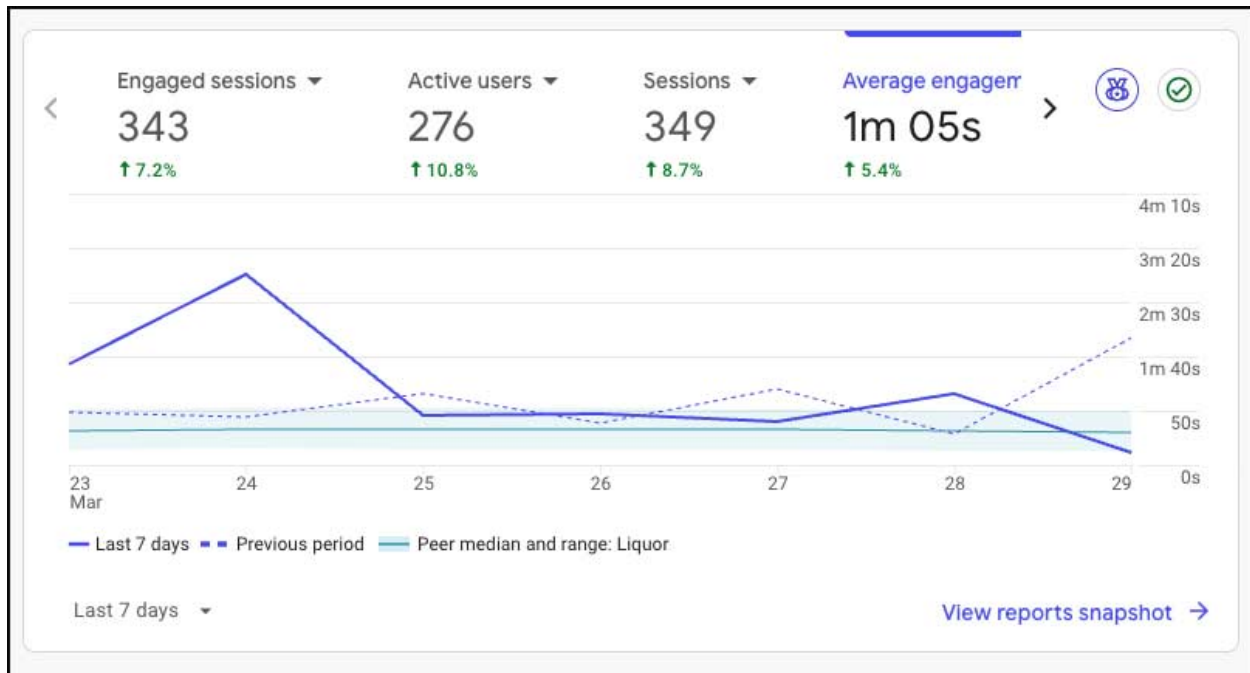




## From Mar 23–Mar 29

Our GA4 “Home” cards are telling a clear story (steady growth + slightly deeper engagement):



### Active users: 276 (↑ 10.8%)

Report wording: “Unique visitors increased vs the previous 7–day period—more people are finding ARC Liquor Stores and landing on the site.”

### Sessions: 349 (↑ 8.7%)

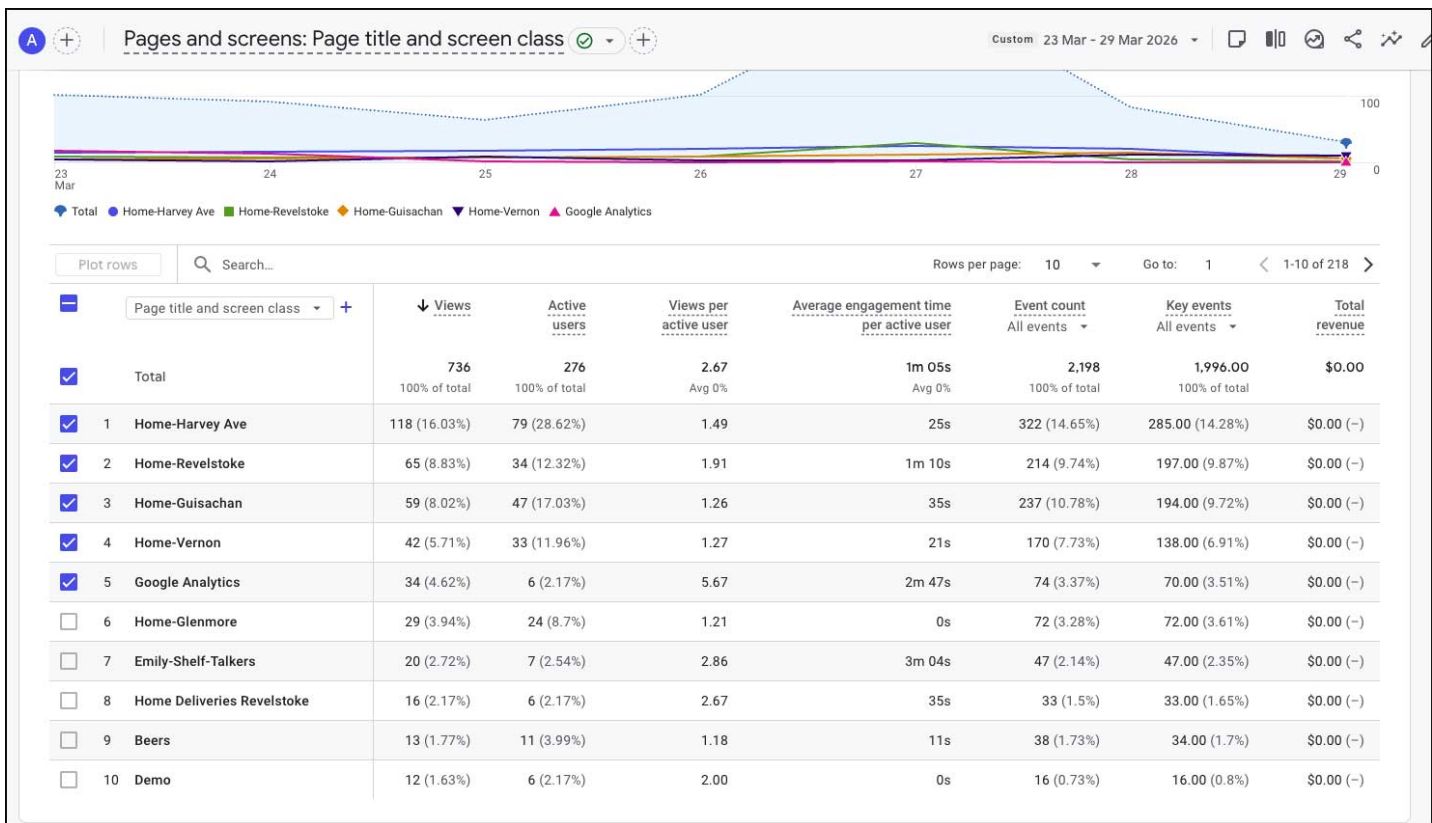
Report wording: “Overall traffic volume is trending up—more visits are being generated week–over–week.”

### Engaged sessions: 343 (↑ 7.2%)

Report wording: “Engaged sessions increased alongside traffic, meaning more visitors are sticking around long enough to be counted as ‘engaged’ (not quick bounces).”

### Average engagement time per active user: 1m 05s (↑ 5.4%)

Report wording: “Engagement depth improved slightly—users are spending a bit more time on–site compared to last week, which is a good sign as traffic grows.”



## Interpretation:

We're trending up on reach and site quality. Visitors are not just arriving — they're spending time.

## Implications:

### What's good

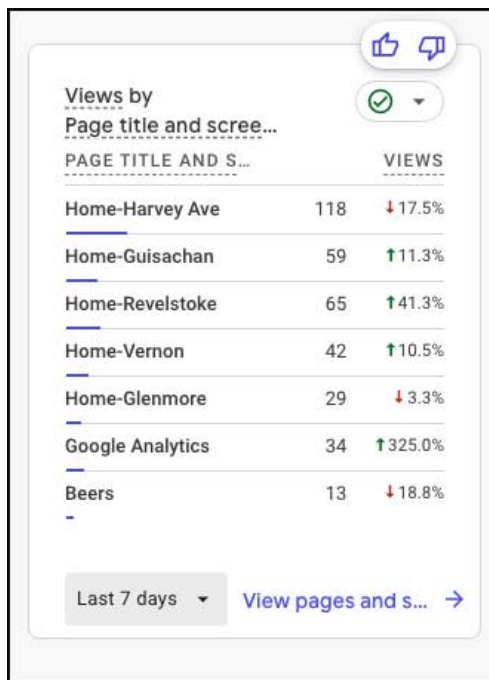
- **Healthy, steady growth across the board:** users (+10.8%), sessions (+8.7%), engaged sessions (+7.2%).
- **Engagement quality is holding while traffic grows:** engaged sessions rose almost in step with sessions (no "junk traffic" effect).
- **Avg engagement time improved (+5.4%)** → visitors are not only arriving, they're staying a bit longer and consuming more content.

## What to watch

- **Growth is steady, not spiky** (which is good) — but it also means we should keep feeding the system: fresh updates, internal links, and store-page visibility so the next lift is bigger.
- **Channel mix matters:** if we see another jump in Direct without a matching rise in engagement time, it can indicate “quick-check” traffic or noise.
- **Conversion signals are just getting started:** `click_to_shop/` `click_to_product/` `click_to_call` are still early-stage metrics—focus on trend direction over raw totals for the next 2–3 reporting cycles.

### Mar 23–29 — Store landing page performance (Views by Page Title)

#### Store page views (top hubs):



PAGE TITLE AND S...	VIEWS
Home-Harvey Ave	118 ↓ 17.5%
Home-Guisachan	59 ↑ 11.3%
Home-Revelstoke	65 ↑ 41.3%
Home-Vernon	42 ↑ 10.5%
Home-Glenmore	29 ↓ 3.3%
Google Analytics	34 ↑ 325.0%
Beers	13 ↓ 18.8%

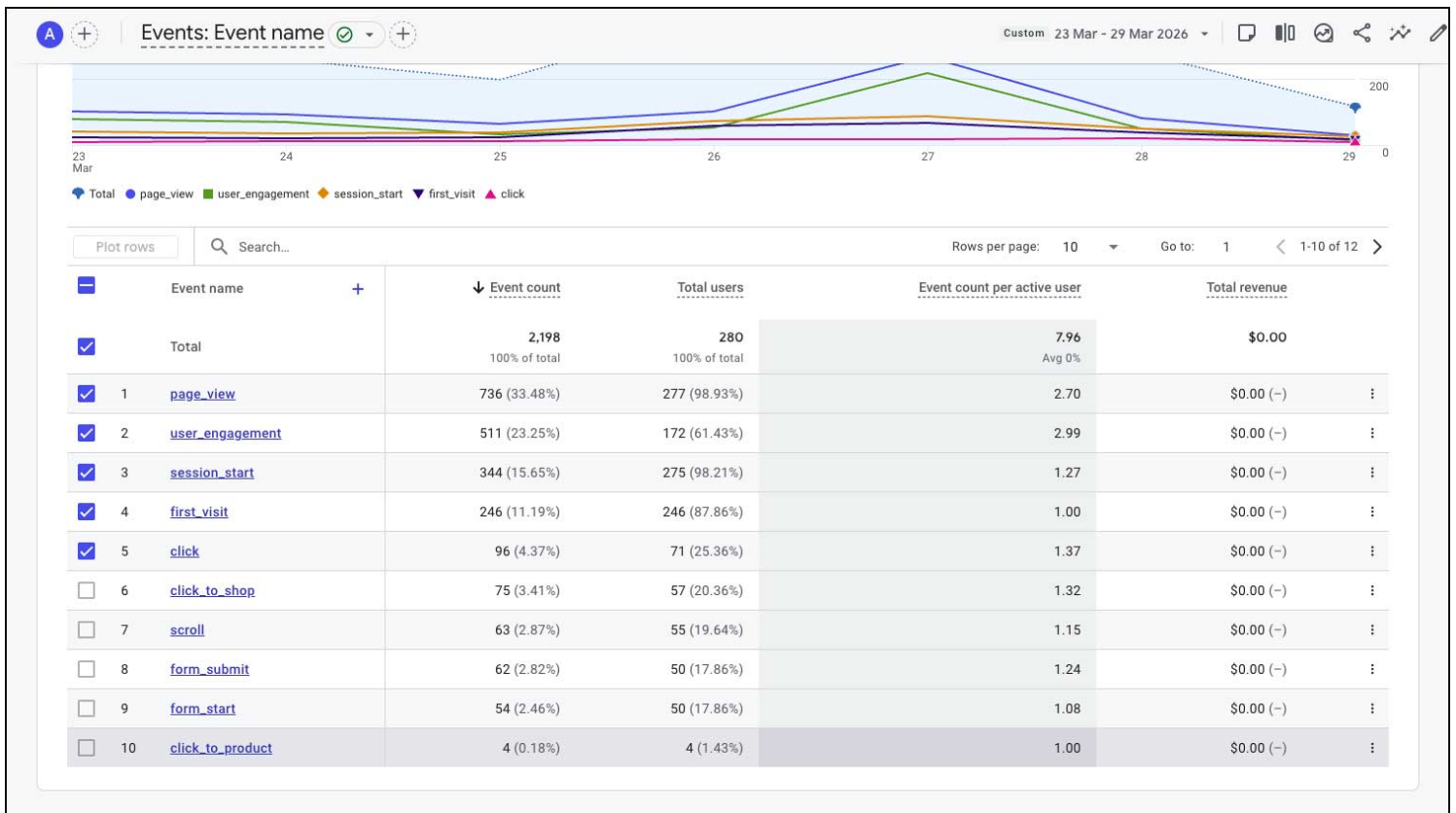
- **Home-Harvey Ave: 118 views (↓ 17.5%)**
- **Home-Revelstoke: 65 views (↑ 41.3%)**
- **Home-Guisachan: 59 views (↑ 11.3%)**
- **Home-Vernon: 42 views (↑ 10.5%)**
- **Home-Glenmore: 29 views (↓ 3.3%)**

### What this says:

- The **store pages continue to act as the main traffic hubs** — most location intent still starts on these “Home-\*” pages.
- **Revelstoke is the standout this week** (biggest growth at +41%), suggesting stronger recent interest in that location (posts, shares, seasonal interest, or local visibility).
- **Harvey remains the highest-traffic store page** even with a dip — still the main entry hub in raw volume.
- **Guisachan + Vernon are trending up**, steady growth that’s easier to scale with continued content + local SEO work.
- **Glenmore is flat/down slightly**, which is a good candidate for a small push (fresh update, feature, or internal linking from the main ARC landing / flyer pages).

### Why it matters for reporting:

- This section lets us show, **store-by-store**, where attention is going — and where we should concentrate improvements week-to-week (instead of only reporting “site totals”).



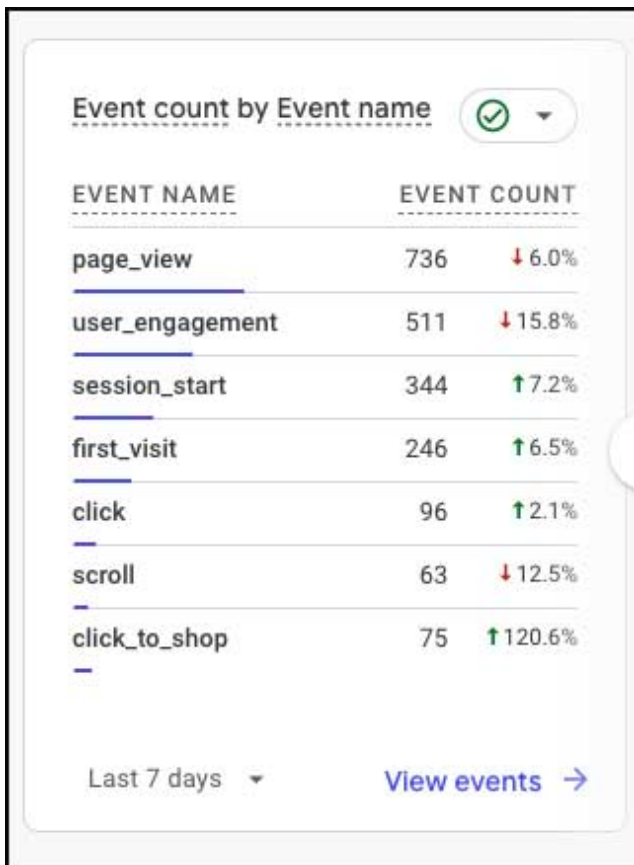
## Events snapshot (supports the story)

From Events (Mar 23–Mar 29):

- **page\_view:** 736 (↓ 6.0%)
- **user\_engagement:** 511 (↓ 15.8%)
- **session\_start:** 344 (↑ 7.2%)
- **first\_visit:** 246 (↑ 6.5%)
- **click:** 96 (↑ 2.1%)
- **scroll:** 63 (↓ 12.5%)
- **click\_to\_shop:** 75 (↑ 120.6%)
- **click\_to\_product:** 4 (new / early data)

**Report wording (1–2 lines):**

“Despite small drops in raw page views, high-intent action increased sharply: **click\_to\_shop** jumped to 75 (+120.6%), which indicates the site is doing what it’s built to do — routing customers into Barnet store shopping.”



## Implication:

### What's good

- **Healthy across-the-board growth** this week: users, sessions, and engaged sessions are all up.
- **Engagement time is also up**, which suggests the increase isn't just low-quality traffic — people are browsing and reading.

### What to watch

- Nothing alarming here. The only “context note” is that **engagement time can swing** depending on whether people are:
  - “Quick checking” (find store → click out fast), or
  - Browsing pages like promos, guides, or informational content.

## Action tracking (Events) — this is the “so what”

**What happened:** Our “high-intent” click tracking is now producing measurable action counts (especially **click\_to\_shop**).

**Why it matters:** This is the closest thing we have right now to “website → Barnet buying journey” attribution.

### Event counts (Last 7 days):

- **click\_to\_shop:** 75 (↑120.6%)
- **click:** 96 (↑2.1%)
- **page\_view:** 736 (↓6.0%)
- **user\_engagement:** 511 (↓15.8%)
- **session\_start:** 344 (↑7.2%)

Even with page views slightly down, **Shop clicks are way up** — which suggests visitors are taking more decisive actions.



## Acquisition mix (Traffic acquisition) — Mar 23–Mar 29

From your **Users by channel** (First user primary channel group):

- **Organic Search:** 142 users (50.71%)
- **Direct:** 126 (45.0%)
- **Referral:** 9 (3.21%)
- **Unassigned:** 6 (2.14%)

**Implication:** Organic Search is still the #1 driver (half of all users), but **Direct is almost tied** this week — that usually means more people are coming in via “brand/known destination” behaviour (typing the URL, bookmarks, QR links, or social apps that sometimes bucket as Direct). Net: **strong demand from both search + direct intent.**

## Engagement by channel (quality story)

Average engagement time per active user:

- **Referral:** 2m 17s (highest depth)
- **Direct:** 1m 20s
- **Organic:** 47s
- **Unassigned:** 8s

**Implication:** Referrals remain the **highest-quality** traffic (small volume, big depth). Direct is showing **strong engagement** (people arriving with purpose and browsing). Organic is still bringing the **largest discovery volume**, with shorter sessions typical of “find store → click out to shop/call” behaviour.

## In Summary

**Mar 23–Mar 29 (vs the previous 7 days: Mar 16–22), ARC Liquor Stores traffic grew steadily week–over–week:**

- **276 active users (+10.8%)**
- **349 sessions (+8.7%)**
- **343 engaged sessions (+7.2%)**
- **Avg engagement time per active user: 1m 05s (+5.4%)**

**What this means:** more people found the site, more people returned/started sessions, and engagement time **improved**—a healthy mix of **growth + quality**.

## Acquisition snapshot (what's driving traffic)

This week, **Organic Search remains the #1 driver:**

- **Organic Search: 142 users (50.7%)**
- **Direct: 126 (45.0%)**
- **Referral: 9 (3.2%)**
- **Unassigned: 6 (2.1%)**

**Interpretation:** Search is still delivering the largest discovery volume, while **Direct is nearly tied**, which typically reflects stronger brand/return visits (typed URL, bookmarks, QR, social app “Direct” behaviour).

**SEO note (Search Atlas):** Organic being #1 is consistent with SEO work underway. We **can't claim causation yet**, but next report we can pair this with ranking/visibility deltas from Search Atlas to show progress more clearly.

## Store landing page usage Store pages are actively being used across locations this week:

- **Home–Harvey: 118 views (↓ 17.5%)**
- **Home–Revelstoke: 65 (↑ 41.3%)**
- **Home–Guisachan: 59 (↑ 11.3%)**
- **Home–Vernon: 42 (↑ 10.5%)**
- **Home–Glenmore: 29 (↓ 3.3%)**

**Interpretation:** Harvey still leads on volume, but **Revelstoke showed the biggest growth** this week. (This is exactly why weekly snapshots help—store-to-store movement becomes visible.)

## **The Big Win — “Intent Tracking” Now Live (and already paying off)**

We implemented GA4 tracking via GTM to measure **high-intent actions** (beyond page views):

### **New events we can report weekly**

- **click\_to\_call** = taps on phone numbers (tel:)
- **click\_to\_shop** = outbound clicks to Barnet store home/category pages
- **click\_to\_product** = outbound clicks to specific Barnet product pages

Each event carries:

- **store** (Harvey / Guisachan / Glenmore / Revelstoke / Vernon)
- **page\_path** (which ARC page triggered it)
- **link\_text** (what button/link was clicked)
- **link\_url** (exact Barnet destination)

### **Early intent results (this week)**

- **click\_to\_shop: 75 (+120.6%)**
- **click\_to\_product: 4 (new / early data)**
- **page\_view events: 736 (↓ 6.0%)**
- 

**Interpretation:** Even with small dips in raw page views, **high-intent action jumped sharply**, especially **click\_to\_shop**—which is the strongest signal we’ve got that the site is doing what it’s built to do: **routing customers into Barnet store shopping.**

## What this lets us answer (cleanly, every week)

- ✓ Which store pages generate the most Barnet clicks?
- ✓ Which Barnet store is receiving the most outbound traffic from ARC?
- ✓ Which buttons work best (Shop vs Buy)?
- ✓ How many people tried to call from the website?

**SEO note:** Organic Search remains our #1 traffic driver this week. We're now tracking weekly visibility and rankings in Search Atlas.