

Traffic Overview

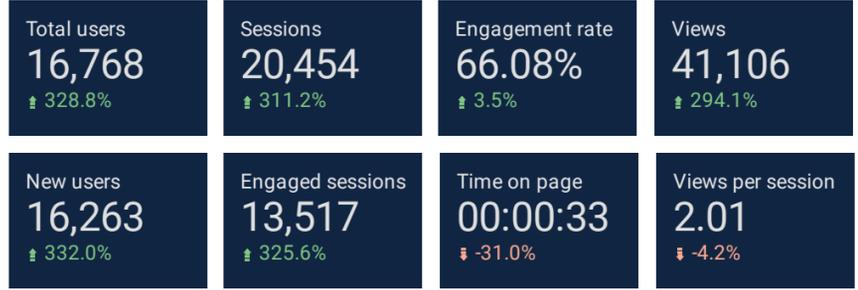
Traffic Channel: Organic Search (1)

Apr 1, 2024 - Jun 30, 2024

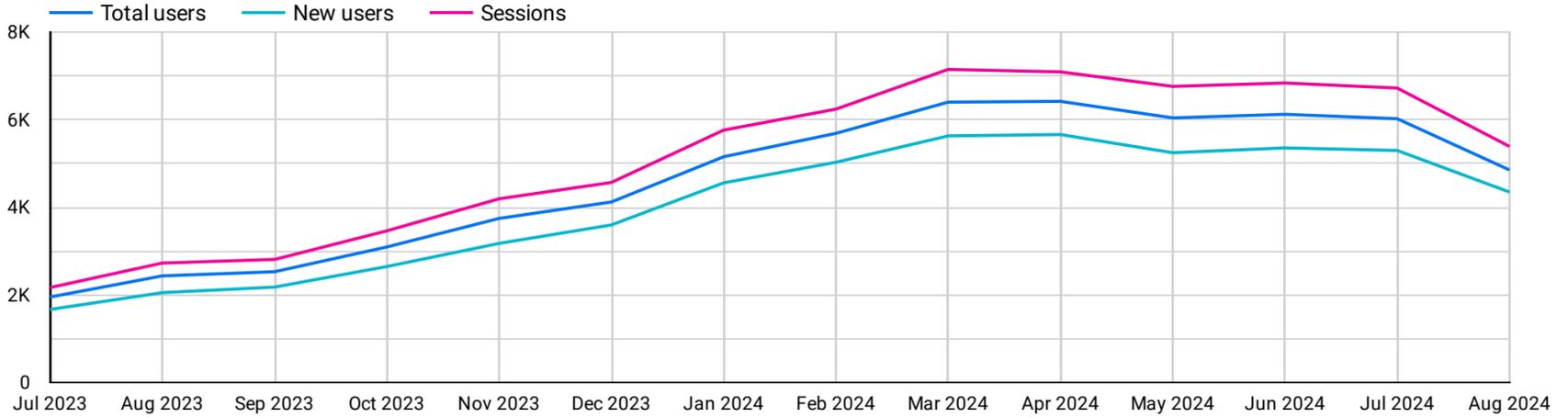
Compared to Previous Period



Compared to Previous Year



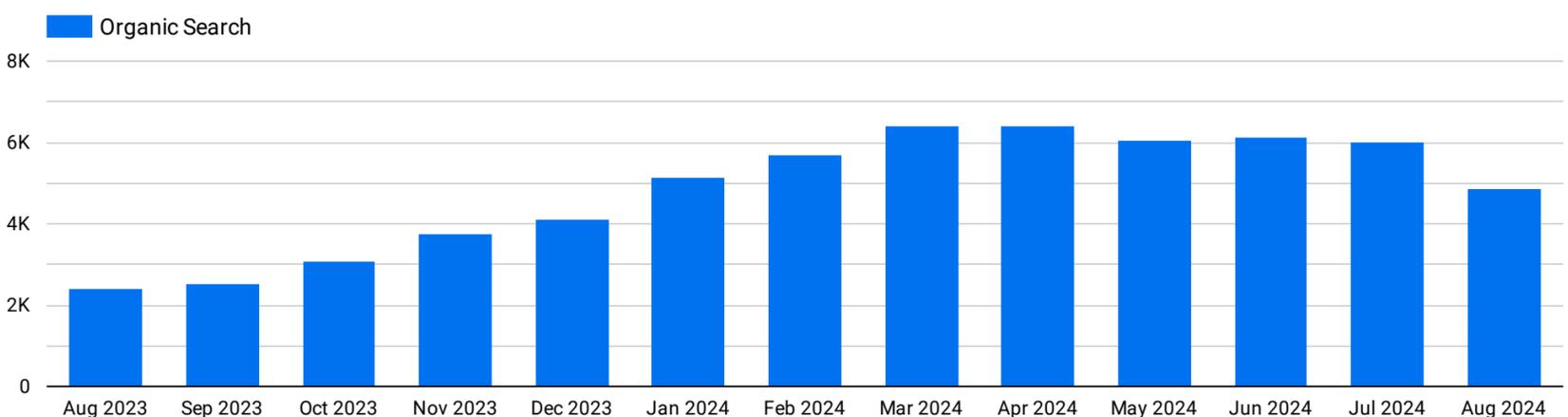
Website Traffic over Time



Source	Medium	Total users	% Δ	New users	% Δ	Sessions	% Δ	Engaged sessio...	% Δ	Views	% Δ
google	organic	14,872	4.1% ↑	14,433	5.4% ↑	18,073	4.7% ↑	11,752	1.9% ↑	36,834	2.0% ↑
bing	organic	752	25.8% ↑	744	26.1% ↑	938	20.6% ↑	696	20.6% ↑	1,479	5.6% ↑
duckduckgo	organic	372	0.5% ↑	370	0.0%	427	-4.3% ↓	303	-7.6% ↓	610	-14.4% ↓
google	product_s...	292	100.0% ↑	262	89.9% ↑	419	52.9% ↑	236	159.3% ↑	1,071	156.8% ↑
yahoo	organic	274	10.0% ↑	271	9.3% ↑	352	18.5% ↑	262	17.0% ↑	593	30.9% ↑
ntp.msn.com	referral	1	-	0	-	61	-	44	-	165	-
ecosia.org	organic	47	-6.0% ↓	47	-6.0% ↓	54	-3.6% ↓	40	-13.0% ↓	74	21.3% ↑
google	smart_ca...	22	0.0%	20	0.0%	39	69.6% ↑	15	87.5% ↑	79	51.9% ↑
uk.search.yaho...	referral	21	61.5% ↑	21	61.5% ↑	26	73.3% ↑	19	72.7% ↑	31	72.2% ↑
baidu	organic	25	-41.9% ↓	25	-41.9% ↓	25	-41.9% ↓	0	-	25	-41.9% ↓
lens.google.com	referral	12	20.0% ↑	12	20.0% ↑	18	80.0% ↑	8	-11.1% ↓	26	62.5% ↑
ca.search.yaho...	referral	13	0.0%	13	0.0%	15	-11.8% ↓	13	8.3% ↑	15	-21.1% ↓
aol	organic	8	0.0%	8	0.0%	10	0.0%	9	12.5% ↑	31	72.2% ↑
cn.bing.com	referral	7	600.0% ↑	7	600.0% ↑	9	800.0% ↑	5	400.0% ↑	9	800.0% ↑
au.search.yaho...	referral	6	500.0% ↑	6	500.0% ↑	7	600.0% ↑	5	400.0% ↑	8	700.0% ↑
us.search.yaho...	referral	6	-14.3% ↓	6	-14.3% ↓	6	-14.3% ↓	5	-16.7% ↓	9	12.5% ↑
edgeservices.bi...	referral	4	100.0% ↑	4	300.0% ↑	6	50.0% ↑	4	33.3% ↑	9	28.6% ↑
search.google.c...	referral	1	0.0%	0	-	4	-66.7% ↓	4	-50.0% ↓	7	-89.1% ↓
sg.search.yaho...	referral	2	0.0%	2	0.0%	2	0.0%	2	0.0%	8	300.0% ↑
qwant.com	organic	2	100.0% ↑	2	100.0% ↑	2	100.0% ↑	1	0.0%	3	200.0% ↑

1 - 20 / 30

Users by Traffic Channel over Time



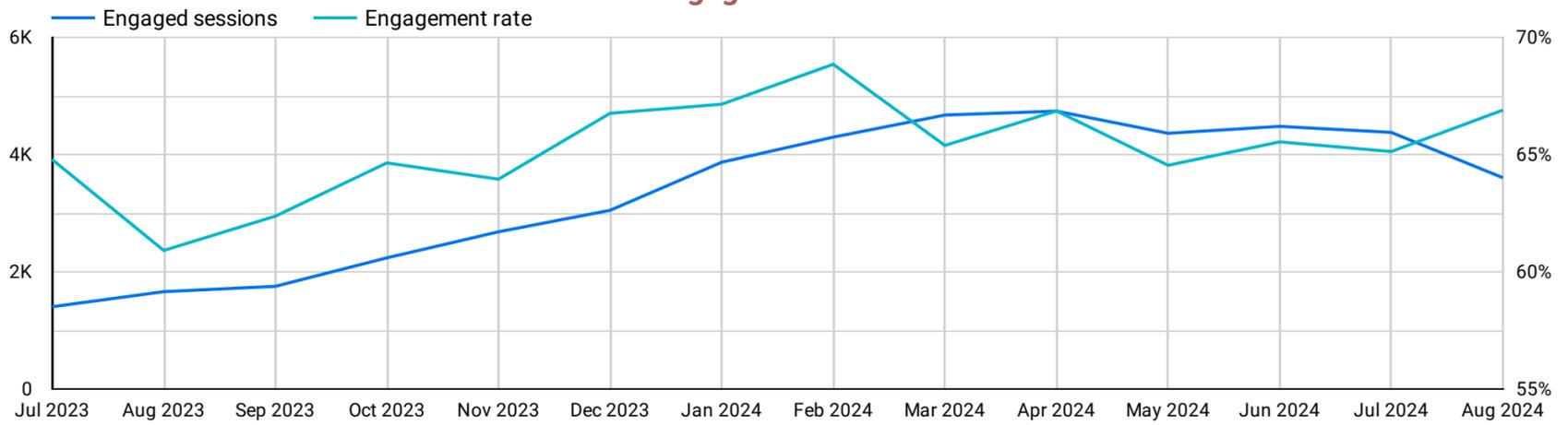
User Engagement

Traffic Channel: Organic Search (1)

Apr 1, 2024 - Jun 30, 2024

Traffic chann...	Sessions	% Δ	Engaged sessio...	% Δ	Engagement rate	% Δ	Views	% Δ	Time on page	% Δ
Organic Search	20,454	6.8% ↑	13,517	5.8% ↑	66.08%	-1.0% ↓	41,106	4.3% ↑	00:00:33	-7.9% ↓

User Engagement over Time



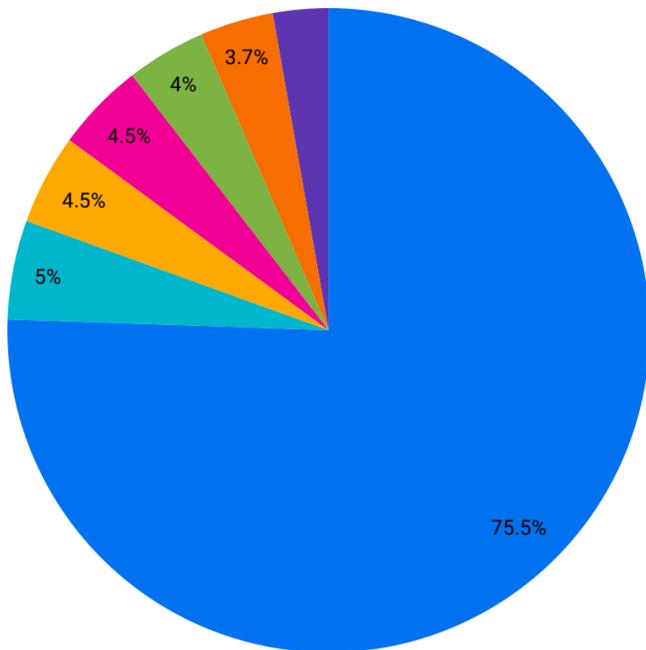
Source	Medium	Total users	New users	Engaged sessions	Engagement rate
search.google.com	referral	1	0	4	100%
aol	organic	8	8	9	90%
ca.search.yahoo.com	referral	13	13	13	86.67%
us.search.yahoo.com	referral	6	6	5	83.33%
yahoo	organic	274	271	262	74.43%
bing	organic	752	744	696	74.2%
ecosia.org	organic	47	47	40	74.07%
uk.search.yahoo.com	referral	21	21	19	73.08%
ntp.msn.com	referral	1	0	44	72.13%
au.search.yahoo.com	referral	6	6	5	71.43%
duckduckgo	organic	372	370	303	70.96%
edgeservices.bing.com	referral	4	4	4	66.67%
google	organic	14,872	14,433	11,752	65.03%
google	product_sync	292	262	236	56.32%
cn.bing.com	referral	7	7	5	55.56%
lens.google.com	referral	12	12	8	44.44%
google	smart_campaign	22	20	15	38.46%

User Demographics

Traffic Channel: Organic Search (1)

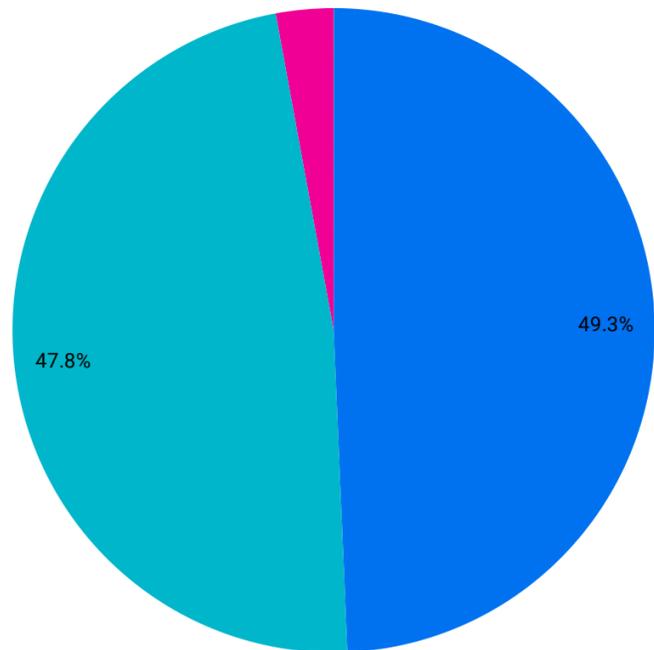
Apr 1, 2024 - Jun 30, 2024

Age



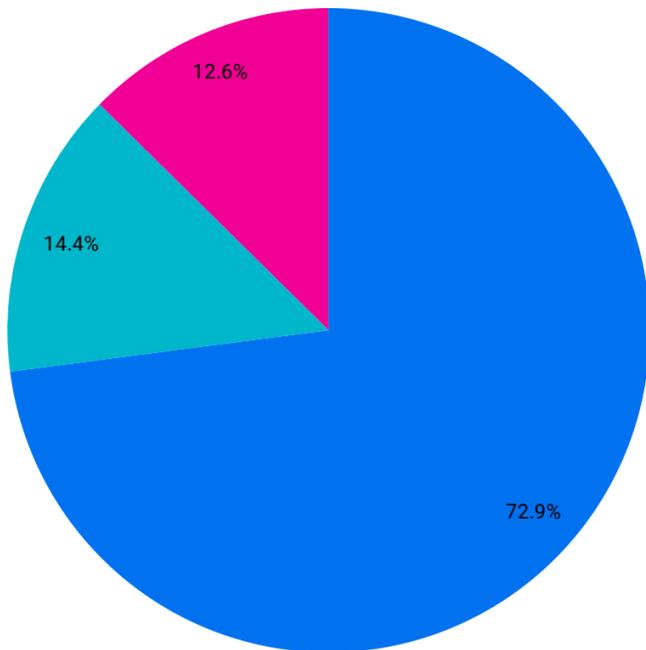
unknown 45-54 35-44 25-34 18-24 55-64 65+

Device



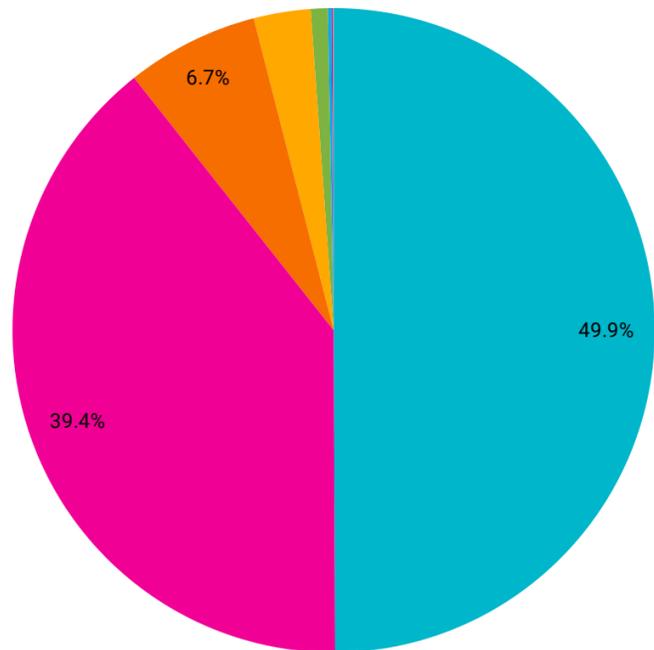
mobile desktop tablet smart tv

Gender



unknown female male

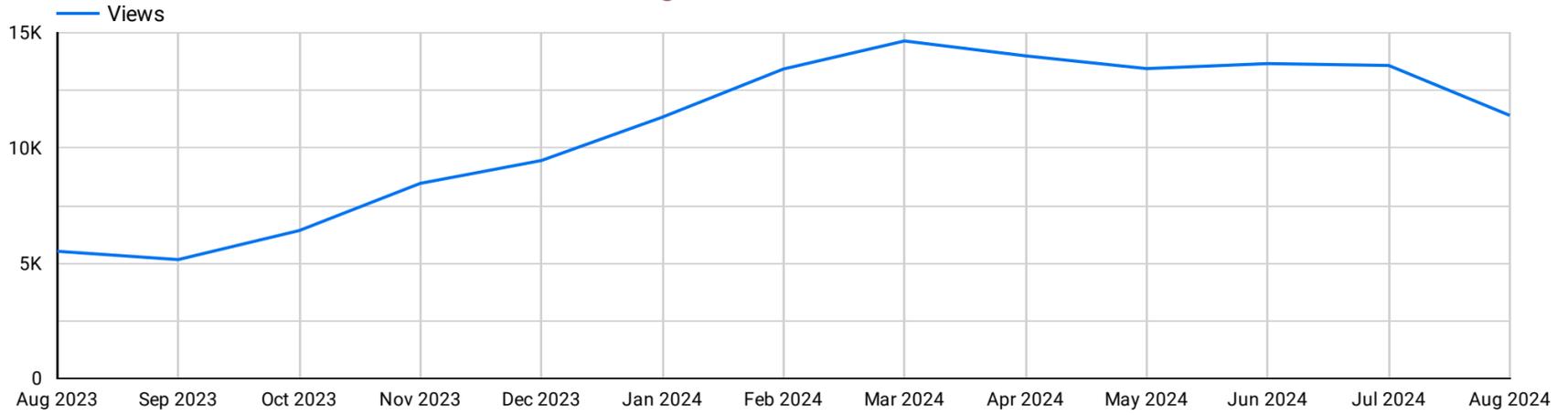
Browser



Chrome Safari Edge Firefox Samsung Internet

City	Total users	New users	Sessions	Engaged sessions	Views	Transactions
(not set)	1,486	1,301	1,677	1,100	3,322	24
New York	737	677	871	542	1,627	10
Chicago	526	458	630	373	1,243	14
Los Angeles	422	378	516	322	942	8
Ashburn	379	320	451	257	763	6
Atlanta	318	276	386	256	796	8
Dallas	339	296	370	258	732	8
Seattle	253	230	314	187	501	5
San Jose	236	199	288	189	686	5
Boston	164	142	178	123	312	5
Miami	152	130	177	109	318	2
Phoenix	123	111	140	99	351	4
Philadelphia	110	103	127	87	231	0
Houston	105	102	121	79	270	0
London	98	95	119	78	144	0
Santa Rosa	15	9	94	67	338	0
Denver	81	76	93	56	172	1
San Ramon	8	5	85	46	210	1
Portland	77	73	84	62	156	2
San Diego	72	64	82	49	154	1

Page Views over Time



Page path	Page title	Views	% Δ	Time on page	% Δ
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment	3,711	-4.1% ↓	00:00:13	-1.2% ↓
/products/med-spec-aso-ankle-stabilizing-orthosis	Med Spec ASO Figure-8 Ankle Stabilizing Orthosis	3,471	436.5% ↑	00:00:17	-6.2% ↓
/cart	Your Shopping Cart	1,814	30.6% ↑	00:00:21	17.5% ↑
/	OrthOut for Physical Therapy and Rehab Equipment	1,399	168.0% ↑	00:00:16	27.6% ↑
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment – Pa...	1,271	-5.4% ↓	00:00:33	9.9% ↑
/blogs/news/your-guide-to-wearing-an-ankle-brace	Your Guide to Wearing an Ankle Brace	1,226	2,454.2...	00:00:16	-31.2% ↓
/blogs/news/guide-to-wearing-wrist-brace	The Dos and Don'ts of Wearing a Wrist Brace	1,158	0.8% ↑	00:00:17	-21.9% ↓
/collections/ankle-foot	Ankle Braces, Supports and Compression Sleeves	978	204.7% ↑	00:00:19	-15.2% ↓
/blogs/news/hinged-knee-brace-guide	How to Properly Wear a Hinged Knee Brace	918	-5.3% ↓	00:00:10	0.2% ↑
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment – Pa...	746	-22.3% ↓	00:00:24	-2.2% ↓
/products/nitric-oxide-n-o-booster-60-capsules	Approved Medical Solutions Nitric Oxide Supplements - 60ct	532	-9.1% ↓	00:00:29	11.4% ↑
/collections/back-hip	Back and Hip Braces, Lumbar Supports and Body Sleeves	412	-0.2% ↓	00:00:18	3.5% ↑
/products/med-spec-cubital-tunnel-brace	Med Spec Cubital Tunnel Brace	370	285.4% ↑	00:00:17	1.4% ↑
/products/incrediwear-hip-brace	Incrediwear Hip Brace and Thigh Support	360	-1.9% ↓	00:00:22	-0.5% ↓
/products/med-spec-aso-ankle-stabilizing-orthosis-stays	Med Spec ASO Ankle Stabilizing Orthosis with Stays	336	290.7% ↑	00:00:17	-14.6% ↓
/products/elasto-gel-hot-cold-wrap	Elasto-Gel Hot/Cold Therapy Wrap	329	0.3% ↑	00:00:17	-3.7% ↓
/products/stopain-clinical-topical-gel	Stopain Clinical Topical Pain Relief Gel	316	21.1% ↑	00:00:20	-9.3% ↓
/collections/wrist-hand	Wrist and Hand Braces, Stabilizers and Splints	310	37.2% ↑	00:00:28	-6.4% ↓
/collections/all	All Orthopedic Supplies	301	-7.4% ↓	00:00:26	6.4% ↑
/products/incrediwear-knee-sleeve	Incrediwear Active Recovery Knee Sleeve	293	13.6% ↑	00:00:15	-19.5% ↓
/collections/knee	Knee Braces, Wraps, Compression Sleeves and Supports	278	1.1% ↑	00:00:32	-4.7% ↓
/collections/rehabilitation	Exercise and Rehab Equipment for Clinic and Home Use	274	-8.1% ↓	00:00:24	-5.9% ↓
/products/med-spec-gripper-hinged-knee-brace-with-co...	Med Spec Gripper Hinged Knee Brace	258	377.8% ↑	00:00:28	-0.8% ↓
/collections/clinic-equipment	Shop Clinic and Hospital Diagnostic and Treatment Equipment	236	-12.9% ↓	00:00:24	1.0% ↑
/products/hely-weber-cmc-controller-plus	Hely & Weber CMC Controller Plus Thumb Brace	226	48.7% ↑	00:00:25	-55.9% ↓

1 - 25 / 5381 < >

Top Product Collections

Page path	Page title	Views	% Δ	Time on page	% Δ
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment	3,711	-4.1% ↓	00:00:13	-1.2% ↓
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment – Pa...	1,271	-5.4% ↓	00:00:33	9.9% ↑
/collections/ankle-foot	Ankle Braces, Supports and Compression Sleeves	978	204.7% ↑	00:00:19	-15.2% ↓
/collections/physical-therapy	Physical Therapy Supplies and Home Rehab Equipment – Pa...	746	-22.3% ↓	00:00:24	-2.2% ↓
/collections/back-hip	Back and Hip Braces, Lumbar Supports and Body Sleeves	412	-0.2% ↓	00:00:18	3.5% ↑
/collections/wrist-hand	Wrist and Hand Braces, Stabilizers and Splints	310	37.2% ↑	00:00:28	-6.4% ↓
/collections/all	All Orthopedic Supplies	301	-7.4% ↓	00:00:26	6.4% ↑
/collections/knee	Knee Braces, Wraps, Compression Sleeves and Supports	278	1.1% ↑	00:00:32	-4.7% ↓
/collections/rehabilitation	Exercise and Rehab Equipment for Clinic and Home Use	274	-8.1% ↓	00:00:24	-5.9% ↓
/collections/clinic-equipment	Shop Clinic and Hospital Diagnostic and Treatment Equipment	236	-12.9% ↓	00:00:24	1.0% ↑

1 - 10 / 891 < >

Top Internal Searches

Traffic Channel: Organic Search

(1)

Apr 1, 2024 - Jun 30, 2024

Search term	Event count
hinged* knee* brace*	33
corflex	14
Medical Specialties, Inc.	12
incredewear*	11
Hand*	10
strap*	10
ankle* brace*	9
electrodes*	9
dynatronics	8
ankle*	7
boot*	7
compression*	7
heat*	7
foam* roller*	6
wrap*	6
Approved Medical Solutions	5
Fabrication Enterprises	5
Pillow*	5
ankle* weights*	5
step*	5
treadmill*	5
Arthritis*	4
Elbow* brace*	4
Ice* pack*	4
Leg* lifters*	4
Slider* mat*	4
Stretching**	4
Tables*	4
Theraband*	4
Wrap*	4
belly* board* with* wheels*	4
electrotherapy*	4
foot*	4
glove*	4
hydrocollator*	4
ice*	4
protection*	4
table*	4
walker*	4
wrist* brace*	4
Aso*	3
Back* brace*	3
Ball*	3
Cold* pack*	3
Go*	3
Hamstring* stretching*	3
Hip* brace*	3
Lymphedema* pump*	3
Mat*	3
Med*	3
Grand total	1,172

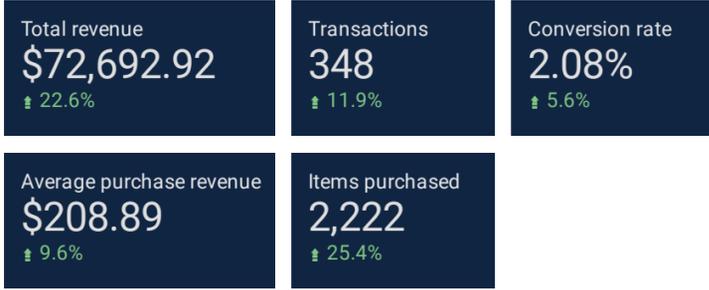
Page path	Page title	Views	% Δ	Time on page	% Δ
/products/med-spec-aso-ankle-stabilizing-orthosis	Med Spec ASO Figure-8 Ankle Stabilizing Orthosis	3,471	436.5% ↑	00:00:17	-6.2% ↓
/products/nitric-oxide-n-o-booster-60-capsules	Approved Medical Solutions Nitric Oxide Supplements - 60ct	532	-9.1% ↓	00:00:29	11.4% ↑
/products/med-spec-cubital-tunnel-brace	Med Spec Cubital Tunnel Brace	370	285.4% ↑	00:00:17	1.4% ↑
/products/incrediwear-hip-brace	Incrediwear Hip Brace and Thigh Support	360	-1.9% ↓	00:00:22	-0.5% ↓
/products/med-spec-aso-ankle-stabilizing-orthosis-stays	Med Spec ASO Ankle Stabilizing Orthosis with Stays	336	290.7% ↑	00:00:17	-14.6% ↓
/products/elasto-gel-hot-cold-wrap	Elasto-Gel Hot/Cold Therapy Wrap	329	0.3% ↑	00:00:17	-3.7% ↓
/products/stopain-clinical-topical-gel	Stopain Clinical Topical Pain Relief Gel	316	21.1% ↑	00:00:20	-9.3% ↓
/products/incrediwear-knee-sleeve	Incrediwear Active Recovery Knee Sleeve	293	13.6% ↑	00:00:15	-19.5% ↓
/products/med-spec-gripper-hinged-knee-brace-with-co...	Med Spec Gripper Hinged Knee Brace	258	377.8% ↑	00:00:28	-0.8% ↓
/products/hely-weber-cmc-controller-plus	Hely & Weber CMC Controller Plus Thumb Brace	226	48.7% ↑	00:00:25	-55.9% ↓
/products/free-up-massage-cream	Free-Up Unscented, Hypo-Allergenic Massage Cream	201	21.1% ↑	00:00:08	-8.2% ↓
/products/xtender-dupuytren-splint	Hely & Weber Xtender Dupuytren's Contracture Splint	200	-44.3% ↓	00:00:26	-16.4% ↓
/products/med-spec-aso-evo-ankle-brace	Med Spec ASO EVO Ankle Brace	189	170.0% ↑	00:00:16	-60.1% ↓
/products/bauerfeind-genutrain-knee-brace	Bauerfeind GenuTrain Knee Brace - Titan Blue	179	132.5% ↑	00:00:22	-33.5% ↓
/products/med-spec-dynatrack-plus-patella-stabilizer	Med Spec DynaTrack Plus Patella Stabilizer	167	234.0% ↑	00:00:33	-27.9% ↓
/products/liquid-iv-hydration-multiplier	Liquid I.V. Hydration Multiplier Drink Mix	161	-	00:00:13	-
/products/med-spec-phantom-dorsal-night-splint	Med Spec Phantom Dorsal Night Splint and Foot Brace	151	-23.0% ↓	00:00:28	2.5% ↑
/products/hely-weber-titan-wrist-lacing-orthosis	Hely & Weber Titan Wrist Lacing Orthosis	144	3.6% ↑	00:00:26	3.5% ↑
/products/med-spec-universal-wrist-lacer	Med Spec Universal Wrist Lacer and Brace	131	10.1% ↑	00:00:18	-24.9% ↓
/products/bioskin-trilok-ankle-brace	BioSkin Trilok Ankle Brace and Support	128	-19.5% ↓	00:00:26	37.2% ↑
/products/asospeed-lacer-ankle-stabilizer	Med Spec ASO Speed Lacer Ankle Brace	120	-	00:00:47	-
/products/proband-bandit	ProBand BandIT Therapeutic Forearm Band	114	-13.0% ↓	00:00:20	1.5% ↑
/products/berkeley-life-professional-no-supplements	Berkeley Life Professional Nitric Oxide Support Supplements - ...	101	-60.4% ↓	00:00:19	-22.3% ↓
/products/alleviate-arch-massager	Alleviate Arch and Foot Massager	100	8.7% ↑	00:00:15	-60.3% ↓
/collections/ankle-foot/products/med-spec-aso-ankle-s...	Med Spec ASO Figure-8 Ankle Stabilizing Orthosis	99	421.1% ↑	00:00:37	76.9% ↑
/products/hely-weber-tko-the-knuckle-orthosis	Hely & Weber TKO (The Knuckle Orthosis) Hand Brace	98	-21.6% ↓	00:00:18	-38.5% ↓
/products/bauerfeind-epitrain-elbow-brace	Bauerfeind EpiTrain® Elbow Brace and Support	97	38.6% ↑	00:00:23	-6.1% ↓
/products/hyperice-normatec-3-legs	Hyperice Normatec 3 Legs Air Compression Boots	97	-43.9% ↓	00:00:08	-45.3% ↓
/products/stopain-clinical-roll-on	Stopain Clinical Topical Pain Relief Roll-on	96	18.5% ↑	00:00:12	-26.5% ↓
/products/vega-plus-patella-stabilizer	M-Brace Vega Plus Patella Stabilizer & Knee Brace	94	-8.7% ↓	00:00:53	87.4% ↑
/products/medspec-cmc-x-thumb-stabilizer	Med Spec CMC-X Thumb Stabilizer and Brace	91	-24.8% ↓	00:00:15	21.5% ↑
/products/theraband-flexbar	THERABAND FlexBar Resistance Exercise Bar	87	-20.9% ↓	00:00:12	-56.0% ↓
/products/shields-ii-hinged-brace	Hely & Weber Shields II Hinged Knee Brace	84	27.3% ↑	00:00:43	79.9% ↑
/products/cryocup-ice-massage-cup	Cryocup™ Ice Therapy Reusable Massage Cup	82	36.7% ↑	00:00:19	138.2% ↑
/products/aspens-vista-multipost-therapy-collar	Aspen Vista MultiPost Therapy Collar and Neck Brace	80	48.1% ↑	00:00:17	-34.1% ↓
/products/kingfa-nitrile-gloves	KINGFA Medical Powder-Free Nitrile Examination Gloves	73	-23.2% ↓	00:00:16	19.5% ↑
/products/theraband-latex-resistance-bands	THERABAND Latex Resistance Bands	73	-46.7% ↓	00:00:16	-10.7% ↓
/products/dynatronics-dynatron-solaris-plus-709	Dynatronics Dynatron Solaris Plus 709	67	-2.9% ↓	00:01:07	315.4% ↑
/products/hyperice-venom-2-back-massage-wrap	Hyperice Venom 2 Back Heat and Massage Wrap	67	-14.1% ↓	00:00:13	4.0% ↑
/products/incrediwear-leg-sleeve	Incrediwear Active Recovery Leg Sleeve	66	17.9% ↑	00:00:14	52.4% ↑
/products/vive-health-knee-ice-wrap	Vive Health Knee Ice Wrap for Hot or Cold Therapy	66	266.7% ↑	00:00:13	108.2% ↑
/products/dynatronics-solaris-plus-soundhead	Dynatronics Solaris Plus Soundhead	63	85.3% ↑	00:00:28	-27.4% ↓
/products/m-brace-epicondylitis-brace	M-Brace Epicondylitis (Tennis/Golfers Elbow) Brace	61	408.3% ↑	00:00:13	23.4% ↑
/products/medspec-tee-pee-thumb-protector	Med Spec Tee Pee Thumb Protector and Brace	61	-35.1% ↓	00:00:22	-44.8% ↓
/products/richmar-theratouch-cx4-combo-unit	Richmar TheraTouch CX4 E-STIM and Ultrasound Therapy Ma...	61	41.9% ↑	00:00:04	-62.6% ↓
/collections/ankle-foot/products/med-spec-aso-ankle-s...	Med Spec ASO Ankle Stabilizing Orthosis with Stays	60	566.7% ↑	00:00:20	12.9% ↑
/products/med-spec-patellavator-knee-orthosis	Med Spec Patellavator Knee Orthosis and Brace	60	76.5% ↑	00:00:05	-12.8% ↓
/products/kuhl-modabber-wrist	Hely & Weber Modabber Wrist Orthosis and Brace	58	-40.8% ↓	00:00:18	-36.6% ↓
/collections/physical-therapy/products/theraband-flex...	THERABAND FlexBar Resistance Exercise Bar	56	-17.6% ↓	00:00:34	-2.1% ↓
/products/pre-yoga	Solana Pre Yoga Caffeine-Free Supplement	56	366.7% ↑	00:00:29	217.8% ↑

Sales by Traffic Channel

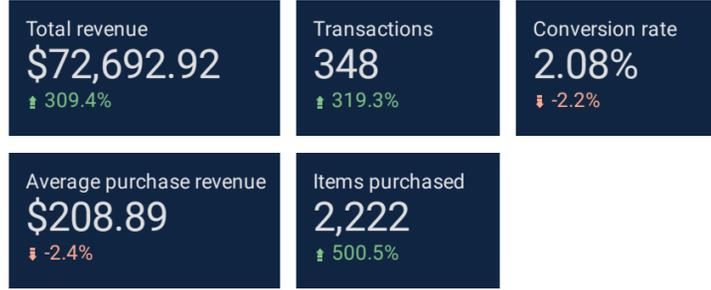
Traffic Channel: Organic Search (1)

Apr 1, 2024 - Jun 30, 2024

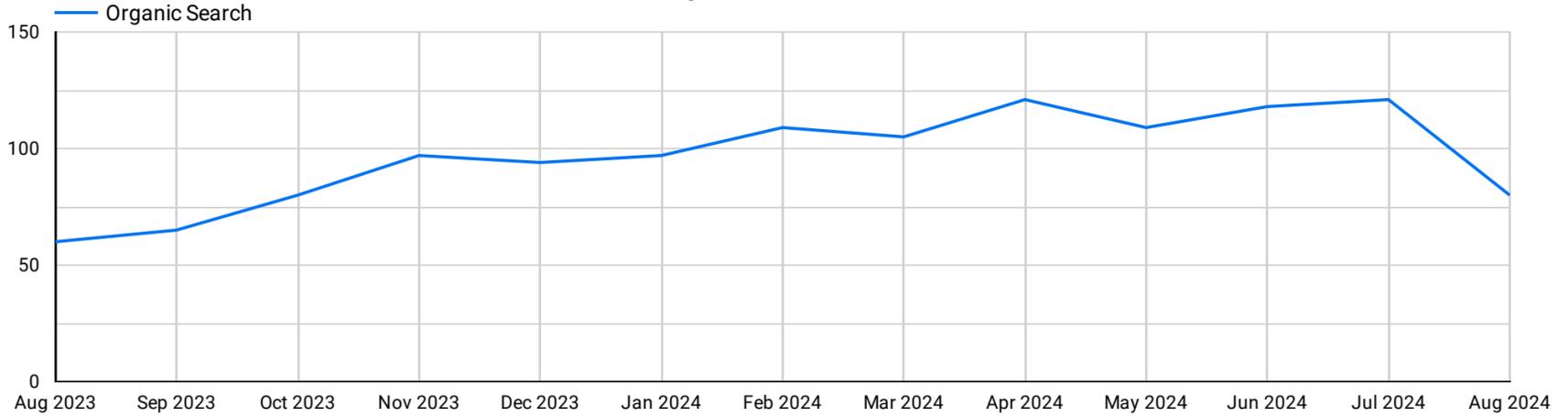
Compared to Previous Period



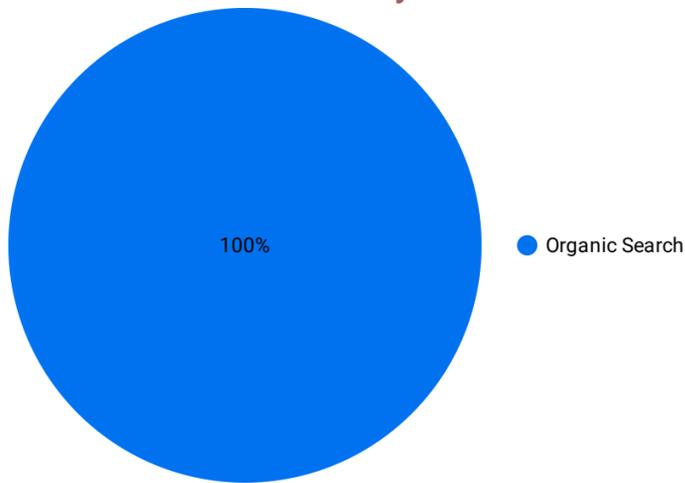
Compared to Previous Year



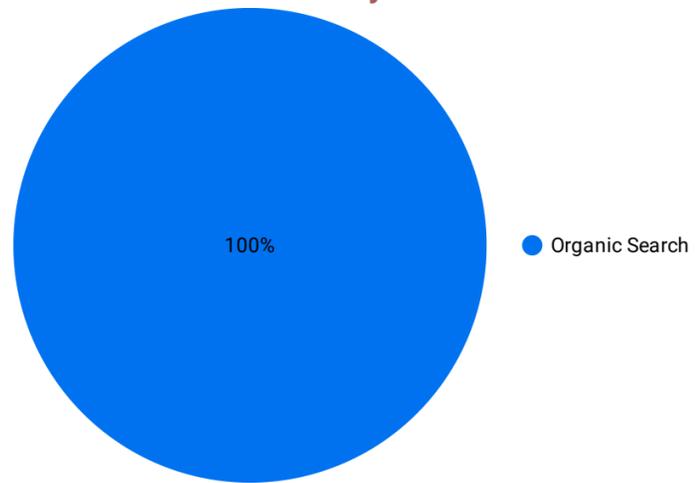
Transactions by Traffic Channel over Time



Transactions by Traffic Channel



Revenue by Traffic Channel



Total Revenue by Traffic Channel over Time



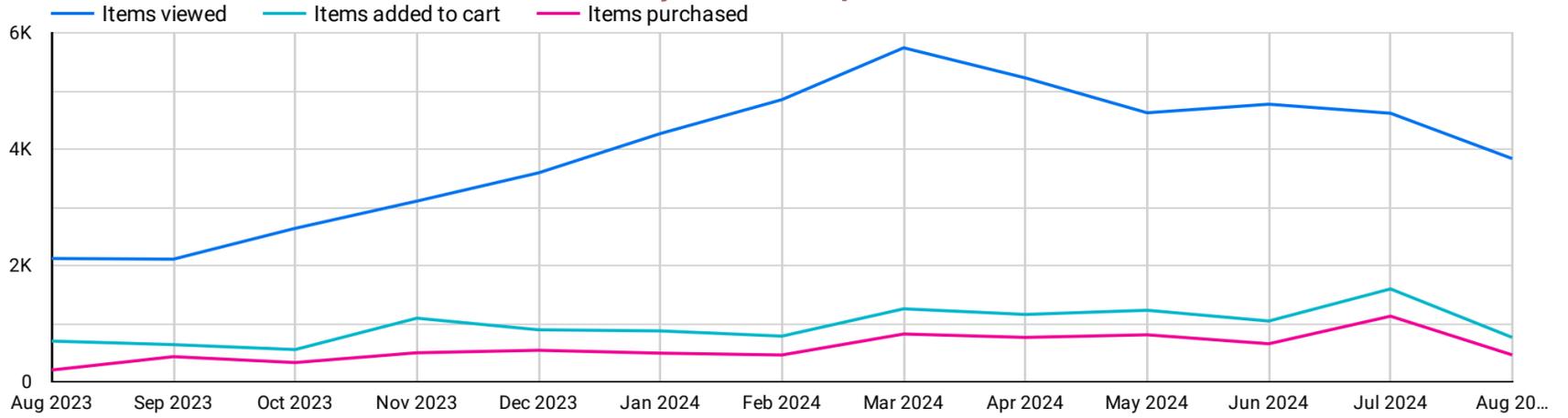
Source	Medium	Transactio...	% Δ	averagetransactionreven...	% Δ	Total revenue	% Δ
google	organic	301	6.0% ↑	\$186.28	5.7% ↑	\$56,069.67	12.0% ↑
google	product_sync	26	420.0% ↑	\$473.31	780.8% ↑	\$12,305.96	4,480.2% ↑
ntp.msn.com	referral	1	-	\$1,987.5	-	\$1,987.5	-
bing	organic	8	14.3% ↑	\$113.8	-71.3% ↓	\$910.37	-67.2% ↓
google	smart_campaign	3	-25.0% ↓	\$263.99	483.5% ↑	\$791.97	337.6% ↑
yahoo	organic	5	-16.7% ↓	\$68.49	-92.8% ↓	\$342.47	-94.0% ↓
duckduckgo	organic	3	-40.0% ↓	\$52.99	-15.1% ↓	\$158.98	-49.1% ↓
aol	organic	1	-	\$126	-	\$126	-

Purchase Behavior

Traffic Channel: Organic Search (1)

Apr 1, 2024 - Jun 30, 2024

Consumer Behavior by Purchase-specific Events over Time



Source	Medium	Items viewed	% Δ	Items added to cart	% Δ	Items purchased	% Δ
google	organic	13,586	-4.3% ↓	2,710	-98.7% ↓	1,667	-2.7% ↓
google	product_sync	480	69.6% ↑	581	3,317.6%	463	6,514.3%
google	smart_campaign	36	89.5% ↑	34	142.9% ↑	35	150.0% ↑
yahoo	organic	89	74.5% ↑	35	218.2% ↑	26	136.4% ↑
bing	organic	217	28.4% ↑	50	11.1% ↑	23	21.1% ↑
aol	organic	5	150.0% ↑	4	-	4	-
duckduckgo	organic	100	-12.3% ↓	7	-63.2% ↓	3	-57.1% ↓
ntp.msn.com	referral	78	-	8	-	1	-
baidu	organic	3	-50.0% ↓	0	-	0	-
ecosia.org	organic	7	250.0% ↑	0	-	0	-
qwant.com	organic	1	-	0	-	0	-
seznam	organic	1	-	0	-	0	-
lens.google.com	referral	14	40.0% ↑	0	-	0	-
pe.search.yahoo.com	referral	1	-	0	-	0	-
search.google.com	referral	1	-90.9% ↓	0	-	0	-
us.search.yahoo.com	referral	1	-	1	-	0	-
yandex.ru	referral	1	-	0	-	0	-

Top Products Purchased

Traffic Channel: Organic Search

(1)

Apr 1, 2024 - Jun 30, 2024

Item name	Views	% Δ	Added to cart	% Δ	Purchased	% Δ	Revenue	% Δ
Med Spec ASO Ankle Stabilizing Orthosis	0	-	0	-	1,053	-	\$27,241	-
Med Spec ASO Ankle Stabilizing Orthosis - Large / Black	96	2.1% ↑	557	113.4% ↑	163	-21.6% ↓	\$4,217	-21.6% ↓
Med Spec ASO Ankle Stabilizing Orthosis - Medium / White	77	-3.8% ↓	166	-2.9% ↓	148	5.0% ↑	\$3,829	5.0% ↑
Med Spec ASO Ankle Stabilizing Orthosis - Medium / Black	53	-11.7% ↓	163	35.8% ↑	109	122.4% ↑	\$2,820	122.4% ↑
Med Spec ASO Ankle Stabilizing Orthosis - Small / Black	35	-2.8% ↓	506	39.4% ↑	47	-85.4% ↓	\$1,216	-85.4% ↓
Med Spec EpiGel Tennis Elbow Support	53	-62.7% ↓	42	-2.3% ↓	42	10.5% ↑	\$848	10.5% ↑
Med Spec ASO Ankle Stabilizing Orthosis - Small / White	39	-27.8% ↓	153	-12.1% ↓	41	-68.7% ↓	\$1,061	-68.7% ↓
Med Spec ASO EVO Ankle Brace	0	-	0	-	32	-	\$1,280	-
Med Spec ASO Ankle Stabilizing Orthosis - XL / Black	13	-31.6% ↓	164	47.7% ↑	28	-77.4% ↓	\$724	-77.4% ↓
Med Spec ASO Ankle Stabilizing Orthosis - XL / White	7	250.0% ↑	41	32.3% ↑	25	-3.8% ↓	\$647	-3.8% ↓
KINGFA Nitrile Examination Gloves	0	-	0	-	23	-	\$655	-
Approved Medical Solutions Nitric Oxide Supplements - 60ct	578	-11.6% ↓	94	20.5% ↑	21	-4.5% ↓	\$1,365	-3.5% ↓
Chemcor One Step RTU Disinfectant Cleaner - 32oz	9	-40.0% ↓	21	61.5% ↑	20	233.3% ↑	\$167	233.3% ↑
Berkeley Life Professional Nitric Oxide Support Supplements - ...	119	-55.8% ↓	39	-18.8% ↓	18	-21.7% ↓	\$1,080	-16.9% ↓
Hely & Weber CMC Controller Plus	0	-	0	-	17	-	\$493	-
Med Spec ASO Ankle Stabilizing Orthosis with Stays	0	-	0	-	17	-	\$506	-
Stopain Clinical Roll-on	97	18.3% ↑	33	-17.5% ↓	16	14.3% ↑	\$240	22.5% ↑
Med Spec ASO Ankle Stabilizing Orthosis with Stays - Medium	11	450.0% ↑	33	3,200.0% ↑	12	1,100.0% ↑	\$357	1,100.0% ↑
Med Spec Universal Wrist Lacer - Left / 8"	2	100.0% ↑	20	42.9% ↑	12	20.0% ↑	\$177	20.0% ↑
Med Spec Universal Wrist Lacer	0	-	0	-	11	-	\$163	-
THERABAND Latex Resistance Bands	0	-	0	-	11	-	\$964	-
KINGFA Nitrile Examination Gloves - Medium / 100ct box	1	-	28	115.4% ↑	10	0.0%	\$50	0.0%
KINGFA Nitrile Examination Gloves - Small / 100ct box	50	-33.3% ↓	14	-	10	-	\$50	-
Med Spec DynaTrack Plus Patella Stabilizer - Medium	3	-62.5% ↓	5	-61.5% ↓	10	-23.1% ↓	\$570	-23.1% ↓
Hely & Weber deQ Thumb Orthosis	43	-4.4% ↓	16	166.7% ↑	9	125.0% ↑	\$272	125.0% ↑
Elasto-Gel Hot/Cold Therapy Wrap	0	-	0	-	8	-	\$380	-
Med Spec Universal Wrist Lacer - Right / 8"	128	14.3% ↑	25	4.2% ↑	8	-52.9% ↓	\$118	-52.9% ↓
Stopain Clinical Gel - 4oz	223	21.2% ↑	25	66.7% ↑	8	0.0%	\$120	7.1% ↑
BSN Medical Leukotape P Sports Tape - 1.5in x 15yds	23	-20.7% ↓	11	22.2% ↑	7	-	\$95	-
Med Spec ASO Ankle Stabilizing Orthosis - Large / White	12	-76.5% ↓	41	-57.3% ↓	7	-90.5% ↓	\$181	-90.5% ↓
OrthOut Standard Cold Pack - Ice Pack	36	-23.4% ↓	6	0.0%	7	-22.2% ↓	\$152	-22.2% ↓
Stopain Clinical Gel - 16oz	9	-64.0% ↓	22	340.0% ↑	7	-	\$231	-
Alleviate Arch Massager	131	5.6% ↑	18	28.6% ↑	6	100.0% ↑	\$360	100.0% ↑
Hely & Weber CMC Controller Plus - Right / Small/Medium	16	0.0%	19	72.7% ↑	6	0.0%	\$174	0.0%
Med Spec CMC-X Thumb Stabilizer	0	-	0	-	6	-	\$174	-
Med Spec Phantom Dorsal Night Splint - Medium	13	160.0% ↑	9	-18.2% ↓	6	50.0% ↑	\$243	50.0% ↑
Berkeley Life Professional Nitric Oxide Saliva Test Strips - 50ct	45	21.6% ↑	12	71.4% ↑	5	150.0% ↑	\$200	150.0% ↑
Hely & Weber Kneesio Patellofemoral Brace	0	-	0	-	5	-	\$375	-
Hely & Weber Titan Wrist Lacing Orthosis - Long / Right / Stan...	5	-	5	400.0% ↑	5	-	\$142	-
Med Spec ASO Ankle Stabilizing Orthosis - XS / White	17	-32.0% ↓	54	5.9% ↑	5	-83.9% ↓	\$129	-83.9% ↓
Med Spec Tee Pee Thumb Protector - Medium	1	-80.0% ↓	5	66.7% ↑	5	66.7% ↑	\$67	66.7% ↑
Stopain Clinical Gel	0	-	0	-	5	-	\$128	-
Stopain Clinical Gel - 32oz	2	-	9	125.0% ↑	5	-	\$250	-
Dynatronics Dynatron Lotion	7	-36.4% ↓	4	-63.6% ↓	4	-69.2% ↓	\$69	-69.2% ↓
Elasto-Gel Hot/Cold Therapy Cervical Wrap	21	10.5% ↑	9	200.0% ↑	4	33.3% ↑	\$179	33.3% ↑
Hely & Weber "Squeeze" Ulnar Compression Wrap	63	-16.0% ↓	10	-9.1% ↓	4	33.3% ↑	\$104	33.3% ↑
Hely & Weber Modabber Wrist Orthosis	0	-	0	-	4	-	\$80	-
Hely & Weber RAPID Zap Ankle Orthosis	0	-	0	-	4	-	\$125	-
Hely & Weber Titan Wrist Lacing Orthosis	0	-	0	-	4	-	\$86	-
Liquid I.V. Hydration Multiplier	0	-	0	-	4	-	\$70	-
Grand total	14,621	-1.6% ↓	3,430	-98.4% ↓	2,222	25.4% ↑	\$76,717	13.1% ↑

Google Search Performance

Traffic Channel: Organic Search (1)

Apr 1, 2024 - Jun 30, 2024

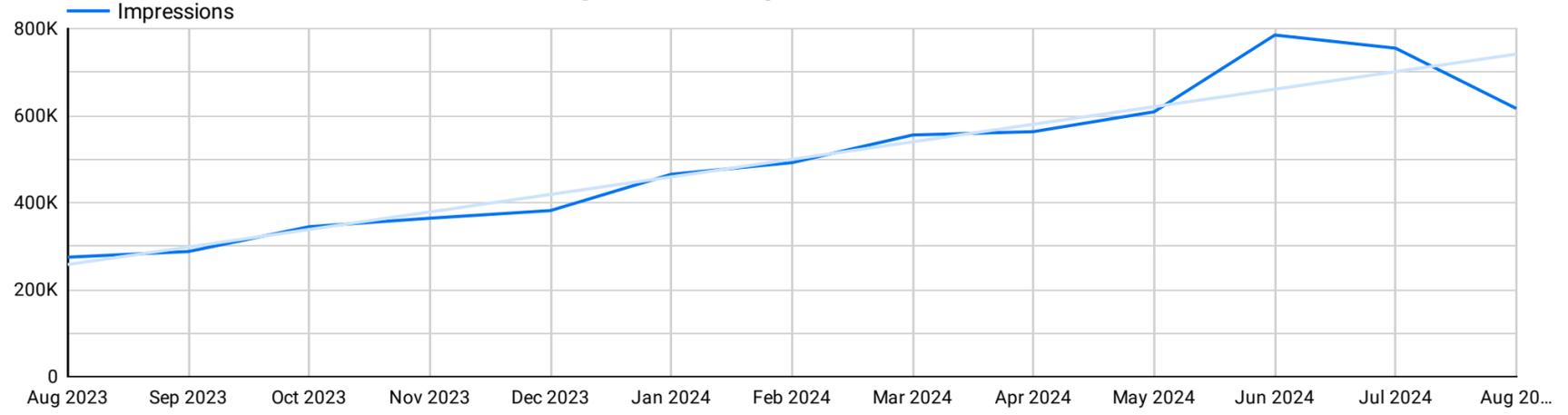
Compared to Previous Period

Impressions 1,957,301 ↑ 29.4%	Clicks 15,776 ↑ 7.0%	Site CTR 0.81% ↓ -17.3%	Average Position 15.15 ↓ -10.1%
Average CPM \$1.66 ↓ -22.7%	Average CPC \$0.21 ↓ -6.6%		

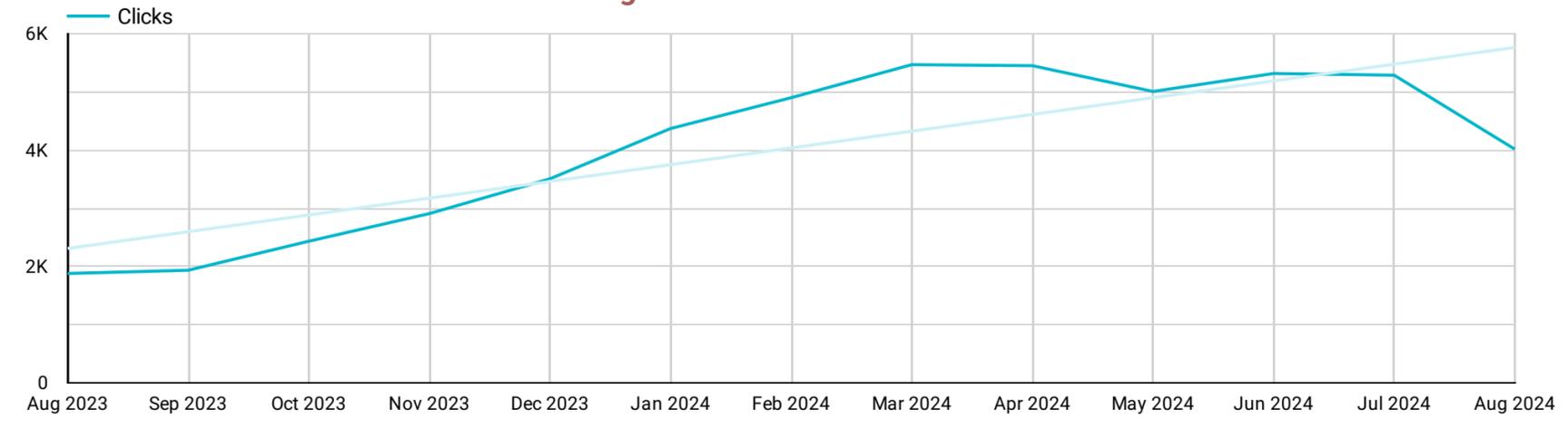
Compared to Previous Year

Impressions 1,957,301 ↑ 306.3%	Clicks 15,776 ↑ 407.6%	Site CTR 0.81% ↑ 24.9%	Average Position 15.15 ↓ -38.5%
Average CPM \$1.66 ↓ -75.4%	Average CPC \$0.21 ↓ -80.3%		

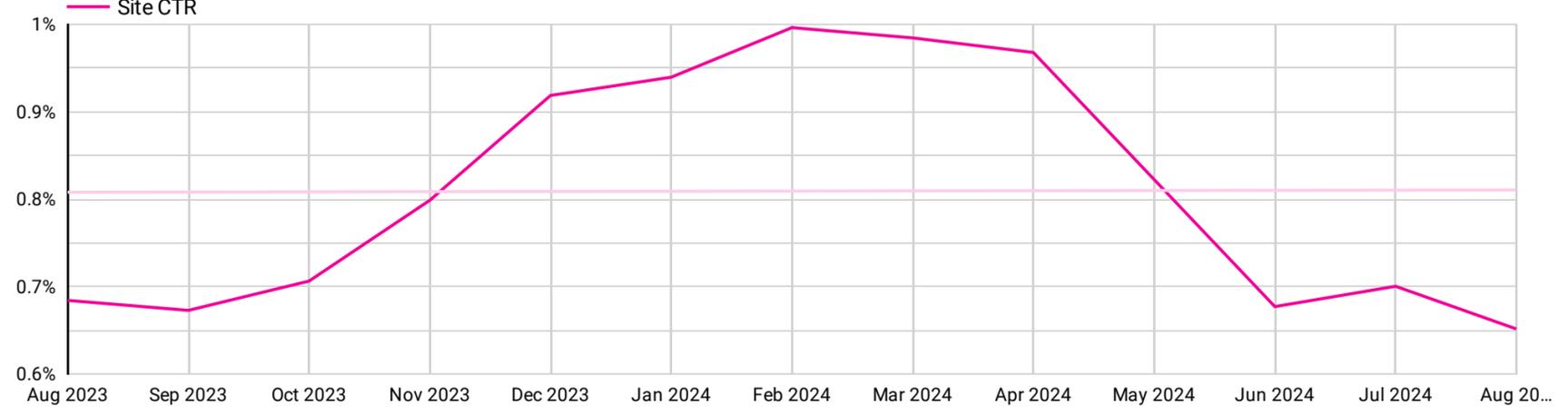
Google Search Impressions over Time



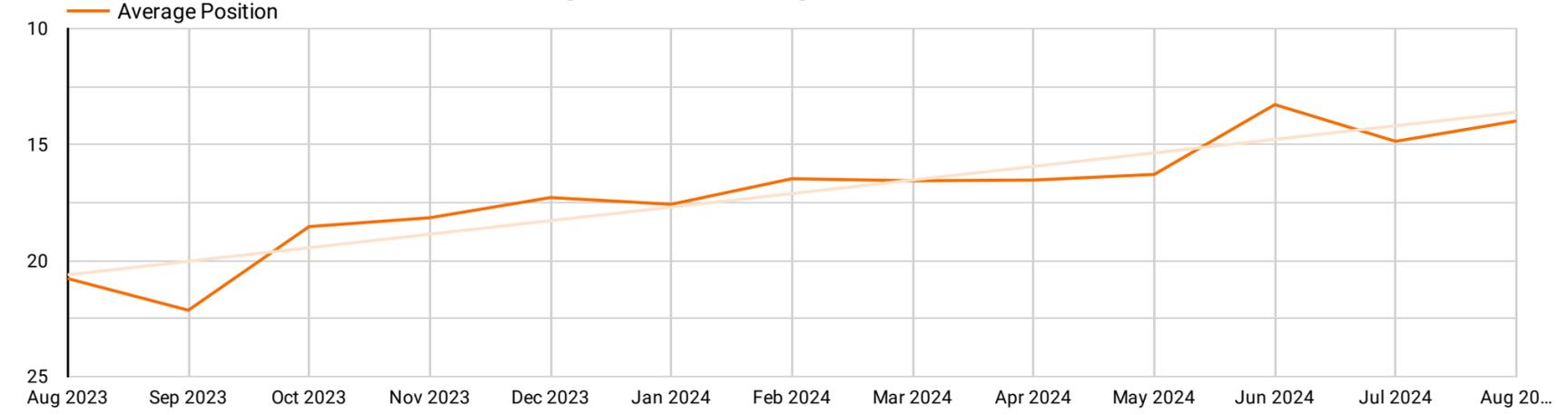
Google Search Clicks over Time



Google Search CTR over Time



Google Search Average SERP over Time



Top Google Searches

Traffic Channel: Organic Search

(1)

Apr 1, 2024 - Jun 30, 2024

Query	Impressions	% Δ	Clicks	% Δ
aso ankle brace	18,414	2.0% ↑	506	0.0%
aso brace	9,584	17.1% ↑	119	16.7% ↑
physical therapy equipment	6,858	-13.2% ↓	418	-23.9% ↓
orthopedic ankle brace	5,382	437.1% ↑	128	2,460.0...
ankle brace	4,416	195.2% ↑	35	600.0% ↑
plantar fasciitis brace	4,056	109.4% ↑	17	466.7% ↑
cubital tunnel brace	3,916	113.4% ↑	40	166.7% ↑
hinged knee brace	3,760	213.9% ↑	16	45.5% ↑
cubital tunnel syndrome brace	3,396	96.1% ↑	54	200.0% ↑
hip brace	3,342	-62.8% ↓	20	-52.4% ↓
bauerfeind knee brace	2,885	15.0% ↑	16	100.0% ↑
hand braces	2,699	144.7% ↑	11	175.0% ↑
genutrain knee brace	2,394	66.5% ↑	11	0.0%
knee braces	2,381	68.5% ↑	15	87.5% ↑
heel brace	2,348	362.2% ↑	18	500.0% ↑
physical therapy tools	2,295	-15.9% ↓	99	-30.8% ↓
hip support brace	2,186	16.8% ↑	21	600.0% ↑
physical therapy supplies	2,075	-29.9% ↓	177	-11.9% ↓
ankle braces	1,945	122.3% ↑	4	0.0%
knuckle brace	1,735	6.5% ↑	2	100.0% ↑
medial epicondylitis brace	1,674	204.9% ↑	21	425.0% ↑
rehabilitation equipment	1,645	-6.5% ↓	17	0.0%
incrediwear knee brace	1,586	41.7% ↑	12	100.0% ↑
rehab equipment	1,544	-15.2% ↓	40	37.9% ↑
elbow brace	1,511	25.1% ↑	6	100.0% ↑
hand brace	1,468	128.3% ↑	3	-
physical therapy equipment for home	1,413	-10.2% ↓	123	-15.8% ↓
wrist braces	1,358	183.5% ↑	10	-
band it brace	1,275	7.4% ↑	5	-66.7% ↓
bioskin trilok ankle brace	1,251	1.8% ↑	8	33.3% ↑
trilok ankle brace	1,229	-19.7% ↓	6	0.0%
shoulder brace	1,226	-14.1% ↓	0	-
aspen neck brace	1,149	23.4% ↑	7	133.3% ↑
should i wear an ankle brace all day	1,128	1,100.0...	11	-
knee brace	1,117	36.4% ↑	8	100.0% ↑
physical therapy products	1,094	-45.8% ↓	30	-55.2% ↓
orthopedic hip brace	1,090	-10.4% ↓	29	7.4% ↑
aso brace ankle	1,051	-19.7% ↓	14	0.0%
tko brace	1,041	15.9% ↑	4	-60.0% ↓
elbow brace for cubital tunnel	975	661.7% ↑	20	-
trilock brace	887	11.9% ↑	5	-16.7% ↓
incrediwear shoulder brace	855	8.6% ↑	5	-28.6% ↓
neck braces	847	6,958.3...	1	-
ankle support brace	842	347.9% ↑	4	-
golfers elbow brace	805	131.3% ↑	2	-
bioskin ankle brace	804	26.8% ↑	2	-71.4% ↓
physical therapy exercise equipment	790	-7.5% ↓	9	12.5% ↑
aso ankle brace sizing	780	28.9% ↑	155	384.4% ↑
shoulder braces	779	15.9% ↑	0	-100.0%...
what protective gear is used in soccer?	777	-52.2% ↓	0	-

Keyword	Position	Volume
orthout	1	140
orthopedic outfitters	1	90
cando d-handles	1	0
sports med bracing	2	0
aos ankle brace	2	6,600
incrediwear walking boot undersleeve	2	0
physical therapy equipment	2	2,900
dynatron lotion	2	0
medspec universal shoulder immobilizer	2	0
cando half round foam roll	2	0
rehab equipment	3	590
pro band bandit therapeutic forearm band	3	0
medspec gripper hinged knee brace with coolflex	3	0
incrediwear ankle sleeve	3	390
dynatronics solarisplus d719t	3	0
dynatronics solarisplus triwave light probe	3	0
forearm band	3	590
free-up massage cream	3	110
medspec cmc-x thumb stabilizer	3	10
m-brace vega plus patella stabilizer	3	0
hely & weber titan wrist lacing orthosis	4	0
kingfa medical nitrile gloves	4	10
theraband flexbar resistance bar	4	50
hely weber kneesio patellofemoral brace	4	20
tru deluxe cold packs	4	0
dynatronics solarisplus 2cm	4	0
hely weber knapp hinged knee orthosis	5	0
hely weber tko the knuckle orthosis	5	10
incrediwear hip brace	5	90
incrediwear knee sleeve	5	3,600
hely & weber	5	720
incrediwear shoulder brace	6	170
hely weber cubital comfort brace	6	20
hely & weber rapid zap ankle orthosis	6	0
berkeley life nitric oxide support supplements	7	0
blue ranger shoulder pulley	8	40
hydrocollator m-2 mobile heating unit	9	10
incrediwear	9	6,600
hely weber shields ii hinged brace	9	0
rangemaster economy shoulder pulley	9	0
dynatronics	9	1,600
pro band	9	2,900
hip braces	10	9,900
aspen vista multipost therapy collar	10	170
cando foam roller	11	110
wrist braces	12	49,500
incrediwear circulation socks	12	20
thumb protector	14	1,300
thera cane	15	18,100
cropper bioskin trilok ankle brace	16	0