



Detailed monthly review meetings to discuss your campaign.

Our review process is thorough because we provide both the break-down and accompanying action plan, as well as phone-time with our client to ensure that 1) everything makes sense and that 2) it matches their current needs. This is what we would call “the guts” of the campaign, as we often talk about conversions, what could be done to change certain trends, and how to more positively affect change.

- You get a detailed monthly review in PDF format so you can track month over month performance.
- Full access to Google Analytics or you can share your existing account with us.
- We track “conversions” (actions we want to see) in analytics as “leads” or “new customers”.
- On the review call, we go through the review and discuss performance for the calendar month prior, then set any changes in motion if we need to deviate from the initially agreed upon content plan and series.

What does a review look like?

You'll get an email like this one, with a link to a pdf containing screenshots. You'll also have real-time access to the same stats. We look at where your visitors are coming from, user stats, and conversions, to measure performance.

Here's your [February 2023 monthly report](#), ready for your review.

We look forward to discussing the review data on our next scheduled call!

Thank you!

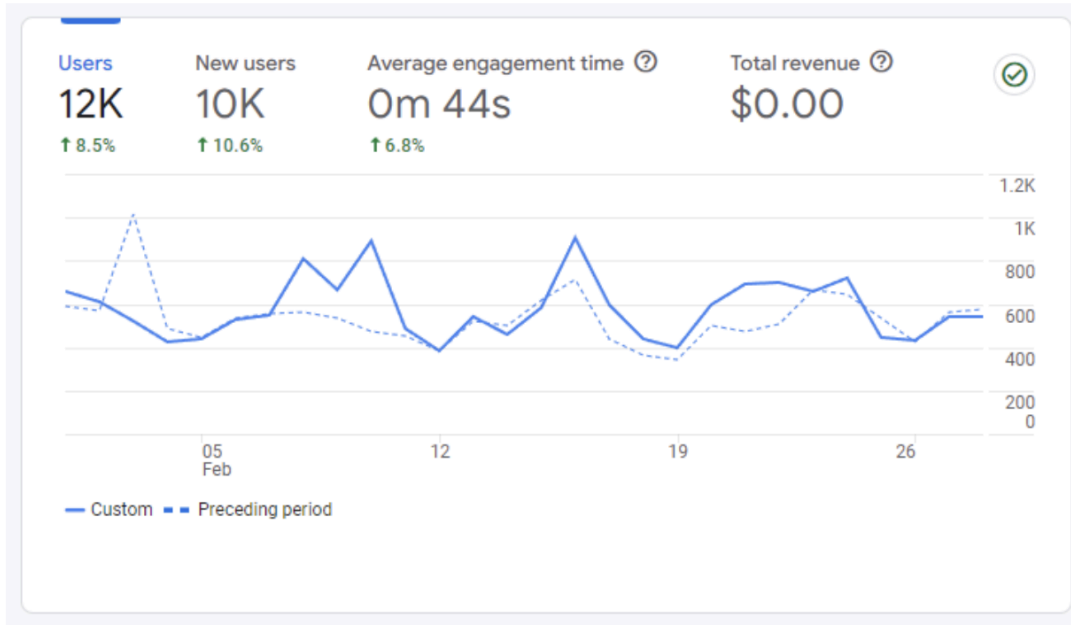
Support

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Analytics Updates: Traffic Acquisition in February 2023

Session source	Users	Sessions	Engaged sessions	Average engagement time per session
Session source + SHOW ALL ROWS	11,542 vs. 10,642 ↑ 8.46%	20,778 vs. 19,061 ↑ 9.01%	9,693 vs. 9,234 ↑ 4.97%	0m 24s vs. 23.03 ↑ 6.3%
1 google				
Feb 1 - Feb 28, 2023	5,220	10,043	4,398	0m 24s
Jan 4 - Jan 31, 2023	4,916	9,362	4,273	0m 23s
% change	6.18%	7.27%	2.93%	0.65%
2 (direct)				
Feb 1 - Feb 28, 2023	3,868	6,023	2,940	0m 24s
Jan 4 - Jan 31, 2023	3,293	5,230	2,740	0m 21s
% change	17.46%	15.16%	7.3%	13.07%
5 m.facebook.com				
Feb 1 - Feb 28, 2023	366	378	224	0m 35s

New users in February 2023



February 2023 Top Events

Event name	Event count	Total users	Event count per user
SHOW ALL ROWS	98,906 vs. 88,803 ↑ 11.38%	11,691 vs. 10,736 ↑ 8.9%	8.57 vs. 8.34 ↑ 2.69%
1 page_view			
Feb 1 - Feb 28, 2023	32,149	11,620	2.80
Jan 4 - Jan 31, 2023	29,221	10,709	2.75
% change	10.02%	8.51%	1.89%
2 session_start			
Feb 1 - Feb 28, 2023	20,400	11,632	1.78
Jan 4 - Jan 31, 2023	18,787	10,715	1.77
% change	8.59%	8.56%	0.5%
3 user_engagement			
Feb 1 - Feb 28, 2023	15,861	6,455	2.49
Jan 4 - Jan 31, 2023	14,225	5,950	2.42
% change	11.5%	8.49%	2.98%
4 click			
Feb 1 - Feb 28, 2023	12,930	5,794	2.23
Jan 4 - Jan 31, 2023	12,563	5,859	2.14
% change	2.92%	-1.11%	4.11%
5 first_visit			
Feb 1 - Feb 28, 2023	10,047	10,039	1.00
Jan 4 - Jan 31, 2023	9,088	9,157	0.99
% change	10.55%	9.63%	0.84%
6 scroll			
Feb 1 - Feb 28, 2023	6,763	3,838	1.77
Jan 4 - Jan 31, 2023	4,907	3,057	1.61

Benefits

- Having time to digest each month's performance ensures no surprises and campaign success.
- Clients that are more involved and offer more input in the meetings usually see better performance.
- We take pride in communicating clearly with our clients and helping them to hit their goals, while better understanding the digital marketing process.

Learn More: <https://seoleads.io/partner-program/>