



Monthly SEO

buildingbetterchildhoods.org

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Traffic

Google Analytics v4: Overview

Account: Social Current | Traffic channel: All | Filter: All Users | Period: 05 Sep - 04 Oct, 2023

Sessions

247 +68%

The number of sessions within the date range

New Sessions

53.85% -25%

An estimate of the percentage of first time visits

Pages / Sessions

1.54 +1%

The average number of pages viewed during a session

Engagement Rate

42.51% +1%

The percentage of engaged sessions

Avg. Session Duration

00:02:03 -9%

The average length of a Session

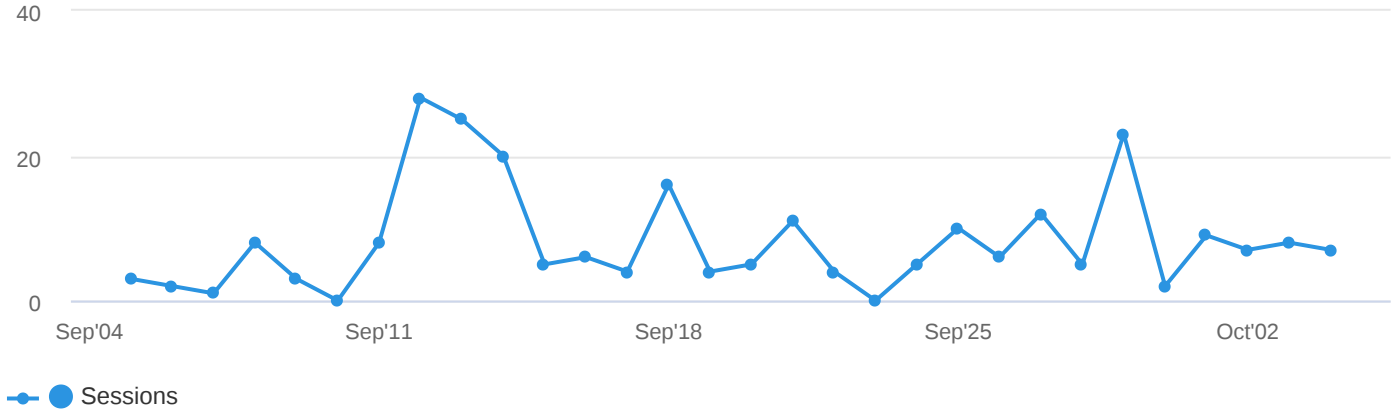
Conversions

0 0%

The total number of conversion events

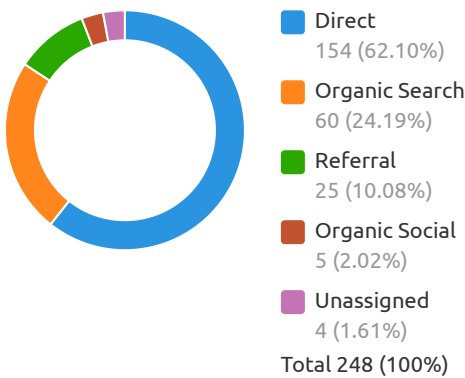
Google Analytics v4: Metrics Chart

Account: Social Current | Traffic channel: All | Filter: All Users | Period: 05 Sep - 04 Oct, 2023



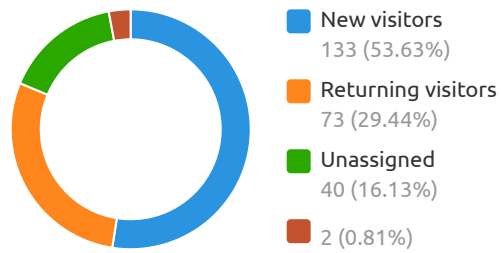
Google Analytics v4: Top Traffic Channels by Sessions

Account: Social Current | Filter: All Users | Period: 05 Sep - 04 Oct, 2023



Google Analytics v4: New Vs Returning Visitors

Account: Social Current | Traffic channel: All | Period: 05 Sep - 04 Oct, 2023



Google Analytics v4: Top Pageviews

Account: Social Current | Traffic channel: All | Period: 05 Sep - 04 Oct, 2023

No.	Page	Pageviews	Avg. Time on Page	Sessions	Engaged sessions
1	/	168 (44.21%)	00:20	171 (69.23%)	79 (75.24%)
2	/toolkit-access/	98 (25.79%)	00:36	70 (28.34%)	46 (43.81%)
3	/toolkit-resources-examples/	43 (11.32%)	00:32	48 (19.43%)	27 (25.71%)
4	/talking-points-examples/	33 (8.68%)	00:55	35 (14.17%)	18 (17.14%)
5	/introduction/	24 (6.32%)	00:40	21 (8.50%)	19 (18.10%)
6	/contact-us/	8 (2.11%)	00:03	6 (2.43%)	5 (4.76%)
7	/media-relations-crisis-communications/	5 (1.32%)	00:28	6 (2.43%)	3 (2.86%)
8	/privacy-policy/	1 (0.26%)	00:00	1 (0.40%)	0 (0.00%)

Keywords

Keyword Rankings 1 - 4 (4)

Keyword	SERP Features	buildingbetterchildhoods.org		CPC	Volume
		05 Oct ▲	Diff		
1. building better childhoods		1	0	n/a	n/a
2. childhood adversity			-	0.78	390
3. pca america			-	1.05	260
4. social current			-	6.87	480

Backlinks

Backlinks: Summary

Root Domain: buildingbetterchildhoods.org

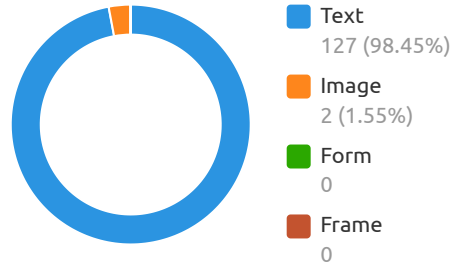
129 TOTAL BACKLINKS

Referring Domains 28

Referring IPs 26

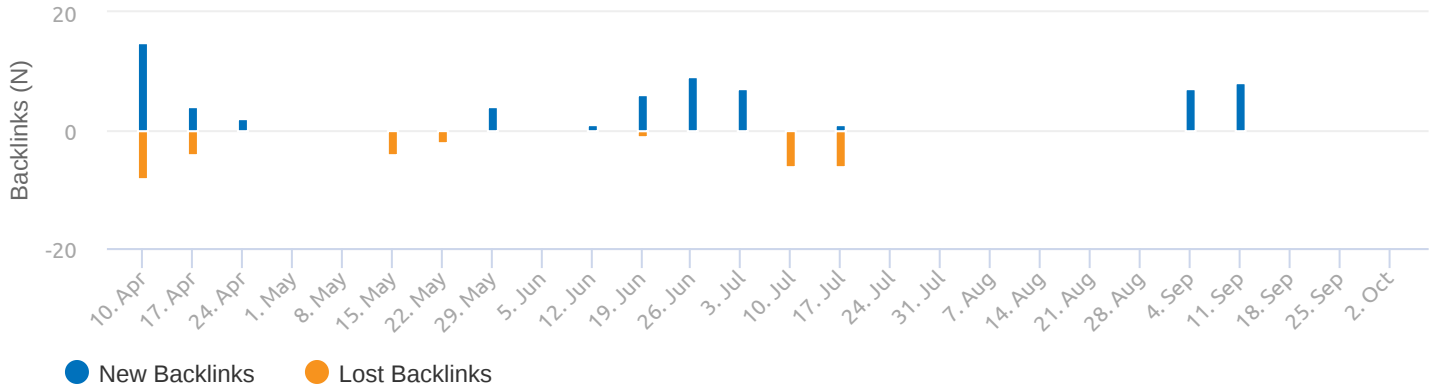
Backlinks: Types

Root Domain: buildingbetterchildhoods.org



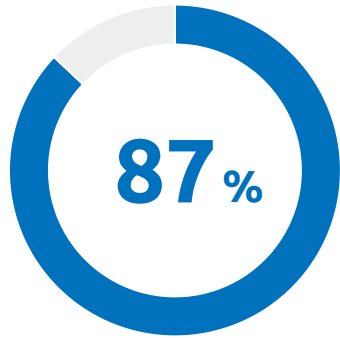
New & Lost Backlinks

buildingbetterchildhoods.org | 6 Months



Site Audit

Site Health



Crawled Pages

14

● Healthy (0)
 ● Broken (0)
 ● Have issues (8)
 ● Redirected (6)
 ● Blocked (0)



Errors

3



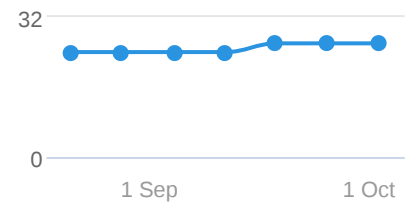
Warnings

78



Notices

26



Top Issues

8 pages don't have meta descriptions	warnings	7% of total issues
22 images don't have alt attributes	warnings	21% of total issues
2 pages don't have an h1 heading	warnings	2% of total issues