YA

Your Agency

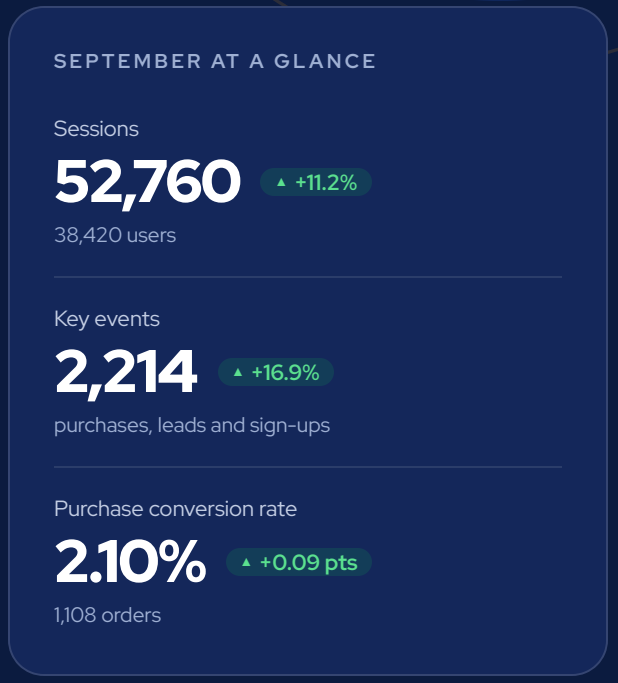
DIGITAL MARKETING PARTNER

ANALYTICS & REPORTING

Website Analytics & Insights Report

Your GA4 numbers in plain language: visitors, key events, where traffic comes from, where shoppers drop off, tracking health and what to do next.

PREPARED FOR	WEBSITE	REPORT PERIOD
Tidewell Outdoor Supply	tidewelloutdoor.com	September 2026



Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

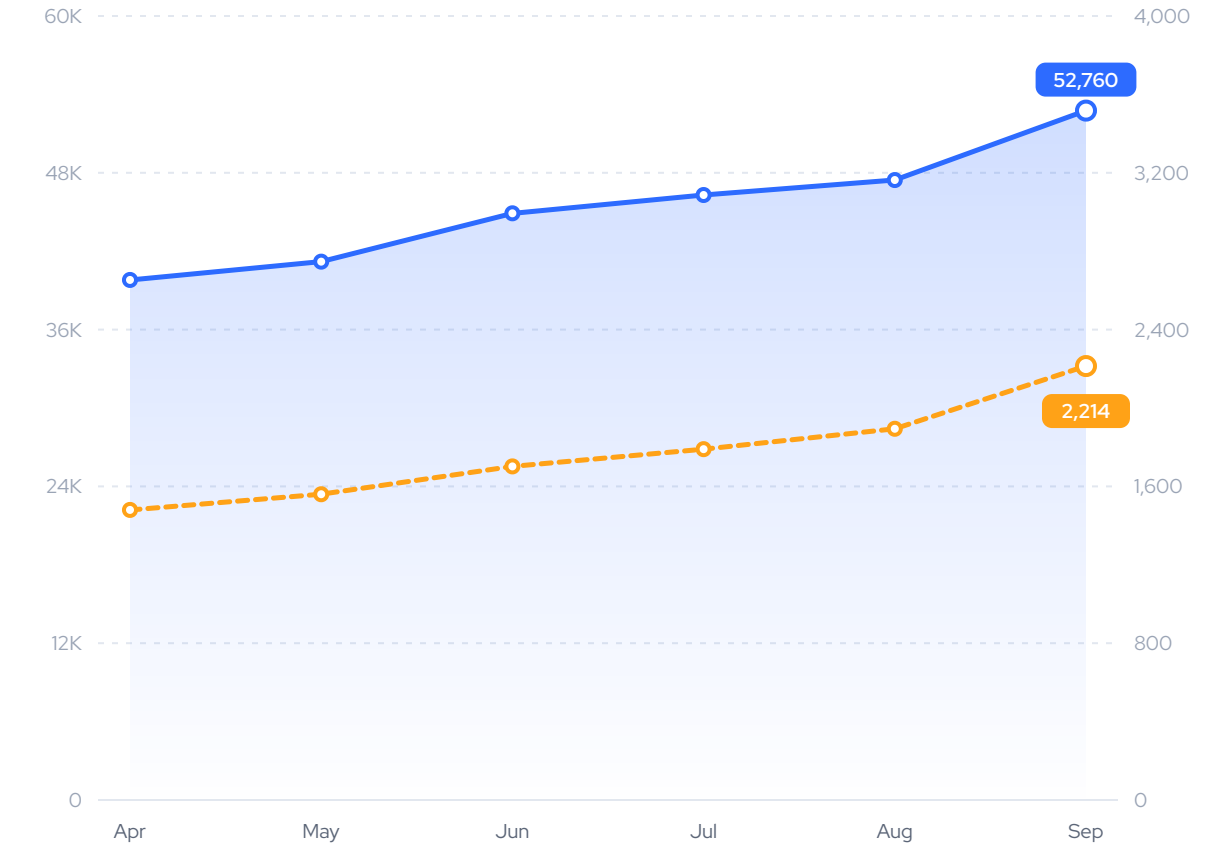
02 · GA4 OVERVIEW

More visitors, and more of them buying

Sep 1 – Sep 30, 2026 · compared with August 2026

USERS	SESSIONS	KEY EVENTS	CONVERSION RATE
38,420	52,760	2,214	2.10%
▲ +9.8% Aug 34,991	▲ +11.2% Aug 47,446	▲ +16.9% Aug 1,894	▲ +0.09 pts 1,108 purchases

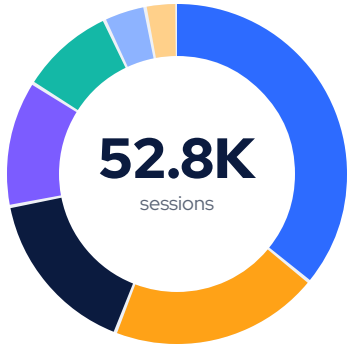
Sessions and key events · last 6 months



Sessions (left axis) · Key events (right axis)

Session key event rate 4.20% (Aug 3.99%)

Sessions by channel



Organic search	36.0%
Paid search	20.0%
Direct	16.0%
Paid social	12.0%
Email	9.0%
Referral	4.0%
Organic social	3.0%

Organic search added the most sessions (+2,350 vs August).

03 · CHANNELS & FUNNEL

Where shoppers come from and where they drop off

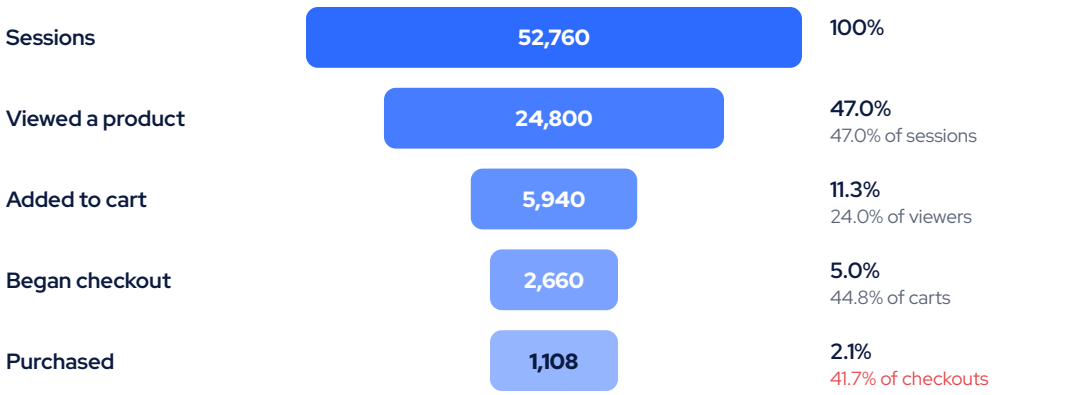
Sep 1 – Sep 30, 2026 · compared with August 2026

Channel breakdown

CHANNEL	SESSIONS	SHARE	KEY EVENTS	CONV. RATE	VS AUG
Organic search	18,990	36.0%	760	4.00%	▲ +14.1%
Paid search	10,550	20.0%	520	4.93%	▲ +6.8%
Direct	8,440	16.0%	330	3.91%	▲ +9.2%
Paid social	6,330	12.0%	230	3.63%	▲ +21.5%
Email	4,750	9.0%	270	5.68%	▲ +12.0%
Referral	2,110	4.0%	64	3.03%	▼ −4.3%
Organic social	1,590	3.0%	40	2.52%	▲ +2.6%
Total	**52,760**	**100%**	**2,214**	**4.20%**	▲ +11.2%

Purchase funnel

September, all devices



What the funnel tells us

- **58% of checkouts are abandoned**, mostly at the shipping step on mobile.
- **Email converts best** at 5.68%; the list is our most efficient channel.
- **Paid social** brings volume but converts at 3.63%, below average.
- **Referral traffic fell 4.3%** after a partner gear blog removed a link.
- **Mobile** is 64% of sessions but only 49% of purchases.

34%
mobile checkout completion

52%
desktop checkout completion

04 · TRACKING HEALTH & INSIGHTS

Tracking health and recommendations

Sep 1 – Sep 30, 2026 · compared with August 2026

EVENTS FIRING
27 / 28
1 needs a fix

TAGS AUDITED
34
GA4, ads, pixels

ISSUES FIXED
3
this month

CONSENT MODE
Active
v2, banner tested

Key tracking events

EVENT	COUNT	KEY EVENT	STATUS
purchase	1,108	Yes	Healthy
newsletter_signup	694	Yes	Healthy
generate_lead	412	Yes	Healthy
begin_checkout	2,980	No	Healthy
add_to_cart	7,120	No	Healthy
view_item	31,250	No	Healthy
store_locator_click	1,836	No	Fixed Sep 12
phone_click	0	No	Not firing

Key events = purchase + newsletter_signup + generate_lead = 2,214. phone_click stopped after a theme update; fix is scheduled for Oct 3.

Insights & recommendations

1. **Simplify mobile shipping step**
   Show shipping cost on the cart page; we estimate +60–90 orders a month.
2. **Grow the email list**
   Add an exit-intent offer on product pages; email converts at 5.68%.
3. **Rework paid social audiences**
   Shift 20% of budget to lookalikes of past buyers.
4. **Restore phone_click tracking**
   Re-tag click-to-call buttons and mark as a key event.
5. **Monthly dashboard for your team**
   A shared Looker Studio view of these KPIs, refreshed daily.

TARGETS FOR NEXT MONTH

2.3%
conversion rate

2,450
key events

28/28
events firing