

www.eroscoe.com

Users and Sessions (2023-2024 vs. 2021-2022)

↓ First user prim...Channel Group) ▾	+	↓	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾
◇ SHOW ALL ROWS								
Total			25,123 vs. 453 ↑ 5,445.92%	25,210 vs. 453 ↑ 5,465.12%	2,449 vs. 41 ↑ 5,873.17%	1m 10s vs. 28.58 ↑ 147.11%	0.56 vs. 0.60 ↓ -5.39%	208,032 vs. 2,815 ↑ 7,290.12%

Google Analytics Overview (2023-2024 vs 2021-2022)

Google Analytics v4: Overview

Account: www.eroscoe.com | Traffic channel: All | Filter: All Users

01 Jan, 2023 - 30 Dec, 2024 vs 01 Jan, 2021 - 31 Dec, 2022

Sessions

+5669.13%

29,711 vs 515

New Sessions

-8.21%

78.78% vs 85.83%

Pages / Sessions

+109.02%

3.30 vs 1.58

Engagement Rate

-5.95%

47.67% vs 50.68%

Avg. Session Duration

+43.40%

00:02:24 vs 00:01:40

Conversions

+100.00%

258 vs 0

Position Tracking: Top Keywords by Positive Impact

Position Tracking: Top Keywords by Positive Impact

eroscoe.com | Desktop, Chicago, Illinois, United States (Google) | Organic |



Total Positive Impact: **+4.88%**

Keyword	Pos.	Visibility	Visibility Gain	Volume
work uniform rental	1 ↑ 1	2.04%	+1.34%	880.00
uniform rental industries	1 ↑ 1	2.04%	+1.34%	n/a
uniform rental provider	1 ↑ 1	2.04%	+1.34%	n/a
facility service rental program	2 ↑ 9	0.70%	+0.59%	n/a
uniforms for food processing	7 ↑ 15	0.21%	+0.16%	n/a
wholesale & distribution work uniforms	10 ↑ 4	0.12%	+0.05%	n/a
women's work uniforms	48 ↑ 52	0.03%	+0.03%	320.00
restroom towel supplies	34 ↑ 35	0.04%	+0.02%	n/a
automotive work uniforms	30 ↑ 5	0.05%	+0.01%	110.00
corporate apparel	56 ↑ 1	0.03%	+0.00%	880.00

i Keywords for which your domain's rankings increased the most in the selected time period

Keyword Improvements (Dec 2023 to Dec 2024)

Keyword	KD%	eroscoe.com			Volume
		27 Dec	30 Dec	Diff ▲	
1. restroom towel supplies	23	79	34	+45	n/a
2. women's work uniforms	16	75	48	+27	320
3. corporate apparel	48	80	56	+24	880
4. food processing uniforms	12	38	25	+13	20
5. uniform rental chicago	13	4	1	+3	10
6. facility service rental program	38	4	2	+2	n/a
7. uniform delivery service	52	6	5	+1	50
8. uniform rental	54	2	1	+1	590
9. work uniform rental	50	2	1	+1	880
10. uniform rentals near chicago	16	2	1	+1	n/a