Internet Marketing Report

Prepared for merchantservicesltd.com

12/1/2017 - 12/31/2017

Campaign: Keyword Manager

12/1/2017 - 12/31/2017

Keywords for merchantservicesltd.com

Keyword	Avg. Rank	Local Vol	Global Vol	Adv Comp	
what is merchant services	+ 100%	590	720		
merchant service processing	+ 100%	590	720		
merchant services accounts	+ 100%	590	720		
merchant services chicago	+ 100%	20	20		
merchant services payment	+ 100%	260	390		
merchant service credit card processing	+ 100%	590	720		
merchant service credit card	+ 100%	1,600	1,900		
merchant accounts like square	+ 100%	20	20		
square merchant account	+ 100%	320	390		
merchant services terminal	+ 100%	20	30		
merchant services number	+ 100%	20	40		
merchant services florida	+ 100%	50	70		
merchant service solutions	+ 100%	50	70		
merchant services miami	1.00 + 2%	50	590		
merchant services glossary	1.00 + 27.5%	10	10		
merchant services ltd	1.02	110	140		
stripe vs merchant account	1.04 + 1.9%	20	30		
merchant services limited	1.09 - 9%	10	20		
merchant services credit card processor	1.49 + 37.9%	590	720		
best merchant service provider	1.53 - 48.5%	30	50		
best merchant account rates	1.59 + 58.4%	20	30		
best merchant account services	1.65 + 61.5%	40	40		
credit card processing miami fl	1.70 + 63.3%	20	20		
merchant services processing	2.02 - 3.6%	590	720		
florida merchant services	2.21 + 4.3%	50	70		

Campaign: Keyword Manager				
Keyword	Avg. Rank	Local Vol	Global Vol	Adv Comp
merchant account rates	2.41 + 36.1%	20	40	
credit card processing miami	2.48 + 37.2%	40	40	
best merchant account providers	2.48 + 23.9%	10	30	
ipad merchant services	2.60 - 18.7%	30	40	
merchants services	2.65 + 16.4%	14,800	22,200	
best merchant accounts	2.73 + 48.9%	210	320	
merchantservices	2.89 + 49.4%	14,800	22,200	
merchant processing service	2.91 + 18.9%	590	720	
best merchant service rates	3.13 + 16.5%	170	210	
hospitality merchant services	3.19 - 23.6%	10	10	
best merchant services	3.21 + 17.5%	880	1,000	
stripe merchant account	3.28 + 7.1%	260	480	
best merchant account	3.32 + 40.6%	210	320	
best merchant account provider	3.57	10	30	
merchant accounts processing	3.92 + 66%	70	110	
merchant services	4.28 + 8.5%	14,800	22,200	
merchant services credit card	4.32 + 2%	1,600	1,900	
square vs merchant account	4.91 - 1%	40	40	
credit merchant services	4.91	70	90	
ecommerce credit card processing miami fl	5.00 + 57.6%	-	-	
best merchant services rates	5.23 + 50.5%	170	210	
pci compliance merchant services	5.49 - 5.2%	50	50	
wireless credit card processing	5.75 + 10.3%	170	170	
square merchant services	5.77 + 7.1%	590	720	
merchant service	6.10 + 22%	14,800	22,200	
hospitality credit card processing	6.32 + 11.1%	10	10	
merchant services company	6.51 - 43.4%	320	390	
cost of credit card machine	6.59 + 6.4%	70	210	
merchant services rates	6.61 + 24.6%	70	110	
automotive merchant services	7.03 - 17.6%	10	10	
credit card machine cost	7.50 + 44.3%	70	210	

Campaign: Keyword Manager				
Keyword	Avg. Rank	Local Vol	Global Vol	Adv Comp
guaranteed merchant services	7.86 + 7.5%	10	10	
dedicated merchant account	8.13 - 5.6%	20	20	
merchant services provider	8.27	1,000	1,300	
best online merchant services	8.39 + 33%	90	110	
merchant account service	8.56 - 3%	590	880	
merchant services credit card processing	8.56 + 53%	590	720	
merchant services companies	8.82 - 24.9%	320	390	
best credit card machine for small business	8.89 + 31.7%	110	170	
how do merchant accounts work	9.29 + 9.5%	40	70	
credit card processing merchant services	9.36 + 27.7%	590	720	
best merchant services for small business	9.45 + 48.7%	320	480	
how to get a merchant account with bad credit	9.45 + 6.3%	30	40	
credit card machine for business	9.45 + 11.3%	390	480	
mail order telephone order	9.92 - 18.9%	20	140	
merchant service provider	9.96 + 25.9%	1,000	1,300	
credit card processing bad credit	10.00	20	20	
secure merchant services	10.64	90	90	
small business merchant account	10.82	320	880	
merchant account for small business	10.98 + 35.8%	320	880	
bad credit merchant account	11.37 + 16%	140	720	
merchant account bad credit	11.45 + 22.9%	140	720	
credit card machine for small business	11.51 + 18.6%	1,300	1,900	
merchant credit card processing service	11.88 + 43.2%	590	720	
merchant providers	12.04	90	210	
merchant account processing	12.18 - 35.8%	70	110	
merchant processing services	12.74 + 20.3%	590	720	

Campaign: Keyword Manager				
Keyword	Avg. Rank	Local Vol	Global Vol	Adv Comp
wireless credit card terminal	13.44	390	590	
best merchant services for small businesses	13.78 **+ 42.1%**	320	480	
credit card machines for business	14.24 **- 3.6%**	390	480	
card machine costs	14.28 **+ 9.6%**	10	110	
merchant payment processing	14.29 **- 76.9%**	170	320	
cheap merchant services	14.30 **+ 18.4%**	210	260	
cheapest merchant services	14.73 **+ 43.6%**	210	260	
credit card merchant services	15.16 **+ 25%**	1,600	1,900	
merchant service providers	15.20 **- 20%**	1,000	1,300	
best card machine for small business	15.99 **+ 16.2%**	10	320	
merchant account fees	16.56 **- 15.1%**	390	590	
best credit card machine rates	17.83	10	20	
ecommerce credit card processing fort lauderdale fl	19.00 **- 69.2%**	-	-	
gateway merchant services	20.27 **- 61.4%**	90	140	
iphone credit card processing	21.34 **+ 15.6%**	260	320	
iphone credit card reader	21.81 **+ 6.4%**	5,400	6,600	
getting a merchant account	22.06 **+ 17.7%**	90	140	
credit card processing merchant	22.14 **+ 17.9%**	720	880	

SEO: Keyword Ranking Report

12/1/2017 - 12/31/2017

compared to 11/1/2017 - 11/30/2017

Google Avg Position
36.07
Previous: 38.46   **6.00%**

Google Clicks
2334
Previous: 2236   **4.00%**

Google Impressions
227074
Previous: 232262   **-2.00%**

Google CTR
1.03%
Previous: 0.96   **7.00%**

Analytics Goal Completions
--

Analytics Conversion Rate
--
Previous: 0.00%   **--%**

Analytics Goal Value
--
Previous: $0.00   **--%**

Google Average Position
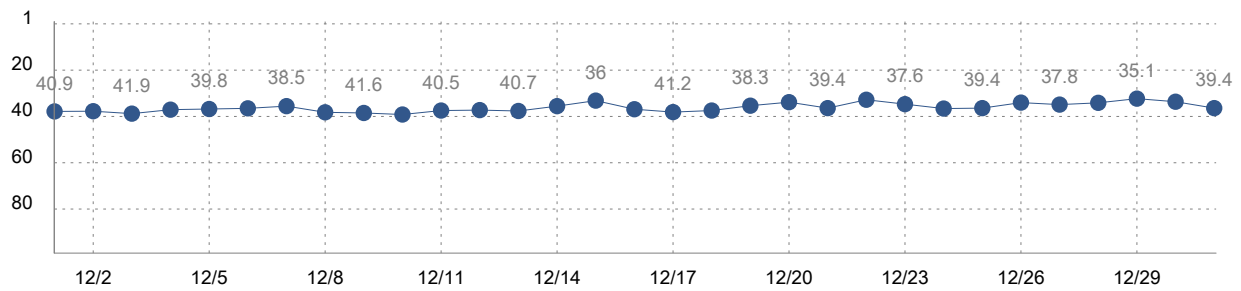
Keyword	Google Avg Pos	Google Clicks	Google Impr	Google CTR	Visits	Conv	Conv %	Conv Value	Local Vol	Global Vol	Adv Comp
merchant services	4.4 ▲ 0.2	1,231	13,383 ▼ 11%	9.2	4	0	0.0	0.00	14,800	22,200	
merchant service	6.1 ▲ 2	52 ▼ 7%	2,611 ▼ 17%	2.0					14,800	22,200	
credit card machine	12.2 ▲ 15.4	17 ▲	2,188 ▲ 263%	0.8							
square merchant services	5.9 ▲ 0.4	2	1,736 ▲ 8%	0.1					590	720	
credit card machine for small business	11.8 ▲ 2.4	13 ▼ 13%	1,718 ▲ 13%	0.8					1,300	1,900	
merchant account providers	14.3 ▲ 4	32 ▲ 700%	1,504 ▲ 11%	2.1							
merchant service provider	10.1 ▲ 4	34 ▲ 127%	1,494 ▲ 6%	2.3					1,000	1,300	
best merchant services	3.2 ▲ 0.7	125 ▼ 15%	1,485 ▼ 9%	8.4	1	0	0.0	0.00	880	1,000	
merchant services credit card processing	10.0 ▲ 8.1	3 ▼ 50%	1,150 ▲ 5%	0.3					590	720	
credit card merchant services	15.4 ▲ 5	1	1,144 ▲ 43%	0.1					1,600	1,900	
credit card machines for small business	12.6 ▲ 1.6	1 ▲	1,138	0.1							
merchant processing services	13.3 ▲ 2.4	2 ▲	936 ▲ 23%	0.2					590	720	

SEO: Keyword Ranking Report

Keyword	Google Avg Pos	Google Clicks	Google Impr	Google CTR	Visits	Conv	Conv %	Conv Value	Local Vol	Global Vol	Adv Comp
payment processing services	23.0 ▲ 5.3	1 ▲	930 ▲ 30%	0.1							
merchant account fees	16.4 ▼ 2.1	2 ▲ 100%	919 ▼ 7%	0.2					390	590	
clover vs square	8.7 ▼ 1.0	15 ▼ 44%	911 ▼ 19%	1.6							
credit card terminals	10.2 ▲ 8.7	4 ▲	905 ▲ 82%	0.4							
wireless credit card machine	14.9 ▲ 2.6	2 ▼ 60%	900 ▼ 4%	0.2							
credit card processing services	41.7 ▲ 12.8	0	880 ▼ 2%	0.0							
merchant account	53.6 ▼ 10.2	0	862 ▼ 14%	0.0					8,100	18,100	
merchant credit card processing	41.4 ▲ 30.5	0	833 ▲ 15%	0.0					720	880	
mobile credit card processing	46.8 ▲ 5.5	0	795 ▼ 12%	0.0							
credit card processing	89.3 ▲ 82.1	0	769 ▲ 420%	0.0					22,200	33,100	
credit card processing for small business	35.4 ▲ 2.2	1 ▲	722 ▲ 17%	0.1							
stripe merchant	5.7 ▲ 0.5	6 ▲ 20%	720 ▲ 9%	0.8							
merchant account services	20.3 ▲ 33.1	3 ▲	707 ▲ 89%	0.4							
stripe merchant account	3.3 ▲ 0.2	6 ▼ 45%	702 ▼ 15%	0.9					260	480	
business merchant account	9.9 ▲ 1.6	2 ▲ 100%	648 ▲ 23%	0.3							
small business credit card processing	28.9 ▲ 19	2 ▲	626 ▼ 25%	0.3							
merchant accounts	29.5 ▲ 10.4	0 ▼ 100%	612 ▲ 2%	0.0					8,100	18,100	
merchants services	2.6 ▲ 0.7	5 ▼ 29%	601 ▼ 6%	0.8					14,800	22,200	
pos machine	14.9 ▲ 8	2 ▲	601 ▲ 43%	0.3							
best small business credit card	62.1 ▲ 2.6	0	582 ▼ 26%	0.0							
wireless credit card terminal	13.9 ▲ 4.2	1 ▲	577 ▲ 40%	0.2					390	590	
best merchant account	3.6 ▲ 2.1	20 ▼ 13%	571 ▼ 19%	3.5					210	320	
square merchant	8.7 ▲ 0.2	1 ▲	568 ▼ 6%	0.2							
best merchant services for small business	9.8 ▲ 9.9	12 ▲ 1%	560 ▲ 119%	2.1					320	480	
merchant account provider	16.2 ▲ 2.9	0	547 ▲ 51%	0.0							
merchant processing	68.3 ▲ 26.3	1 ▲	545 ▲ 27%	0.2					1,300	1,600	

SEO: Keyword Ranking Report

Keyword	Google Avg Pos	Google Clicks	Google Impr	Google CTR	Visits	Conv	Conv %	Conv Value	Local Vol	Global Vol	Adv Comp
square vs clover	7.7 ▲0.5	19 ▲19%	532 ▼9%	3.6							
merchant services offer	5.8 ▲0.9	0	529 ▲15%	0.0							
credit card machines	19.4 ▲8.1	0	527 ▲35%	0.0							
stripe merchant services	4.1 ▼0.2	6 ▲20%	525 ▲1%	1.1							
merchant service providers	16.6 ▼6.5	8 ▼27%	524 ▲10%	1.5					1,000	1,300	
portable credit card machine	38.6 ▲0.6	0	523 ▲22%	0.0							
merchant services provider	8.2 ▼0.1	3 ▲50%	494	0.6					1,000	1,300	
mobile credit card machine	43.5 ▲3.8	0	493 ▲8%	0.0							
merchant payment processing	13.9 ▼6.1	4 ▲100%	492 ▲33%	0.8					170	320	
small business merchant services	27.0 ▲3.9	2 ▲	487 ▲26%	0.4					2,400	2,400	
card machines for small business	14.6 ▲12.1	0	481 ▲130%	0.0							
merchant payment services	34.6 ▲4.7	0	478 ▲3%	0.0							
card machine for business	12.0 ▲26.4	0 ▼100%	463 ▲432%	0.0							
credit card machine for business	9.2 ▲1.4	7 ▲75%	457 ▲29%	1.5					390	480	
merchant fees	11.4 ▲2.7	5	455 ▼29%	1.1	1	0	0.0	0.00			
american express merchant account	7.7 ▲0.5	0 ▼100%	452 ▲22%	0.0							
merchant services account	14.3 ▲4.5	3 ▲	450 ▲22%	0.7							
wireless credit card processing	6.0 ▲0.3	2	447 ▼26%	0.4					170	170	
retail merchant account	9.6 ▲0.6	0 ▼100%	443 ▲14%	0.0					90	90	
card processing services	23.1 ▲16.3	0	439 ▲7%	0.0							
credit card processing merchant services	10.5 ▲2	2 ▲	431 ▲9%	0.5					590	720	
best credit card for small business	63.8 ▲0.2	0	429 ▼26%	0.0							
credit card machines for business	13.9 ▲0.9	6 ▲500%	425 ▲3%	1.4					390	480	
credit card processing machines	19.9 ▲14.2	0	424 ▼10%	0.0							
merchant credit card machines	20.0 ▲20.8	0	424 ▲110%	0.0							
credit card processing service	31.9 ▲9.6	0	421 ▼2%	0.0					590	880	

SEO: Keyword Ranking Report

Keyword	Google Avg Pos	Google Clicks	Google Impr	Google CTR	Visits	Conv	Conv %	Conv Value	Local Vol	Global Vol	Adv Comp
credit card merchant fees	52.4 ▼ 2.4	0	415 ▲ 8%	0.0							
small business merchant account	11.0 ▲ 7.7	1 ▲	414 ▼ 4%	0.2					320	880	
credit card reader	78.8 ▲ 6.8	0	411 ▲ 1%	0.0							
online merchant account	79.9 ▲ 0.1	0	401 ▲ 1%	0.0							
what is a merchant account	61.9 ▼ 6.4	0	398 ▲ 29%	0.0							
is stripe a payment gateway	8.3 ▼ 0.1	0 ▼ 100%	396 ▲ 4%	0.0							
is stripe a merchant account	4.9 ▼ 0.1	0 ▼ 100%	391 ▲ 3%	0.0							
credit card processing companies for small business	13.0 ▲ 8	5 ▲ 150%	390 ▲ 89%	1.3							
internet merchant account	67.6 ▼ 3.5	0	384 ▲ 9%	0.0					390	720	
iphone credit card reader	21.4 ▲ 2.1	0	383 ▼ 11%	0.0					5,400	6,600	
do i need a merchant account with stripe	4.7 ▲ 1.1	1 ▼ 75%	382 ▼ 1%	0.3							
best credit card processing	48.1 ▼ 0.3	0	378 ▲ 14%	0.0							
credit card machine rental	30.0 ▲ 5.7	0	378 ▼ 7%	0.0							
merchant card processing	54.8 ▲ 48.9	0	377 ▲ 4%	0.0							
pos credit card processing	15.3 ▲ 21.1	0 ▼ 100%	361 ▼ 16%	0.0							
ecommerce merchant account	58.7 ▼ 17.5	0	359 ▼ 13%	0.0							
stripe credit card processing	7.6 ▲ 2.2	0 ▼ 100%	357 ▲ 95%	0.0							
merchant credit card services	9.0 ▲ 1.1	1	354 ▼ 4%	0.3							
ecommerce credit card processing	104.8 ▲ 28.1	0	352 ▲ 4%	0.0							
merchant services credit card	4.3 ▲ 0.3	4 ▲ 300%	346 ▲ 26%	1.2					1,600	1,900	
merchant services for small business	24.5 ▲ 13.6	4 ▲	341 ▲ 9%	1.2							
square merchant account	5.6	0 ▼ 100%	330 ▼ 33%	0.0					320	390	
merchant processor	47.6 ▲ 28.4	0	329 ▲ 34%	0.0					1,300	1,600	
credit card merchant service	11.2 ▲ 4.3	0	319 ▲ 153%	0.0							
merchant account processing	11.3 ▼ 2.1	0	317	0.0					70	110	
card merchant services	11.8 ▲ 0.8	1	316 ▲ 1%	0.3							

SEO: Keyword Ranking Report

Keyword	Google Avg Pos	Google Clicks	Google Impr	Google CTR	Visits	Conv	Conv %	Conv Value	Local Vol	Global Vol	Adv Comp
merchant services processing	2.0 ▼ 0.1	2 ▲ 100%	316 ▲ 3%	0.6					590	720	▮▮▯
stripe merchant processing	7.3 ▲ 0.3	0	309 ▲ 153%	0.0							▯
mobile merchant services	40.2 ▲ 2.4	0	308 ▼ 16%	0.0							▯
best credit card processing for small business	14.0 ▲ 6.7	0	304 ▲ 30%	0.0							▯
credit merchant services	4.9 ▲ 0.1	3 ▲ 50%	304	1.0					70	90	▮▮▯
best credit card machine for small business	8.9 ▲ 4.7	9 ▲ 350%	300 ▲ 6%	3.0					110	170	▮▮▮
best online merchant services	8.6 ▲ 4.6	2 ▲	298 ▼ 35%	0.7					90	110	▮▮▯
merchant account service	8.9	1 ▲	298 ▲ 6%	0.3					590	880	▮▮▯
payment processing service	29.2 ▲ 4.7	0 ▼ 100%	291 ▼ 2%	0.0							▯
merchantservices	3.1 ▲ 2.3	10 ▼ 52%	288 ▼ 7%	3.5					14,800	22,200	▮▮▯

Campaign: Competitor Manager

12/1/2017 - 12/31/2017

Competitors for merchantservicesltd.com

Competitor	Quality	Alexa Rank	mozRank	Authority	mozTrust	Pages	Links
merchantservicesltd.com	85	2,891,888	4.66	34	5.44	637	13,908
gravitypayments.com	90	562,684	5.34	47	5.85	1,477	3,129
squareup.com	95	2,464	6.33	89	6.41	341,860	28,990,790
totalmerchantservices.com	85	1,381,477	5.20	44	5.89	667	48,362
www.bluepay.com	90	89,629	6.15	62	6.29	9,808	548,208
www.merchantone.com	50	3,147,986	5.94	29	6.04		
www.transfirst.com	85	555,258	6.32	53	6.15	1,571	50,375

Site Auditor: Summary

Site Auditor: Summary

12/1/2017 - 12/31/2017

Total Issues: 1,078 (Change: 11%)

315 Pages Crawled - September 1, 2017

Visibility Issues	META Issues	Content Issues	Link Issues	Image Issues	Semantic Issues
6	543	235	111	183	0
20%	1%	18%	4%	46%	0%

Visibility Issues	# of Issues
1 page error was detected A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server.	1
5 pages have redirects Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site.	5
0 pages were blocked by robots.txt A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages.	0
No malware found Kinds of malware include (but are not limited to) viruses, worms, spyware, and Trojan horses. Once a site or computer has been compromised, it can be used to host malicious content such as phishing sites (sites designed to trick users into parting with personal and credit card information).	0

Site Auditor: Summary

META Issues	# of Issues
7 pages have a duplicate page title Search engines prefer it when your website has a unique page title for each page. Identical page titles could confuse website visitors trying to navigate your site, as well as the algorithm trying to understand the page. Search engines may ignore any pages with the same titles.	7
251 pages are missing a meta description The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will.	251
16 pages have a meta description that is considered a duplicate Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.	16
15 pages have a page title that is too short or too long Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters.	15
254 pages have a meta description that is too short or too long Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters.	254
0 pages are missing a page title Page titles are critical to giving searchers quick insight into the content of a result. It is a primary piece of information they use to decide which result to click on, so it's important to use high-quality, descriptive titles on your pages.	0
0 pages are missing Google Analytics Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity.	0

Site Auditor: Summary

Content Issues	# of Issues
202 pages have content with a low word count Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.	202
33 pages have duplicate content issues Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible.	33

Site Auditor: Summary

Link Issues	# of Issues
1 internal link is broken When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	1
14 internal links are missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	14
96 external links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.	96
0 external links are broken When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	0
0 internal links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.	0
0 external links are missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	0

Site Auditor: Summary

Image Issues	# of Issues
63 images are missing ALT text The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	63
120 images are missing title text The title attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	120
0 images are broken When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.	0

Site Auditor: Summary

Semantic Issues	# of Issues
0 pages without headers were detected Headings help communicate and emphasize content themes to search engine algorithms. Not using headings may make it more difficult for those algorithms to comprehend the meaning of the page content.	0
292 pages use Schema.org microdata Schema.org microdata – a special way of formatting content in HTML – can help search engines better understand page content. For example, you can use structured data to correctly communicate the details of a product review or a recipe. Search engines may also use structured data to enhance the appearance of your search results – known as rich snippets.	292

Google Analytics: Overview

12/1/2017 - 12/31/2017

Advanced Segments: All Users

Sessions

Page Views

All Users: Sessions	All Users: % New Sessions	All Users: New Users	All Users: Page Views
4,509	89.64%	4,042	8,214

All Users: Bounce Rate	All Users: Pages / Session	All Users: Avg. Session Duration	All Users: Goal Conversion Rate
70.70%	1.82	1:07	0.00%

All Users: Goal Completions	All Users: Goal Value
0	$0.00

Top Traffic

Channels	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
Organic Search	3,837 (85.10%)	3,474 (85.95%)	70.03%	1.82	1:07	0.00%	$0.00 (0.00%)

Google Analytics: Overview

Channels	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
Direct	343 (7.61%)	292 (7.22%)	67.35%	2.14	1:44	0.00%	$0.00 (0.00%)
Referral	286 (6.34%)	249 (6.16%)	84.27%	1.41	0:28	0.00%	$0.00 (0.00%)
Email	21 (0.47%)	5 (0.12%)	71.43%	1.90	1:03	0.00%	$0.00 (0.00%)
Social	20 (0.44%)	20 (0.49%)	60.00%	1.90	0:38	0.00%	$0.00 (0.00%)

Top Referrals

Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
safesearch.hypersonica.com	159 (51.96%)	159 (59.11%)	100.00%	1.00	0:00	0.00%	$0.00 (0.00%)
duckduckgo.com	19 (6.21%)	17 (6.32%)	84.21%	1.37	0:50	0.00%	$0.00 (0.00%)
l.instagram.com	14 (4.58%)	14 (5.20%)	64.29%	1.86	0:35	0.00%	$0.00 (0.00%)
app-3qn8d7sg2k.marketingautomation.services	12 (3.92%)	0 (0.00%)	66.67%	1.67	0:49	0.00%	$0.00 (0.00%)
botw.org	7 (2.29%)	1 (0.37%)	71.43%	1.29	0:07	0.00%	$0.00 (0.00%)

Top Landing Pages

Landing Page	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
merchantservicesltd.com/	1,892 (41.96%)	1,735 (42.92%)	64.06%	1.95	1:03	0.00%	$0.00 (0.00%)
merchantservicesltd.com/best-merchant-account-rates-compared/	552 (12.24%)	501 (12.39%)	74.28%	1.66	1:16	0.00%	$0.00 (0.00%)
merchantservicesltd.com/clover-vs-square-mobile-credit-card-processing-showdown/	221 (4.90%)	206 (5.10%)	89.14%	1.19	0:33	0.00%	$0.00 (0.00%)
merchantservicesltd.com/best-credit-card-machine-small-business/	171 (3.79%)	160 (3.96%)	67.25%	1.81	0:53	0.00%	$0.00 (0.00%)
merchantservicesltd.com/differences-pos-system-credit-card-machine/	149 (3.30%)	137 (3.39%)	77.18%	1.74	0:56	0.00%	$0.00 (0.00%)

Google Analytics: Overview

Top Social Network Referrals

Social Network	Sessions	Page Views	Avg. Session Duration	Pages / Session	Goal Conversion Rate	Goal Value
Instagram	14 (70.00%)	26 (68.42%)	0:35	1.86	0.00%	$0.00 (0.00%)
Facebook	4 (20.00%)	5 (13.16%)	0:25	1.25	0.00%	$0.00 (0.00%)
LinkedIn	1 (5.00%)	5 (13.16%)	2:20	5.00	0.00%	$0.00 (0.00%)
Pinterest	1 (5.00%)	2 (5.26%)	0:37	2.00	0.00%	$0.00 (0.00%)

Top Events

Event Category	Total Events	Unique Events	Event Value	Avg. Value
Banana Splash	1,118 (0.00%)	759 (0.00%)	0 (0.00%)	0.00

Top Campaigns

Campaign	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value
Mining Monetization: www.JSMiningStatistics.com	1 (0.00%)	1 (0.00%)	100.00%	1.00	0:00	0.00%	$0.00 (0.00%)

Top Searches

12/1/2017 - 12/31/2017

Query Count	Clicks	Impressions	Clickthrough Rate
8,287 +8%	**2,334** +1%	**227,074** -6%	**1.0%** +7%
Previous: 7,644	Previous: 2,315	Previous: 242,149	Previous: 1.0%

Keyword	Impressions	Clicks	CTR	Avg. Rank	Campaign
merchant services	13383	1231	9.2	4.4 + 2.2%	Yes
merchant service	2611	52	2.0	6.1 + 23.8%	Yes
credit card machine	2188	17	0.8	12.2 + 55.5%	No
square merchant services	1736	2	0.1	5.9 + 6.3%	Yes
credit card machine for small business	1718	13	0.8	11.8 + 16.3%	Yes
merchant account providers	1504	32	2.1	14.3 + 21.4%	No
merchant service provider	1494	34	2.3	10.1 + 28.4%	Yes
best merchant services	1485	125	8.4	3.2 + 17.9%	Yes
merchant services credit card processing	1150	3	0.3	10.0 + 44.8%	Yes
credit card merchant services	1144	1	0.1	15.4 + 24.5%	Yes
credit card machines for small business	1138	1	0.1	12.6 + 10.6%	No
merchant processing services	936	2	0.2	13.3 + 15.3%	Yes
payment processing services	930	1	0.1	23.0 + 16.7%	No
merchant account fees	919	2	0.2	16.4 - 15.5%	Yes
clover vs square	911	15	1.6	8.7 - 14.5%	No
credit card terminals	905	4	0.4	10.2 + 46.3%	No
wireless credit card machine	900	2	0.2	14.9 + 13.9%	No

Google Webmaster Tools: Top Searches					
Keyword	Impressions	Clicks	CTR	Avg. Rank	Campaign
credit card processing services	880	0	0.0	41.7 + 23.8%	No
merchant account	862	0	0.0	53.6 - 23.2%	Yes
merchant credit card processing	833	0	0.0	41.4 + 42.3%	Yes
mobile credit card processing	795	0	0.0	46.8 + 10%	No
credit card processing	769	0	0.0	89.3 + 50.2%	Yes
credit card processing for small business	722	1	0.1	35.4 + 5.3%	No
stripe merchant	720	6	0.8	5.7 + 9.5%	No
merchant account services	707	3	0.4	20.3 + 62.1%	No
stripe merchant account	702	6	0.9	3.3 + 8.3%	Yes
business merchant account	648	2	0.3	9.9 + 13.9%	No
small business credit card processing	626	2	0.3	28.9 + 39.2%	No
merchant accounts	612	0	0.0	29.5 + 24.7%	Yes
pos machine	601	2	0.3	14.9 + 34.9%	No
merchants services	601	5	0.8	2.6 + 21.2%	Yes
best small business credit card	582	0	0.0	62.1 + 3.7%	No
wireless credit card terminal	577	1	0.2	13.9 + 23.2%	Yes
best merchant account	571	20	3.5	3.6 + 36.8%	Yes
square merchant	568	1	0.2	8.7 + 2.2%	No
best merchant services for small business	560	12	2.1	9.8 + 50.3%	Yes
merchant account provider	547	0	0.0	16.2 + 14.3%	No
merchant processing	545	1	0.2	68.3 + 27.7%	Yes
square vs clover	532	19	3.6	7.7 + 4.9%	No
merchant services offer	529	0	0.0	5.8 + 15.9%	No

Google Webmaster Tools: Top Searches					
Keyword	Impressions	Clicks	CTR	Avg. Rank	Campaign
credit card machines	527	0	0.0	19.4 + 28.9%	No
stripe merchant services	525	6	1.1	4.1 - 5.1%	No
merchant service providers	524	8	1.5	16.6 - 71.1%	Yes
portable credit card machine	523	0	0.0	38.6	No
merchant services provider	494	3	0.6	8.2	Yes
mobile credit card machine	493	0	0.0	43.5 + 6.9%	No
merchant payment processing	492	4	0.8	13.9 - 78.2%	Yes
small business merchant services	487	2	0.4	27.0 + 10.6%	Yes
card machines for small business	481	0	0.0	14.6 + 44.3%	No
merchant payment services	478	0	0.0	34.6 + 12.4%	No
card machine for business	463	0	0.0	12.0 + 68.5%	No
credit card machine for business	457	7	1.5	9.2 + 13.2%	Yes
merchant fees	455	5	1.1	11.4 + 18.6%	No
american express merchant account	452	0	0.0	7.7 + 7.2%	No
merchant services account	450	3	0.7	14.3 + 24.3%	No
wireless credit card processing	447	2	0.4	6.0 + 4.8%	Yes
retail merchant account	443	0	0.0	9.6 + 5%	Yes
card processing services	439	0	0.0	23.1 + 41.1%	No
credit card processing merchant services	431	2	0.5	10.5 + 20.5%	Yes
best credit card for small business	429	0	0.0	63.8	No
credit card machines for business	425	6	1.4	13.9 + 6.1%	Yes

Google Webmaster Tools: Top Searches					
Keyword	Impressions	Clicks	CTR	Avg. Rank	Campaign
merchant credit card machines	424	0	0.0	20.0 **+ 50.4%**	No
credit card processing machines	424	0	0.0	19.9 **+ 41.6%**	No
credit card processing service	421	0	0.0	31.9 **+ 22.9%**	Yes
credit card merchant fees	415	0	0.0	52.4 - 5.6%	No
small business merchant account	414	1	0.2	11.0 **+ 41.5%**	Yes
credit card reader	411	0	0.0	78.8 **+ 7.4%**	No
online merchant account	401	0	0.0	79.9	No
what is a merchant account	398	0	0.0	61.9 - 13%	No
is stripe a payment gateway	396	0	0.0	8.3 - 1.2%	No
is stripe a merchant account	391	0	0.0	4.9	No
credit card processing companies for small business	390	5	1.3	13.0 **+ 39%**	No
internet merchant account	384	0	0.0	67.6 - 5.5%	Yes
iphone credit card reader	383	0	0.0	21.4 **+ 8.9%**	Yes
do i need a merchant account with stripe	382	1	0.3	4.7 **+ 19%**	No
credit card machine rental	378	0	0.0	30.0 **+ 14.5%**	No
best credit card processing	378	0	0.0	48.1 - 1.5%	No
merchant card processing	377	0	0.0	54.8 **+ 47.3%**	No
pos credit card processing	361	0	0.0	15.3 **+ 58.1%**	No
ecommerce merchant account	359	0	0.0	58.7 - 44.6%	No
stripe credit card processing	357	0	0.0	7.6 **+ 21.6%**	No
merchant credit card services	354	1	0.3	9.0 **+ 12.6%**	No

Google Webmaster Tools: Top Searches					
Keyword	Impressions	Clicks	CTR	Avg. Rank	Campaign
ecommerce credit card processing	352	0	0.0	104.8 **+ 20.4%**	No
merchant services credit card	346	4	1.2	4.3 **+ 8.5%**	Yes
merchant services for small business	341	4	1.2	24.5 **+ 34.8%**	No
square merchant account	330	0	0.0	5.6	Yes
merchant processor	329	0	0.0	47.6 **+ 36.8%**	Yes
credit card merchant service	319	0	0.0	11.2 **+ 27.3%**	No
merchant account processing	317	0	0.0	11.3 **- 18.9%**	Yes
card merchant services	316	1	0.3	11.8 **+ 5.6%**	No
merchant services processing	316	2	0.6	2.0 **- 5.3%**	Yes
stripe merchant processing	309	0	0.0	7.3 **+ 3.9%**	No
mobile merchant services	308	0	0.0	40.2 **+ 4.5%**	No
best credit card processing for small business	304	0	0.0	14.0 **+ 32%**	No
credit merchant services	304	3	1.0	4.9 **+ 5.8%**	Yes
best credit card machine for small business	300	9	3.0	8.9 **+ 34.1%**	Yes
best online merchant services	298	2	0.7	8.6 **+ 33.8%**	Yes
merchant account service	298	1	0.3	8.9 **+ 1.1%**	Yes
payment processing service	291	0	0.0	29.2 **+ 13.9%**	No
merchantservices	288	10	3.5	3.1 **+ 43.6%**	Yes

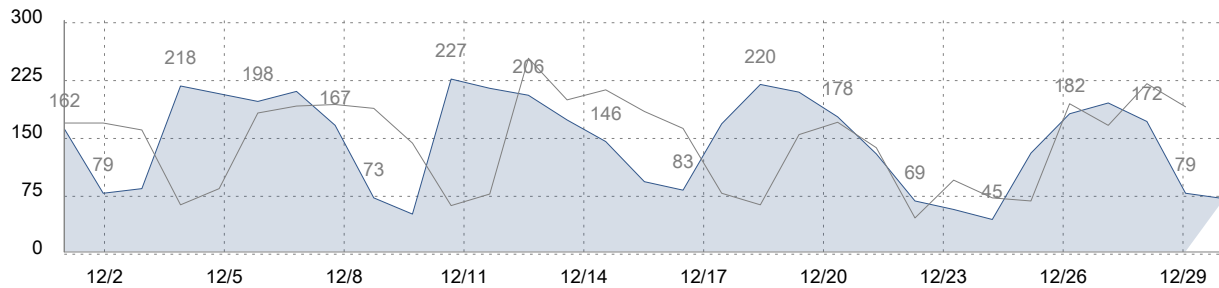**Google Analytics: All Traffic**

Google Analytics: All Traffic

12/1/2017 - 12/31/2017

compared to 11/1/2017 - 11/30/2017

Advanced Segments: All Users
Conversions: All Goals

Sessions

All Users: Sessions	All Users: New Users	All Users: Bounce Rate	All Users: Pages / Session
4,509	4,042	70.70%	1.82
Previous: 4,374 3.09%	Previous: 3,840 5.26%	Previous: 71.60% -1.26%	Previous: 1.72 5.79%

All Users: Avg. Session Duration
1:07
Previous: 0:59   14.94%

Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
google / organic	3.30% ▲ 3,634 vs 3,518	4.54% ▲ 3,296 vs 3,153	-1.96% ▼ 70.23% vs 71.63%	5.68% ▲ 1.82 vs 1.72	12.56% ▲ 1:06 vs 0:59
(direct) / (none)	-28.09% ▼ 343 vs 477	-26.45% ▼ 292 vs 397	-10.77% ▼ 67.35% vs 75.47%	34.48% ▲ 2.14 vs 1.59	122.93% ▲ 1:44 vs 0:46
safesearch.hypersonica.com / referral	736.84% ▲ 159 vs 19	736.84% ▲ 159 vs 19	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00
bing / organic	4.00% ▲ 130 vs 125	1.75% ▲ 116 vs 114	2.94% ▲ 70.00% vs 68.00%	-0.28% ▼ 1.94 vs 1.94	50.46% ▲ 1:27 vs 0:57
yahoo / organic	0.00% 62 vs 62	12.24% ▲ 55 vs 49	5.41% ▲ 62.90% vs 59.68%	-8.82% ▼ 2.00 vs 2.19	-47.45% ▼ 1:08 vs 2:11
sharpspring / email	-25.00% ▼ 21 vs 28	-16.67% ▼ 5 vs 6	-4.76% ▼ 71.43% vs 75.00%	8.84% ▲ 1.90 vs 1.75	109.86% ▲ 1:03 vs 0:30

Google Analytics: All Traffic					
Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
duckduckgo.com / referral	90.00% ▲ 19 vs 10	88.89% ▲ 17 vs 9	5.26% ▲ 84.21% vs 80.00%	-8.77% ▼ 1.37 vs 1.50	306.74% ▲ 0:50 vs 0:12
l.instagram.com / referral	366.67% ▲ 14 vs 3	366.67% ▲ 14 vs 3	-35.71% ▼ 64.29% vs 100.00%	85.71% ▲ 1.86 vs 1.00	∞ 0:35 vs 0:00
app-3qn8d7sg2k. marketingautomation. services / referral	50.00% ▲ 12 vs 8	0.00% 0 vs 0	166.67% ▲ 66.67% vs 25.00%	-61.90% ▼ 1.67 vs 4.38	-47.46% ▼ 0:49 vs 1:35
ask / organic	80.00% ▲ 9 vs 5	0.00% 5 vs 5	-25.93% ▼ 44.44% vs 60.00%	0.00% 2.00 vs 2.00	179.73% ▲ 2:39 vs 0:57
botw.org / referral	∞ 7 vs 0	∞ 1 vs 0	∞ 71.43% vs 0.00%	∞ 1.29 vs 0.00	∞ 0:07 vs 0:00
info.com / referral	50.00% ▲ 6 vs 4	50.00% ▲ 6 vs 4	33.33% ▲ 66.67% vs 50.00%	-16.67% ▼ 1.67 vs 2.00	38.29% ▲ 0:51 vs 0:37
chapmanducote.com / referral	150.00% ▲ 5 vs 2	0.00% 2 vs 2	20.00% ▲ 60.00% vs 50.00%	33.33% ▲ 2.00 vs 1.50	∞ 0:47 vs 0:00
carolinas.pga.com / referral	100.00% ▲ 4 vs 2	0.00% 1 vs 1	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00
searchencrypt.com / referral	100.00% ▲ 4 vs 2	100.00% ▲ 4 vs 2	∞ 75.00% vs 0.00%	-50.00% ▼ 1.25 vs 2.50	-94.80% ▼ 0:04 vs 1:26
start.att.net / referral	∞ 4 vs 0	∞ 3 vs 0	∞ 50.00% vs 0.00%	∞ 4.25 vs 0.00	∞ 1:24 vs 0:00
webcrawler.com / referral	-55.56% ▼ 4 vs 9	-55.56% ▼ 4 vs 9	12.50% ▲ 75.00% vs 66.67%	12.50% ▲ 1.75 vs 1.56	-48.93% ▼ 0:18 vs 0:36
cloudways.com / referral	200.00% ▲ 3 vs 1	200.00% ▲ 3 vs 1	-33.33% ▼ 66.67% vs 100.00%	33.33% ▲ 1.33 vs 1.00	∞ 0:01 vs 0:00
info.dogpile.com / referral	0.00% 3 vs 3	0.00% 3 vs 3	-50.00% ▼ 33.33% vs 66.67%	275.00% ▲ 5.00 vs 1.33	2,467.09% ▲ 11:16 vs 0:26
informationvine.com / referral	-57.14% ▼ 3 vs 7	-50.00% ▼ 3 vs 6	-41.67% ▼ 33.33% vs 57.14%	-30.00% ▼ 2.00 vs 2.86	-62.88% ▼ 1:32 vs 4:08
results.searchlock. com / referral	200.00% ▲ 3 vs 1	100.00% ▲ 2 vs 1	∞ 33.33% vs 0.00%	0.00% 2.00 vs 2.00	251.39% ▲ 1:24 vs 0:24
blogs.timesofisrael. com / referral	∞ 2 vs 0	∞ 2 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00
cfsrating.sonicwall. com:8080 / referral	∞ 2 vs 0	∞ 2 vs 0	∞ 50.00% vs 0.00%	∞ 1.50 vs 0.00	∞ 0:32 vs 0:00

Google Analytics: All Traffic					
Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
influencedigest.com / referral	-50.00% ▼ 2 vs 4	-100.00% ▼ 0 vs 1	-100.00% ▼ 0.00% vs 50.00%	0.00% 2.00 vs 2.00	-95.20% ▼ 0:34 vs 11:48
int.search.tb.ask.com / referral	100.00% ▲ 2 vs 1	100.00% ▲ 2 vs 1	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00

Google Analytics: All Referrals

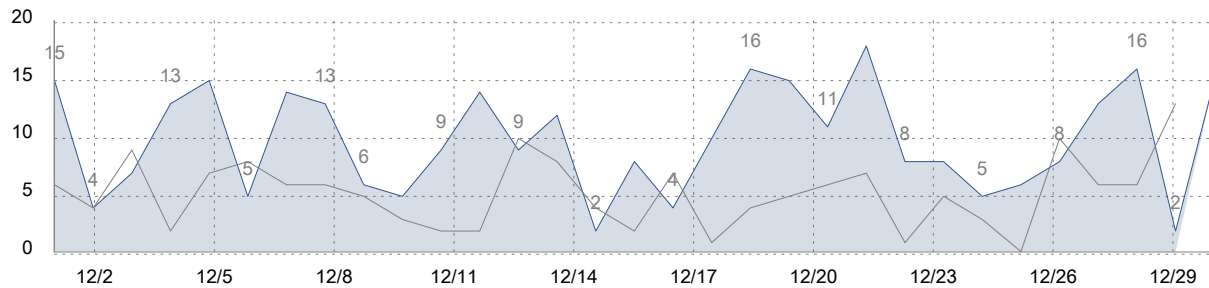*12/1/2017 - 12/31/2017*

compared to 11/1/2017 - 11/30/2017

Advanced Segments: All Users
Conversions: All Goals

Sessions

All Users: Sessions	**All Users: New Users**	**All Users: Bounce Rate**
306	269	82.68%
Previous: 158 93.67%	Previous: 115 133.91%	Previous: 67.09% 23.24%

All Users: Pages / Session	
1.44	
Previous: 1.81 -20.56%	

All Users: Avg. Session Duration
0:29
Previous: 1:07   -55.98%

Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
safesearch.hypersonica.com	736.84% ▲ 159 vs 19	736.84% ▲ 159 vs 19	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00
duckduckgo.com	90.00% ▲ 19 vs 10	88.89% ▲ 17 vs 9	5.26% ▲ 84.21% vs 80.00%	-8.77% ▼ 1.37 vs 1.50	306.74% ▲ 0:50 vs 0:12
l.instagram.com	366.67% ▲ 14 vs 3	366.67% ▲ 14 vs 3	-35.71% ▼ 64.29% vs 100.00%	85.71% ▲ 1.86 vs 1.00	∞ 0:35 vs 0:00
app-3qn8d7sg2k.marketingautomation.services	50.00% ▲ 12 vs 8	0.00% 0 vs 0	166.67% ▲ 66.67% vs 25.00%	-61.90% ▼ 1.67 vs 4.38	-47.46% ▼ 0:49 vs 1:35
botw.org	∞ 7 vs 0	∞ 1 vs 0	∞ 71.43% vs 0.00%	∞ 1.29 vs 0.00	∞ 0:07 vs 0:00
info.com	50.00% ▲ 6 vs 4	50.00% ▲ 6 vs 4	33.33% ▲ 66.67% vs 50.00%	-16.67% ▼ 1.67 vs 2.00	38.29% ▲ 0:51 vs 0:37

Google Analytics: All Referrals

Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
chapmanducote.com	150.00% ▲ 5 vs 2	0.00% 2 vs 2	20.00% ▲ 60.00% vs 50.00%	33.33% ▲ 2.00 vs 1.50	∞ 0:47 vs 0:00
carolinas.pga.com	100.00% ▲ 4 vs 2	0.00% 1 vs 1	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00
searchencrypt.com	100.00% ▲ 4 vs 2	100.00% ▲ 4 vs 2	∞ 75.00% vs 0.00%	-50.00% ▼ 1.25 vs 2.50	-94.80% ▼ 0:04 vs 1:26
start.att.net	∞ 4 vs 0	∞ 3 vs 0	∞ 50.00% vs 0.00%	∞ 4.25 vs 0.00	∞ 1:24 vs 0:00
webcrawler.com	-55.56% ▼ 4 vs 9	-55.56% ▼ 4 vs 9	12.50% ▲ 75.00% vs 66.67%	12.50% ▲ 1.75 vs 1.56	-48.93% ▼ 0:18 vs 0:36
cloudways.com	200.00% ▲ 3 vs 1	200.00% ▲ 3 vs 1	-33.33% ▼ 66.67% vs 100.00%	33.33% ▲ 1.33 vs 1.00	∞ 0:01 vs 0:00
info.dogpile.com	0.00% 3 vs 3	0.00% 3 vs 3	-50.00% ▼ 33.33% vs 66.67%	275.00% ▲ 5.00 vs 1.33	2,467.09% ▲ 11:16 vs 0:26
informationvine.com	-57.14% ▼ 3 vs 7	-50.00% ▼ 3 vs 6	-41.67% ▼ 33.33% vs 57.14%	-30.00% ▼ 2.00 vs 2.86	-62.88% ▼ 1:32 vs 4:08
results.searchlock.com	200.00% ▲ 3 vs 1	100.00% ▲ 2 vs 1	∞ 33.33% vs 0.00%	0.00% 2.00 vs 2.00	251.39% ▲ 1:24 vs 0:24
blogs.timesofisrael.com	∞ 2 vs 0	∞ 2 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00
cfsrating.sonicwall.com:8080	∞ 2 vs 0	∞ 2 vs 0	∞ 50.00% vs 0.00%	∞ 1.50 vs 0.00	∞ 0:32 vs 0:00
influencedigest.com	-50.00% ▼ 2 vs 4	-100.00% ▼ 0 vs 1	-100.00% ▼ 0.00% vs 50.00%	0.00% 2.00 vs 2.00	-95.20% ▼ 0:34 vs 11:48
int.search.tb.ask.com	100.00% ▲ 2 vs 1	100.00% ▲ 2 vs 1	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 0:00 vs 0:00
l.facebook.com	∞ 2 vs 0	∞ 2 vs 0	∞ 50.00% vs 0.00%	∞ 1.50 vs 0.00	∞ 0:50 vs 0:00
prv.playmediacenter.com	∞ 2 vs 0	∞ 2 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00
search.tb.ask.com	100.00% ▲ 2 vs 1	100.00% ▲ 2 vs 1	∞ 50.00% vs 0.00%	-25.00% ▼ 1.50 vs 2.00	-96.40% ▼ 0:04 vs 2:05
simpli.com	∞ 2 vs 0	∞ 1 vs 0	0.00% 0.00% vs 0.00%	∞ 4.50 vs 0.00	∞ 3:36 vs 0:00

| Google Analytics: All Referrals					
Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
us.search.yahoo.com	∞ 2 vs 0	∞ 1 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00
a28472.actonservice.com	∞ 1 vs 0	∞ 1 vs 0	∞ 100.00% vs 0.00%	∞ 1.00 vs 0.00	0.00% 0:00 vs 0:00

Google Analytics: Social - Network Referrals

12/1/2017 - 12/31/2017

compared to 11/1/2017 - 11/30/2017

Advanced Segments: All Users

Conversions: All Goals
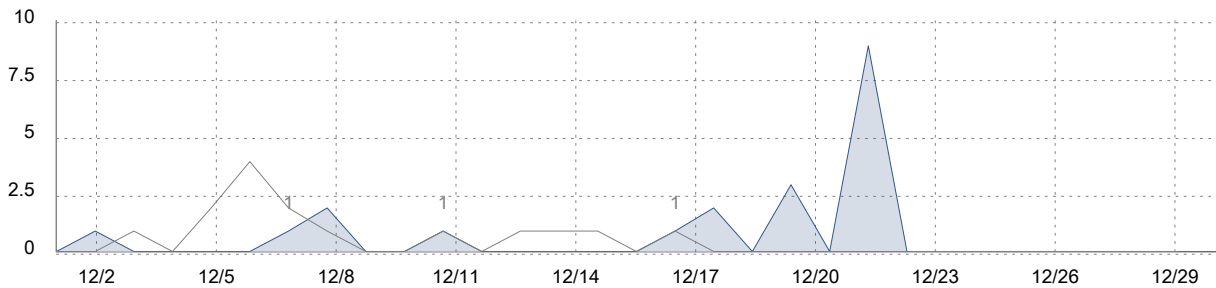
Sessions

All Users: Sessions	All Users: Page Views	All Users: Avg. Session Duration	All Users: Pages / Session
20	**38**	**0:38**	**1.90**
Previous: 15 33.33%	Previous: 22 72.73%	Previous: 0:30 27.80%	Previous: 1.47 29.55%

Social Network	Sessions	Page Views	Avg. Session Duration	Pages / Session
Instagram	366.67% ▲ 14 vs 3	766.67% ▲ 26 vs 3	∞ 0:35 vs 0:00	85.71% ▲ 1.86 vs 1.00
Facebook	300.00% ▲ 4 vs 1	400.00% ▲ 5 vs 1	∞ 0:25 vs 0:00	25.00% ▲ 1.25 vs 1.00
LinkedIn	-66.67% ▼ 1 vs 3	-16.67% ▼ 5 vs 6	12.60% ▲ 2:20 vs 2:04	150.00% ▲ 5.00 vs 2.00
Pinterest	∞ 1 vs 0	∞ 2 vs 0	∞ 0:37 vs 0:00	∞ 2.00 vs 0.00
StumbleUpon	-100.00% ▼ 0 vs 8	-100.00% ▼ 0 vs 12	-100.00% ▼ 0:00 vs 0:10	-100.00% ▼ 0.00 vs 1.50

Google Analytics: Audience - Engagement
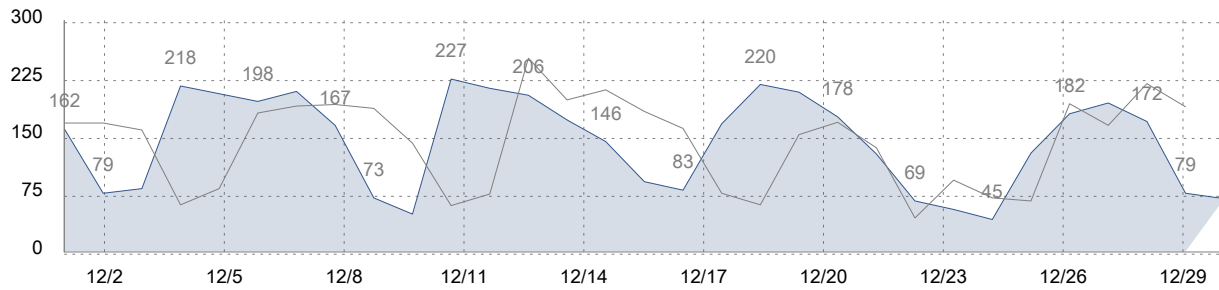
12/1/2017 - 12/31/2017

compared to 11/1/2017 - 11/30/2017

Advanced Segments: All Users
Conversions: All Goals

Sessions

All Users: Sessions

4,509

Previous: 4,374   **3.09%**

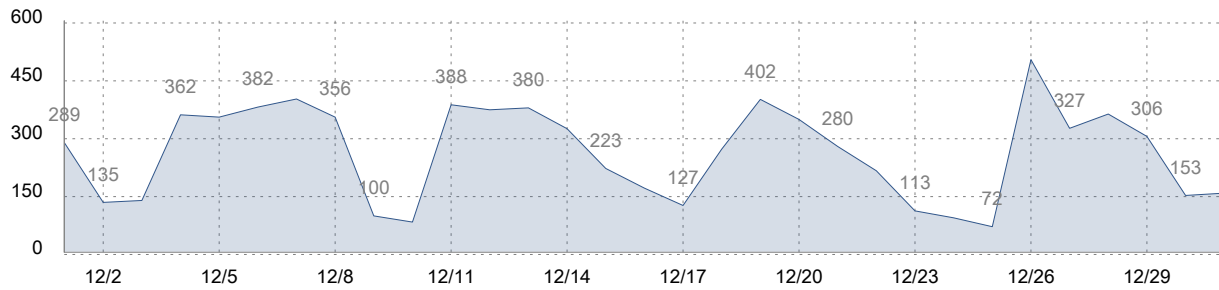| Session Duration	Sessions	
0-10 seconds	1.59% 3,258 vs 3,207	▲
11-30 seconds	13.25% 265 vs 234	▲
31-60 seconds	1.61% 252 vs 248	▲
61-180 seconds	0.29% 340 vs 339	▲
181-600 seconds	16.31% 271 vs 233	▲
601-1800 seconds	7.92% 109 vs 101	▲
1801+ seconds	16.67% 14 vs 12	▲

Google Analytics: Content - All Pages

12/1/2017 - 12/31/2017

Advanced Segments: All Users
Conversions: All Goals

Page Views

All Users: Page Views	All Users: Unique Pageviews	All Users: Avg Time on Page	All Users: Entrances
8,214	6,719	1:22	4,509
All Users: Bounce Rate	All Users: Page Exit Rate	All Users: Avg Page Value	
70.70%	54.89%	$0.00	

Page	Page Views	Unique Pageviews	Avg Time on Page	Entrances	Bounce Rate	Page Exit Rate	Avg Page Value
merchantservicesltd.com/	2,343 (28.52%)	1,957 (29.13%)	1:07	1,892 (41.96%)	64.06%	61.29%	$0.00 (0.00%)
merchantservicesltd.com/best-merchant-account-rates-compared/	684 (8.33%)	588 (8.75%)	2:33	552 (12.24%)	74.28%	72.08%	$0.00 (0.00%)
merchantservicesltd.com/solutions/	495 (6.03%)	375 (5.58%)	0:51	62 (1.38%)	67.74%	29.29%	$0.00 (0.00%)
merchantservicesltd.com/merchant-accounts/	421 (5.13%)	321 (4.78%)	0:45	57 (1.26%)	66.67%	28.03%	$0.00 (0.00%)
merchantservicesltd.com/contact/	369 (4.49%)	310 (4.61%)	1:51	76 (1.69%)	80.26%	56.10%	$0.00 (0.00%)
merchantservicesltd.com/about/	366 (4.46%)	282 (4.20%)	1:20	36 (0.80%)	77.78%	40.71%	$0.00 (0.00%)
merchantservicesltd.com/clover-vs-square-mobile-credit-card-processing-showdown/	269 (3.27%)	251 (3.74%)	4:17	221 (4.90%)	89.14%	83.64%	$0.00 (0.00%)
merchantservicesltd.com/best-credit-	240 (2.92%)	203 (3.02%)	1:40	171 (3.79%)	67.25%	65.00%	$0.00 (0.00%)

Google Analytics: Content - All Pages							
Page	Page Views	Unique Pageviews	Avg Time on Page	Entrances	Bounce Rate	Page Exit Rate	Avg Page Value
card-machine-small-business/							
merchantservicesltd.com/solutions/merchant-account-small-business/	212 (2.58%)	171 (2.55%)	1:11	43 (0.95%)	76.74%	39.62%	$0.00 (0.00%)
merchantservicesltd.com/differences-pos-system-credit-card-machine/	191 (2.33%)	166 (2.47%)	1:37	149 (3.30%)	77.18%	70.68%	$0.00 (0.00%)
merchantservicesltd.com/credit-card-machine-costs/	186 (2.26%)	159 (2.37%)	1:33	144 (3.19%)	74.31%	69.89%	$0.00 (0.00%)
merchantservicesltd.com/merchant-account-vs-stripe-payments/	155 (1.89%)	137 (2.04%)	1:58	129 (2.86%)	86.05%	79.35%	$0.00 (0.00%)
merchantservicesltd.com/glossary-of-terms/	151 (1.84%)	130 (1.93%)	3:46	115 (2.55%)	80.87%	76.82%	$0.00 (0.00%)
merchantservicesltd.com/solutions/credit-card-machines/	148 (1.80%)	98 (1.46%)	0:57	27 (0.60%)	66.67%	30.41%	$0.00 (0.00%)
merchantservicesltd.com/how-merchant-account-fees-work/	88 (1.07%)	79 (1.18%)	2:05	64 (1.42%)	75.00%	67.05%	$0.00 (0.00%)
merchantservicesltd.com/merchant-account-vs-square/	87 (1.06%)	73 (1.09%)	1:33	62 (1.38%)	69.35%	64.37%	$0.00 (0.00%)
merchantservicesltd.com/category/credit-card-machines/	83 (1.01%)	68 (1.01%)	0:30	3 (0.07%)	100.00%	28.92%	$0.00 (0.00%)
merchantservicesltd.com/solutions/wireless-mobile-processing/	83 (1.01%)	69 (1.03%)	2:00	38 (0.84%)	60.53%	49.40%	$0.00 (0.00%)
merchantservicesltd.com/special-offers/merchant-account/	81 (0.99%)	60 (0.89%)	1:08	4 (0.09%)	25.00%	27.16%	$0.00 (0.00%)
merchantservicesltd.com/solutions/e-commerce/	75 (0.91%)	59 (0.88%)	1:39	11 (0.24%)	63.64%	33.33%	$0.00 (0.00%)
merchantservicesltd.com/advantages-using-credit-card-machines/	64 (0.78%)	45 (0.67%)	2:29	41 (0.91%)	65.85%	65.63%	$0.00 (0.00%)
merchantservicesltd.com/glossary/fdr/	64 (0.78%)	54 (0.80%)	1:08	53 (1.18%)	67.92%	70.31%	$0.00 (0.00%)
merchantservicesltd.com/solutions/credit-card-machines/pdf-viewer-test/	43 (0.52%)	6 (0.09%)	2:32	2 (0.04%)	0.00%	6.98%	$0.00 (0.00%)

Google Analytics: Content - All Pages

Page	Page Views	Unique Pageviews	Avg Time on Page	Entrances	Bounce Rate	Page Exit Rate	Avg Page Value
merchantservicesltd. com/solutions/point- of-sale-systems/	43 (0.52%)	33 (0.49%)	1:01	1 (0.02%)	0.00%	23.26%	$0.00 (0. 00%)
merchantservicesltd. com/solutions/credit- card-machines/pax- s80-credit-card- terminal/	39 (0.47%)	12 (0.18%)	3:04	8 (0.18%)	25.00%	17.95%	$0.00 (0. 00%)

merchantservicesltd.com

Google Analytics: Audience - Mobile Overview
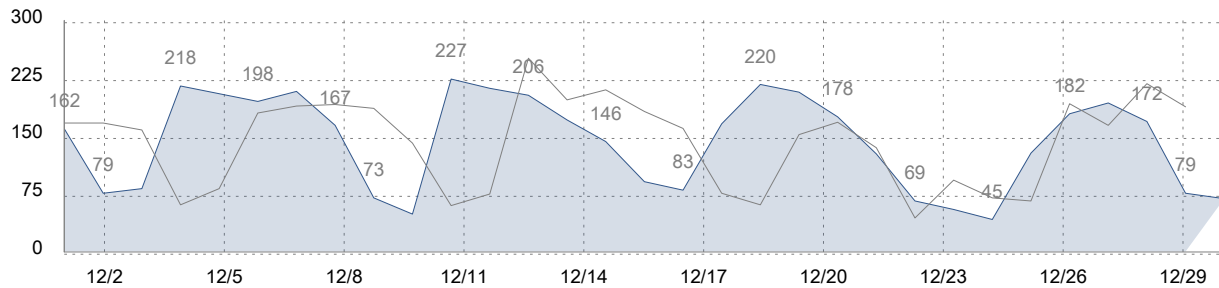
12/1/2017 - 12/31/2017

compared to 11/1/2017 - 11/30/2017

Advanced Segments: All Users
Conversions: All Goals

Sessions

All Users: Sessions
4,509
Previous: 4,374   3.09%

All Users: New Users
4,042
Previous: 3,840   5.26%

All Users: Bounce Rate
70.70%
Previous: 71.60%   -1.26%

All Users: Pages / Session
1.82
Previous: 1.72   5.79%

All Users: Avg. Session Duration
1:07
Previous: 0:59   14.94%

Device Category	Sessions
desktop	-2.82% 2,998 vs 3,085 ▼
mobile	19.61% 1,360 vs 1,137 ▲
tablet	-0.66% 151 vs 152 ▼