



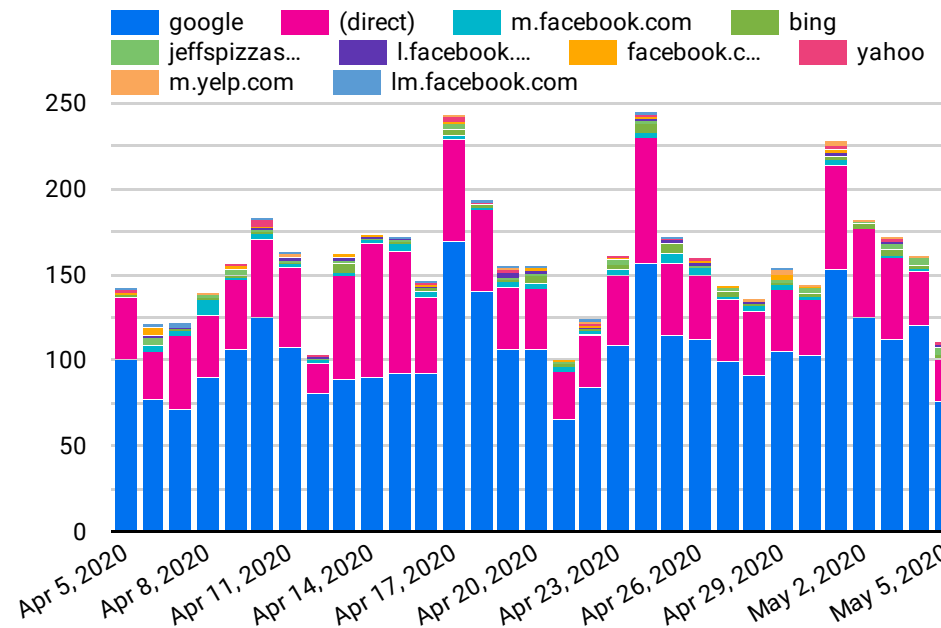
Jeff's Pizza Shop - Monthly Report

Website: www.JeffsPizzaShop.com

Prepared by: Jordan Disberger

Apr 5, 2020 - May 5, 2020

Medium Used To Reach Site



Source	Users
1. google	2,691
2. (direct)	1,148
3. m.facebook.com	74
4. bing	55
5. jeffspizzashoprewa...	41
6. l.facebook.com	27
7. facebook.com	27
8. yahoo	26
9. m.yelp.com	18
... lm.facebook.com	17
... eataroundtown.ma...	13

SEO & PPC - organic  
Social Media - referral and cpc

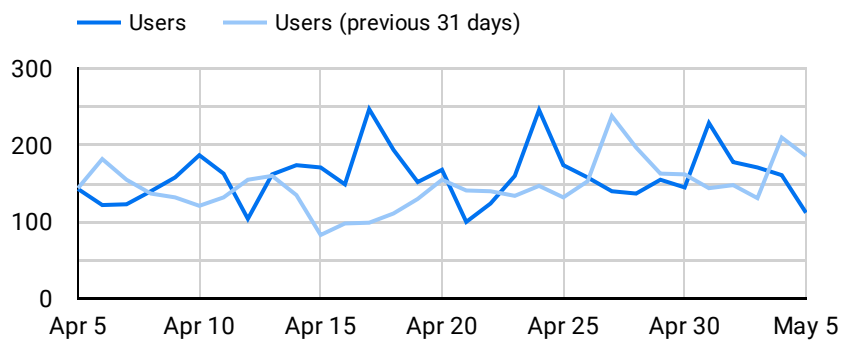
Medium	Source	Users	% Δ
1. organic	google	1,874	-10.7% ↓
2. (none)	(direct)	1,148	44.0% ↑
3. cpc	google	970	42.6% ↑
4. referral	m.facebook.com	74	-47.5% ↓

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The First Page Users Saw & How They Got There (Top 10)

Landing Page	Medium	Users
1. /	organic	1,464
2. /	(none)	769
3. /	cpc	684
4. /menu	organic	307
5. /orderonline	(none)	257
6. /menu	cpc	216
7. /orderonline	organic	198
8. /daily-specials	cpc	138
9. /daily-specials	organic	132
10. /	referral	122

Website Traffic - This Month vs Last Month



Users

**4,111**

↑ 6.8%

New Users

**3,624**

↑ 4.2%

Sessions

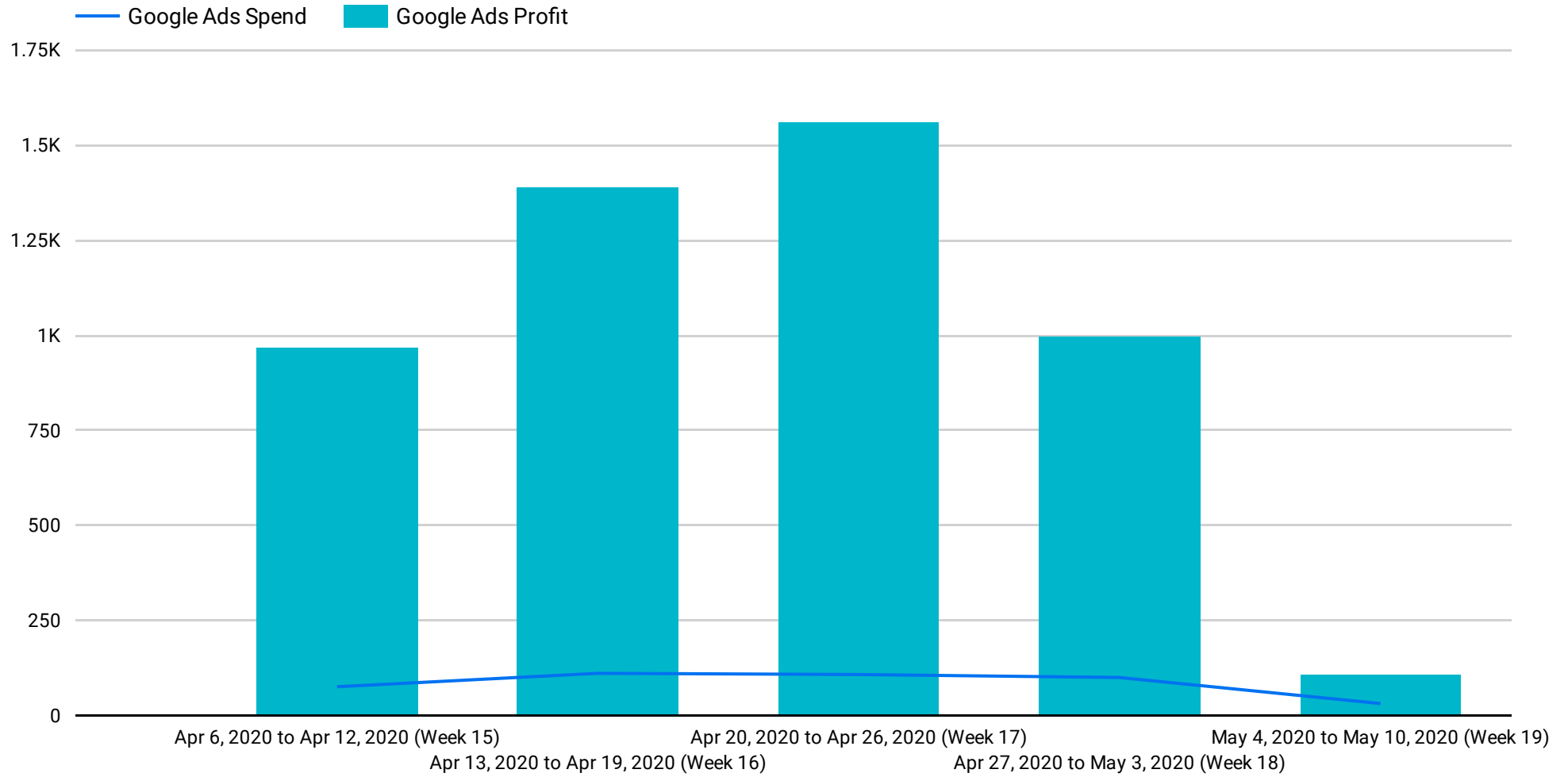
**5,632**

↑ 9.2%

**Grand total 4,111**

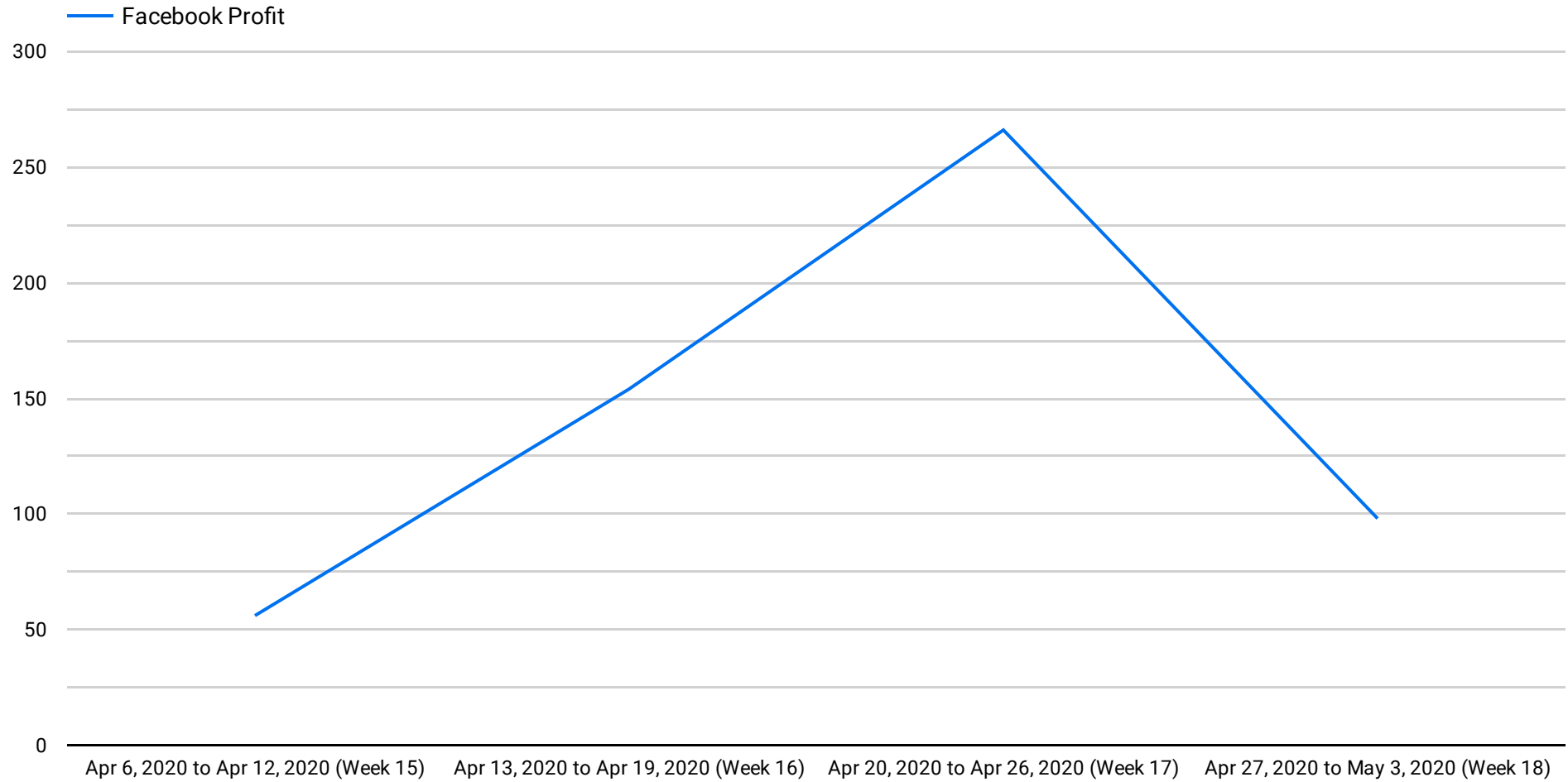
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# Week to week Google Ads Effectiveness

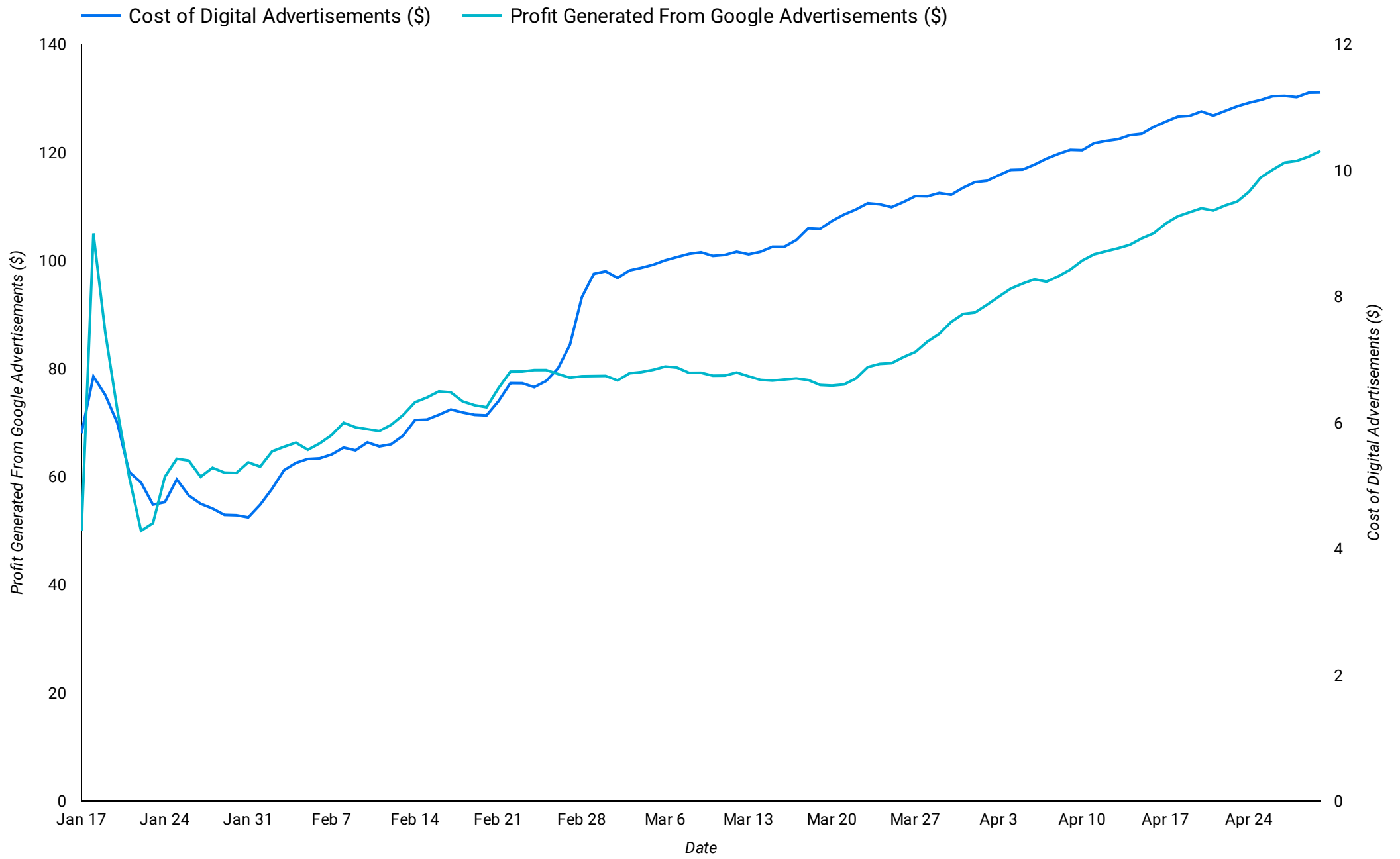


ISO Week of ISO Year ▾		Google Ads Spend	Google Ads Profit
1.	May 4, 2020 to May 10, 2020 (Week 19)	\$31.22	\$110
2.	Apr 27, 2020 to May 3, 2020 (Week 18)	\$99.71	\$1,000
3.	Apr 20, 2020 to Apr 26, 2020 (Week 17)	\$107.55	\$1,560
4.	Apr 13, 2020 to Apr 19, 2020 (Week 16)	\$110.7	\$1,390
<b>Grand total</b>		<b>\$424.58</b>	<b>\$5,030</b>

# Facebook and Instagram Efficiency



	ISO Week of ISO Year ▾	Facebook Profit
1.	Apr 27, 2020 to May 3, 2020 (Week 18)	\$98
2.	Apr 20, 2020 to Apr 26, 2020 (Week 17)	\$266
3.	Apr 13, 2020 to Apr 19, 2020 (Week 16)	\$154
4.	Apr 6, 2020 to Apr 12, 2020 (Week 15)	\$56
	<b>Grand total</b>	<b>\$574</b>



Return On Investment For Google Ads



