


Your Monthly Report



 How many users called or submitted a form to your business?

4

TOTAL CONTACTS

Total Contacts: Breakdown

Contacts can come from these sources:

- Website Calls
- Form Submissions
- Google My Business
- Online Directories
- Email Marketing
- Facebook
- PPC

Google Analytics Terminology

Sessions

Total number of visits to your website that includes both new and repeat visits

Pageviews

Total number of times that users have viewed a page on your website

Direct

Visits from users that directly typed your website into their browser or through a bookmark

Organic

Visits from users that found your website through unpaid search results

Referral

Visits from other websites that referred the user to your website

Social

Visits from users that found your website through a major social media network

 How many visits did you have to your website compared to the previous month? (does not include paid media)

1,561 1,365

▲ 14%

SESSIONS

 Direct Traffic

1,205 1,063

▲ 13%

SESSIONS

 Organic Traffic

146 194

▼ 25%

SESSIONS

 Referral Traffic

145 86

▲ 69%

SESSIONS

 Social Traffic


58 14

▲ 314%

SESSIONS

 What were the top ten visited pages on your website?

Grid contains more rows, but they have been clipped.

Page Path	Pageviews
Total 	2,747
/	392
/remembering-john-w-brooks-iii-of-brooks-gas/	234
/prices-lower-but-russia-opec-and-cold-temps-remain-a-concern/	178
/2154-2/	170
/understanding-the-challenges-of-electric-vehicle-fires-web-briefing-offered/	154
/webinar-on-interruption-of-service/	110
/remembering-katina-pearl-blando-of-the-new-jersey-propane-gas-association/	89
/directory/	71
/women-in-propane-appoints-new-executive-board-and-committee-leaders/	68
/superior-energy-systems-now-offers-remote-propane-autogas-tank-monitoring-capabilities/	65

Facebook Terminology

Total Reach

Total number of users that saw your post

Total Engagement

Total number of users that interacted with your post

Engagement Rate

Percentage of users that interacted with your post relative to reach