# Table of contents

**Traffic**

- Google Analytics v4: Overview ................................................................. 3
- Google Analytics v4: Metrics Chart ......................................................... 4
- Google Analytics v4: Top Traffic Channels by Sessions .......................... 4
- Google Analytics v4: New Vs Returning Visitors ..................................... 4
- Google Analytics v4: Top Pageviews ....................................................... 4

**Keywords**

- Keyword Rankings 1 - 4 (4) ...................................................................... 5

**Backlinks**

- Backlinks: Summary ............................................................................... 6
- Backlinks: Types .................................................................................... 6
- New & Lost Backlinks ............................................................................ 6

**Site Audit** ............................................................................................. 7
### Traffic

**Google Analytics v4: Overview**  

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>247</td>
<td>+68%</td>
</tr>
<tr>
<td>New Sessions</td>
<td>53.85%</td>
<td>−25%</td>
</tr>
<tr>
<td>Pages / Sessions</td>
<td>1.54</td>
<td>+1%</td>
</tr>
<tr>
<td>Sessions Engagement Rate</td>
<td>42.51%</td>
<td>+1%</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>00:02:03</td>
<td>−9%</td>
</tr>
<tr>
<td>Conversions</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

- **Sessions**: The number of sessions within the date range.
- **New Sessions**: An estimate of the percentage of first time visits.
- **Pages / Sessions**: The average number of pages viewed during a session.
- **Engagement Rate**: The percentage of engaged sessions.
- **Avg. Session Duration**: The average length of a Session.
- **Conversions**: The total number of conversion events.
Google Analytics v4: Metrics Chart

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

The report data is taken from Semrush
## Keywords

### Keyword Rankings 1 - 4 (4)

<table>
<thead>
<tr>
<th>Keyword</th>
<th>SERP Features</th>
<th>buildingbetterchildhoods.org</th>
<th>CPC</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. building better childhoods</td>
<td>![1]</td>
<td>1</td>
<td>0</td>
<td>n/a</td>
</tr>
<tr>
<td>2. childhood adversity</td>
<td>![2]</td>
<td></td>
<td>0.78</td>
<td>390</td>
</tr>
<tr>
<td>3. pca america</td>
<td>![3]</td>
<td></td>
<td>1.05</td>
<td>260</td>
</tr>
<tr>
<td>4. social current</td>
<td>![4]</td>
<td></td>
<td>6.87</td>
<td>480</td>
</tr>
</tbody>
</table>
Backlinks

Backlinks: Summary
Root Domain: buildingbetterchildhoods.org
129 TOTAL BACKLINKS
Referring Domains 28
Referring IPs 26

Backlinks: Types
Root Domain: buildingbetterchildhoods.org
- Text: 127 (98.45%)
- Image: 2 (1.55%)
- Form: 0
- Frame: 0

New & Lost Backlinks
buildingbetterchildhoods.org | 6 Months

Generated on October 5, 2023
The report data is taken from Semrush
Site Audit

Site Health

87%

Crawled Pages

14

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