS

Landing Page	Impressions	URL CTR	Url Clicks
https://northwestdrivingschool.com/	19,361	2.61%	505
https://northwestdrivingschool.com/5-things-to-think-about-before-booking-your-driving...	15,671	0.13%	20
https://northwestdrivingschool.com/what-to-expect-from-your-first-driving-lesson/	12,736	0.21%	27
https://northwestdrivingschool.com/how-many-driving-lessons-do-i-actually-need/	12,543	0.88%	111
https://northwestdrivingschool.com/what-is-a-blind-spot/	12,093	0.18%	22
https://northwestdrivingschool.com/drivers-ed/	10,508	0.36%	38
https://northwestdrivingschool.com/the-basics-of-stopping-distances/	6,820	0.48%	33
https://northwestdrivingschool.com/how-to-stop-stalling-your-car/	6,609	0.95%	63
https://northwestdrivingschool.com/how-to-reverse-a-car-in-a-straight-line/	5,560	1.8%	100
https://northwestdrivingschool.com/costs/	5,148	0.64%	33
Grand total	189,960	0.88%	1,680