

Please note: My aim for these blogs was traffic generation. UX, user conversions, and visual content were out of my scope of work for these particular projects, hence the high bounce rates.

All the data displayed below was derived from 01 July 2021 – 16 November 2021.

Urban Gas

[Blog 1: A quick look at the gas stove installation regulations for homes](#)

Metrics:

	Page ?	Source/Medium ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
			3,191 % of Total: 29.92% (10,665)	2,705 % of Total: 30.24% (8,944)	00:03:38 Avg for View: 00:01:32 (138.74%)	2,686 % of Total: 35.53% (7,560)	82.91% Avg for View: 81.36% (1.90%)	81.10% Avg for View: 70.89% (14.41%)
<input type="checkbox"/>	1. /gas-stove-installation-regulations-for-homes/	google / organic	3,002 (94.08%)	2,546 (94.12%)	00:03:44	2,542 (94.64%)	83.12%	81.55%
<input type="checkbox"/>	2. /gas-stove-installation-regulations-for-homes/	(direct) / (none)	156 (4.89%)	129 (4.77%)	00:02:34	127 (4.73%)	78.74%	77.56%
<input type="checkbox"/>	3. /gas-stove-installation-regulations-for-homes/	google / cpc	15 (0.47%)	15 (0.55%)	00:03:02	2 (0.07%)	100.00%	33.33%
<input type="checkbox"/>	4. /gas-stove-installation-regulations-for-homes/	bing / organic	9 (0.28%)	8 (0.30%)	00:03:36	8 (0.30%)	87.50%	88.89%
<input type="checkbox"/>	5. /gas-stove-installation-regulations-for-homes/	baidu.com / referral	4 (0.13%)	4 (0.15%)	00:00:00	4 (0.15%)	100.00%	100.00%
<input type="checkbox"/>	6. /gas-stove-installation-regulations-for-homes/	googleweblight.com / referral	3 (0.09%)	1 (0.04%)	00:00:47	1 (0.04%)	0.00%	33.33%
<input type="checkbox"/>	7. /gas-stove-installation-regulations-for-homes/	cn.bing.com / referral	1 (0.03%)	1 (0.04%)	00:00:11	1 (0.04%)	0.00%	0.00%
<input type="checkbox"/>	8. /gas-stove-installation-regulations-for-homes/	startpage.com / referral	1 (0.03%)	1 (0.04%)	00:00:00	1 (0.04%)	100.00%	100.00%

[Blog 2: How long can you expect a gas bottle to last at a restaurant/business?](#)

Metrics

	Page ?	Source/Medium ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
			206 % of Total: 1.93% (10,665)	186 % of Total: 2.08% (8,944)	00:01:57 Avg for View: 00:01:32 (28.27%)	141 % of Total: 1.87% (7,560)	90.07% Avg for View: 81.36% (10.70%)	71.84% Avg for View: 70.89% (1.35%)
<input type="checkbox"/>	1. /how-long-can-you-expect-a-gas-bottle-to-last-at-a-restaurant-business/	google / organic	179 (86.89%)	161 (86.56%)	00:01:48	136 (96.45%)	90.44%	76.54%
<input type="checkbox"/>	2. /how-long-can-you-expect-a-gas-bottle-to-last-at-a-restaurant-business/	google / cpc	19 (9.22%)	18 (9.68%)	00:01:23	0 (0.00%)	0.00%	21.05%
<input type="checkbox"/>	3. /how-long-can-you-expect-a-gas-bottle-to-last-at-a-restaurant-business/	(direct) / (none)	8 (3.88%)	7 (3.76%)	00:16:53	5 (3.55%)	80.00%	87.50%

Kim Field Education

[Blog 3: Tips on how to encourage your child to do extra-mural activities](#)

Metrics:

	Page ?	Source/Medium ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
			162 % of Total: 1.82% (8,877)	138 % of Total: 2.09% (6,603)	00:04:30 Avg for View: 00:01:22 (227.87%)	129 % of Total: 3.04% (4,248)	84.50% Avg for View: 63.51% (33.04%)	82.10% Avg for View: 47.85% (71.56%)
<input type="checkbox"/>	1. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	google / organic	133 (82.10%)	115 (83.33%)	00:05:06	109 (84.50%)	85.32%	83.46%
<input type="checkbox"/>	2. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	(direct) / (none)	21 (12.96%)	17 (12.32%)	00:01:28	16 (12.40%)	81.25%	76.19%
<input type="checkbox"/>	3. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	com.google.android.googlequicksearchbox / referral	4 (2.47%)	3 (2.17%)	00:02:20	2 (1.55%)	100.00%	75.00%
<input type="checkbox"/>	4. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	duckduckgo.com / referral	2 (1.23%)	1 (0.72%)	00:08:34	1 (0.78%)	0.00%	50.00%
<input type="checkbox"/>	5. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	cn.bing.com / referral	1 (0.62%)	1 (0.72%)	00:00:00	1 (0.78%)	100.00%	100.00%
<input type="checkbox"/>	6. /tips-on-how-to-encourage-your-child-to-do-extra-mural-activities/	google / cpc	1 (0.62%)	1 (0.72%)	00:00:00	0 (0.00%)	0.00%	100.00%

[Blog 4: Why extra-mural activities are important for your kids](#)

Metrics

<input type="checkbox"/>	Page ?	Source/Medium ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
			651 % of Total: 7.33% (8,877)	537 % of Total: 8.13% (6,603)	00:05:31 Avg for View: 00:01:22 (302.77%)	532 % of Total: 12.52% (4,248)	82.14% Avg for View: 63.51% (29.33%)	80.95% Avg for View: 47.85% (69.17%)
<input type="checkbox"/>	1. /why-extra-mural-activities-are-im portant-for-your-kids/	google / organic	452 (69.43%)	379 (70.58%)	00:05:46	377 (70.86%)	83.02%	82.30%
<input type="checkbox"/>	2. /why-extra-mural-activities-are-im portant-for-your-kids/	(direct) / (none)	139 (21.35%)	109 (20.30%)	00:05:45	106 (19.92%)	79.25%	77.70%
<input type="checkbox"/>	3. /why-extra-mural-activities-are-im portant-for-your-kids/	bing / organic	46 (7.07%)	37 (6.89%)	00:02:32	37 (6.95%)	83.78%	78.26%
<input type="checkbox"/>	4. /why-extra-mural-activities-are-im portant-for-your-kids/	com.google.android.googlequickse archbox / referral	6 (0.92%)	5 (0.93%)	00:03:20	5 (0.94%)	60.00%	66.67%
<input type="checkbox"/>	5. /why-extra-mural-activities-are-im portant-for-your-kids/	google / cpc	2 (0.31%)	2 (0.37%)	00:00:00	2 (0.38%)	100.00%	100.00%
<input type="checkbox"/>	6. /why-extra-mural-activities-are-im portant-for-your-kids/	poshukach.com / referral	2 (0.31%)	1 (0.19%)	00:13:42	1 (0.19%)	0.00%	50.00%
<input type="checkbox"/>	7. /why-extra-mural-activities-are-im portant-for-your-kids/	ecosia.org / referral	1 (0.15%)	1 (0.19%)	00:00:00	1 (0.19%)	100.00%	100.00%
<input type="checkbox"/>	8. /why-extra-mural-activities-are-im portant-for-your-kids/	search.becovi.com / referral	1 (0.15%)	1 (0.19%)	00:00:00	1 (0.19%)	100.00%	100.00%
<input type="checkbox"/>	9. /why-extra-mural-activities-are-im portant-for-your-kids/	uk.search.yahoo.com / referral	1 (0.15%)	1 (0.19%)	00:00:00	1 (0.19%)	100.00%	100.00%
<input type="checkbox"/>	10. /why-extra-mural-activities-are-im portant-for-your-kids/	yahoo / organic	1 (0.15%)	1 (0.19%)	00:00:00	1 (0.19%)	100.00%	100.00%

Patco Manufacturing

[Blog 5: What is the most harmful cleaning detergent?](#)

Metrics:

<input type="checkbox"/>	Page ?	Source/Medium ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
			100 % of Total: 1.00% (9,993)	86 % of Total: 1.17% (7,369)	00:02:08 Avg for View: 00:01:05 (97.31%)	68 % of Total: 1.47% (4,628)	91.18% Avg for View: 67.87% (34.34%)	75.00% Avg for View: 46.31% (61.94%)
<input type="checkbox"/>	1. /what-is-the-most-harmful-cleanin g-detergent/	google / organic	94 (94.00%)	81 (94.19%)	00:02:17	64 (94.12%)	92.19%	75.53%
<input type="checkbox"/>	2. /what-is-the-most-harmful-cleanin g-detergent/	(direct) / (none)	6 (6.00%)	5 (5.81%)	00:00:26	4 (5.88%)	75.00%	66.67%