



# Website Performance & User Insights Report

This report provides an in-depth analysis of [www.vinesandpearls.com](http://www.vinesandpearls.com) website performance, focusing on **user demographics, traffic acquisition, technology trends, content engagement and SEO insights**.

## Sources:

- Google Analytics/vinesandpearls.com
- [www.vinesandpearls.com](http://www.vinesandpearls.com)
- direct website inspection using browser developer tools (Inspect Element)

**Period: January 1 - December 31, 2024**

## Objective of the Report:

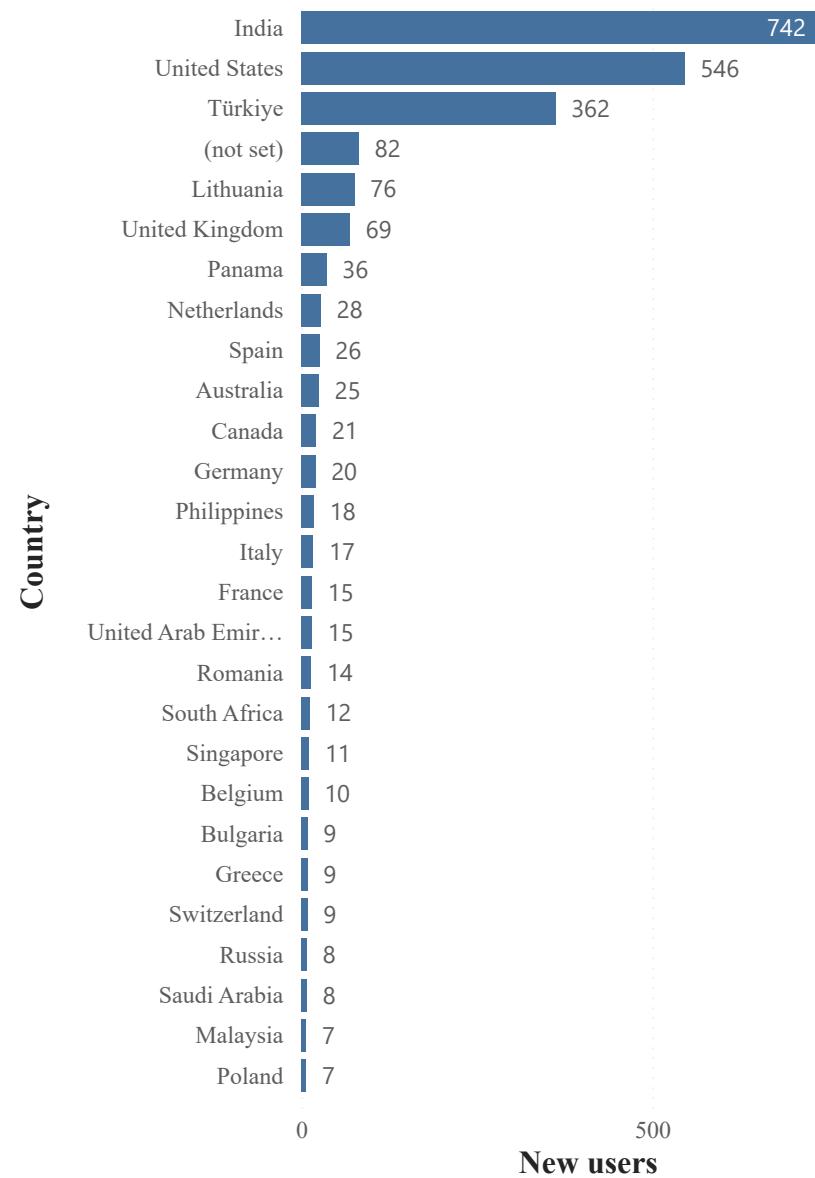
- Understand **how users arrive at the website** (traffic sources, acquisition channels, attribution paths).
- Identify **who the website visitors are** (demographics, devices, behavior).
- Assess **technical insights** (devices, resolutions, browsing behavior).
- Analyze **which content performs best** (most visited pages, engagement time).
- Provide **SEO recommendations** for improved search visibility and user experience.

## Report Structure:

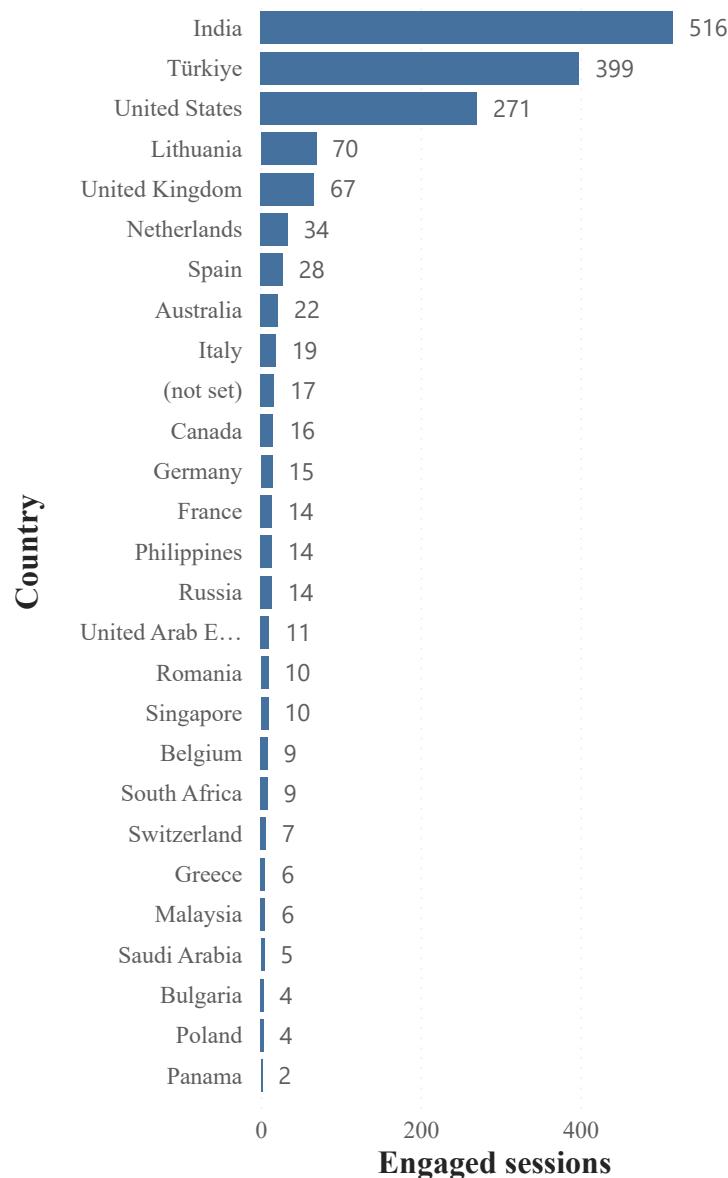
1. User Demographic
2. Traffic & User Acquisition
3. Attribution Paths
4. SEO
5. Path Exploration
6. Tech Overview
7. Yearly Users and Traffic Activity
8. Content Overview:
  - 8.1. Collections
  - 8.2. Multi-day Trips and Locations
  - 8.3. Experiences
9. Key Insights & Recommendations

# Users Demographic

## New users by Country



## Engaged Sessions\* by Country



**2.366K**

Total users

**2.341K**

New users

**1.722K**

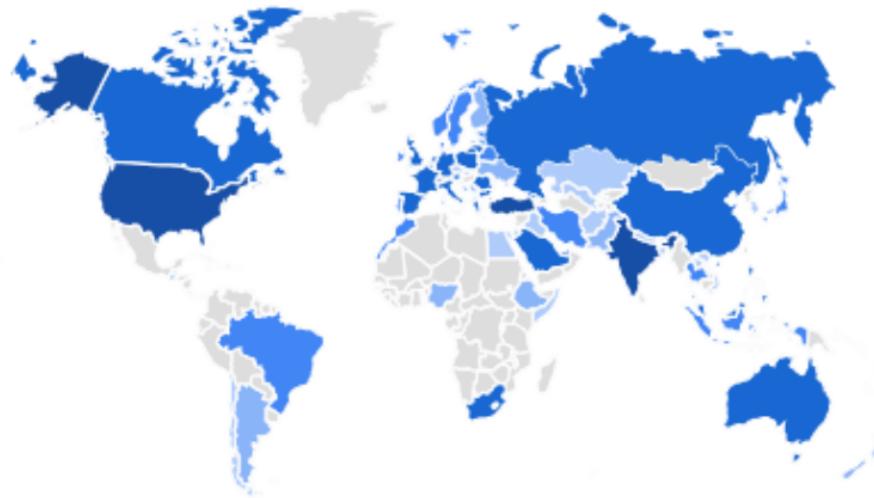
Total Engaged sessions

\*Engaged Sessions refers to a session which meets at least one of those criteria:

1. Lasts 10 seconds or longer.
2. Includes at least one conversion event.
3. Includes at least two pageviews or screen views.

# *Users Demographic*

- The website has a high global reach, attracting **visitors from 84 different countries, primarily from Europe, Asia, North America, and Australia.**
- Most users and the most engaged sessions came from India, followed by the USA and Türkiye.
- Most visitors from Europe came from Lithuania, the UK, the Netherlands, Spain, Italy, Germany and France.



# Traffic & User Acquisition

First user primary channel group	Total users	Returning users	Event* count	Key events**	Average engagement time per active user (s)
Paid Search	885	19	10127	260	93.60
Direct	627	68	4826	55	40.86
Organic Search	605	100	6635	66	91.89
Organic Social	226	14	2126	21	58.12
Referral	21	4	308	3	106.76
Organic Video	1	1	15	0	75.00
Unassigned	1	0	5	0	91.00

Session primary channel group	Sessions	Event* count	Key events**	Engaged sessions	Average engagement time per session (s)
Paid Search	914	10098	260	612	90.28
Direct	875	4728	54	363	28.84
Organic Search	847	6709	67	549	66.12
Organic Social	244	2126	21	174	53.84
Referral	32	328	3	22	72.44
Unassigned	25	38	0	1	8.56
Organic Video	2	15	0	1	37.50

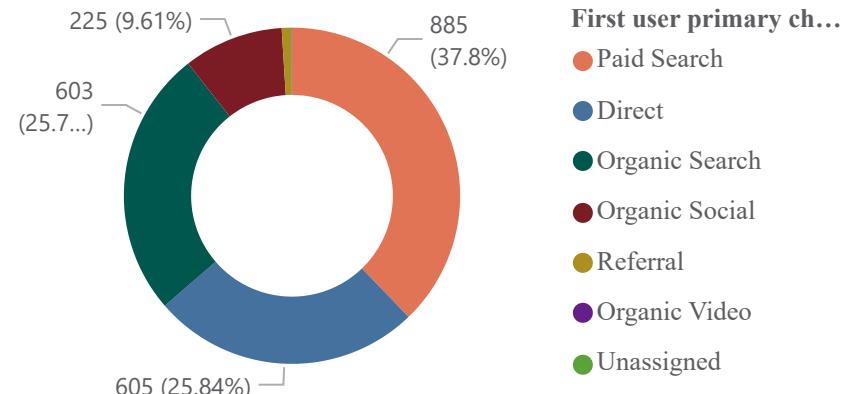
79.60

Average engagement time per active user (s)

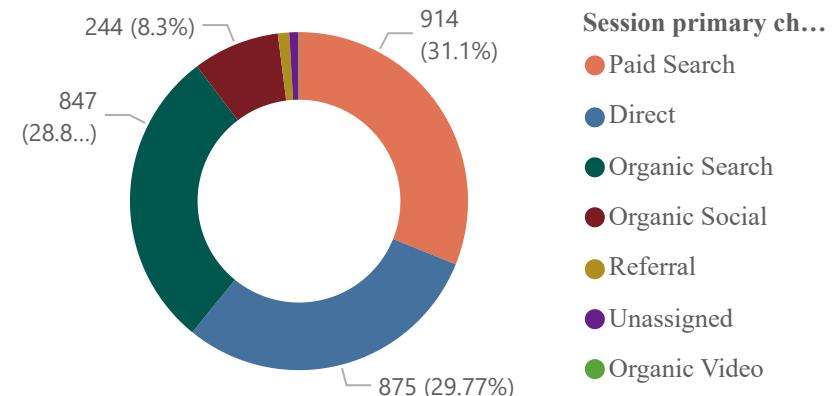
\*Event refers to any user interaction on the website, for example, page visit, clicking, scrolling, submitting a form, etc.

\*\*Key event refers to Reserve Now or Contact Us (form\_submit) and Reserve Now or Contact Us via Google ads (ads\_conversion\_Contact\_us).

New users by First user primary channel group



Sessions by Session primary channel group



# *Traffic & User Acquisition*

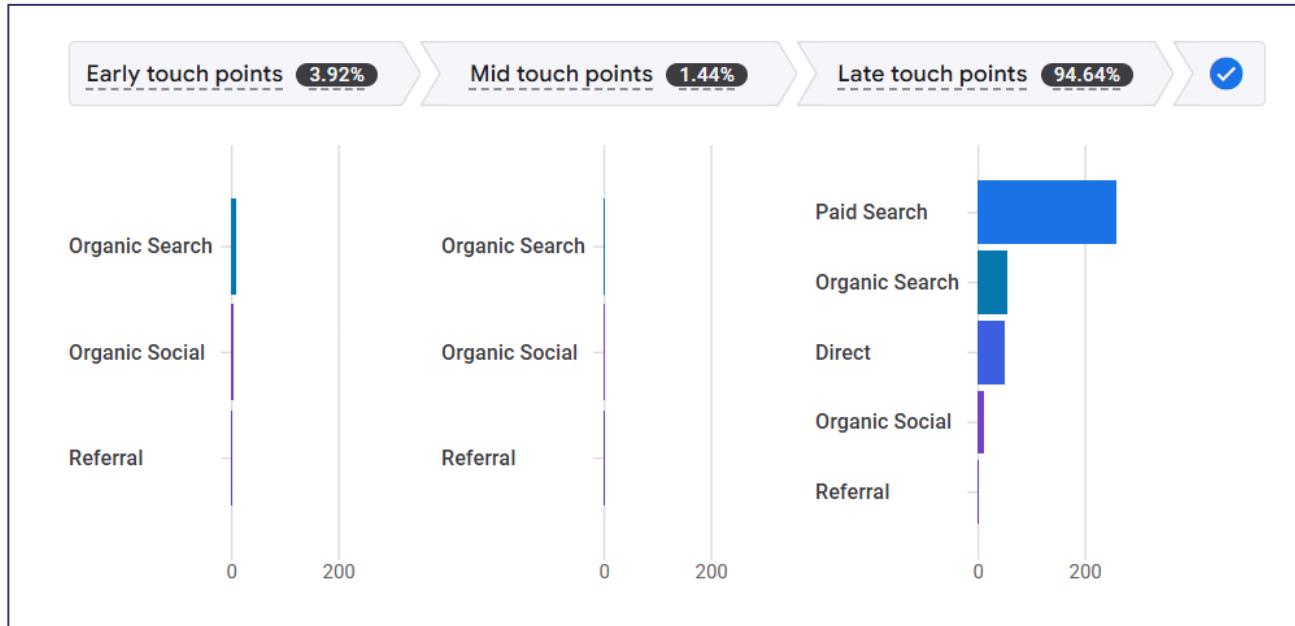
Almost 90% of users come from three primary channels: **Paid Search (37.8%)**, **Direct (25.84%)**, and **Organic Search (25.76%)**. The same distribution applies to session share, with **Paid Search (31.1%)**, **Direct (29.77%)**, and **Organic Search (28.82%)**.

Although fewer users arrive through Organic Search compared to Direct, those who do tend to be more inquisitive. They explore the website more (with a higher event count) and show greater engagement.

The most engaged users come from **Referral traffic**, with an average engagement time of **106.76 seconds**, followed by **Paid Search (93.60s)** and **Organic Search (91.89s)**.

Users who come through **Referral** tend to come back to the website multiple times most (around 1 in 5 users are returning users), closely followed by Organic Search users (around 1 in 6 users return) and Direct users (around 1 in 9 users return). Least likely to return are users gained through Paid Search. Only around 1 in 47 users are returning users.

# Attribution Paths\*



\*Attribution path refers to the series of interactions or touch points a user has with a brand or website before converting or triggering Key Event. For Vines & Pearls it is pressing Contact Us or Reserve button.

## 1. Early Touchpoint (First Interaction)

- This is the **first interaction** a user has with a brand.
- Typically comes from **awareness-stage channels** like:
- Organic Search (SEO)
- Social Media Ads
- Display Ads
- Referral links
- Users at this stage are **discovering** the website but are not necessarily ready to convert.

- Organic Search (branded keywords)

• At this stage, users are **evaluating options** and might browse services or read reviews.

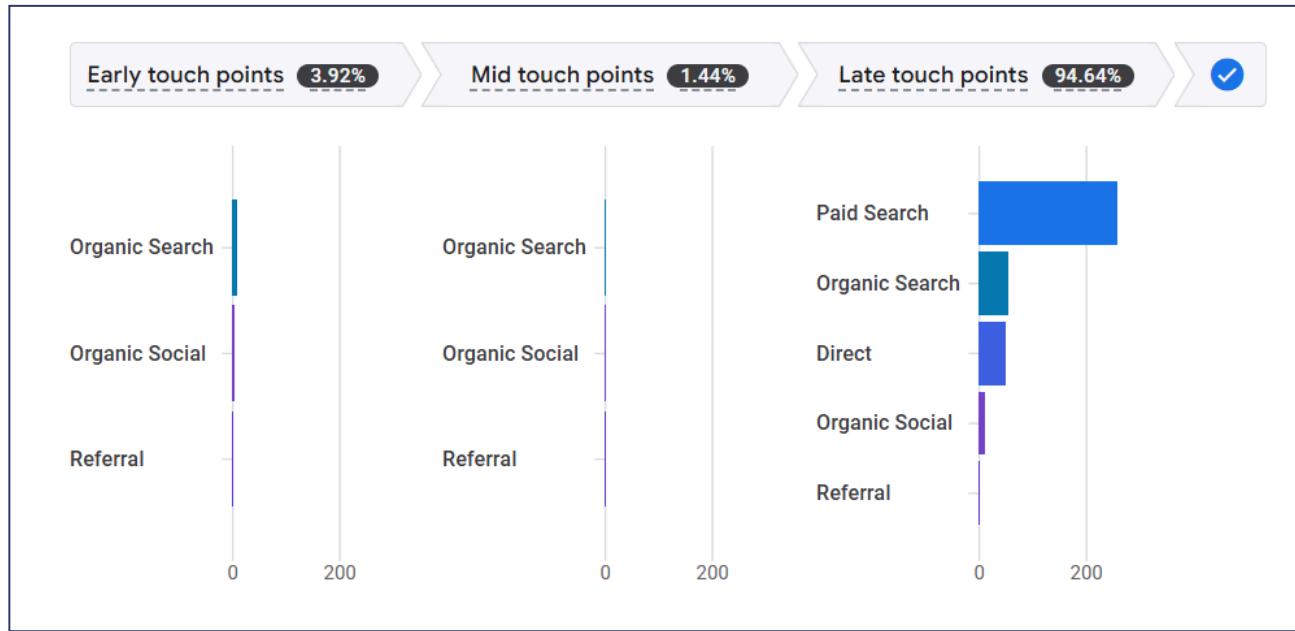
## 3. Late Touchpoint (Final Interaction Before Conversion)

- This is the last interaction before a **conversion (purchase, sign-up, booking, etc.)**.
- Common late-stage channels:
  - Paid Search (branded search intent)
  - Direct Traffic
  - Email Campaigns with Offers
  - Organic Search (specific product/service queries)
- Users here are **ready to make a decision**.

## 2. Mid Touchpoint (Consideration Stage)

- These interactions happen after the first visit, during the **consideration phase**.
- Users might return via:
- Retargeting Ads
- Email Campaigns
- Direct Traffic (typing your URL)

# Attribution Paths



## 1. Conversions are heavily influenced by Late Touchpoints (94.64%)

- The majority of users make their final decision and convert after interacting via **Paid Search**, followed by significantly lower **Organic Search**, **Direct**, **Organic Social**, and **Referral** traffic.
- **Paid Search** being in the late touchpoints means that **ads play a crucial role in closing conversions**.
- **Direct traffic in late touchpoints** suggests that users may be returning after prior interactions, possibly recognizing the brand.

## 2. Early and Mid Touchpoints Are Weak (3.92% & 1.44%)

- **Organic Search**, **Organic Social**, and **Referral** are generating some awareness, but they don't contribute significantly to conversions.
- The fact that Mid Touchpoints (1.44%) are lower than Early Touchpoints (3.92%) suggests that users are **not engaging enough between discovery and conversion (users do not come back after discovery)**.

## Recommendations:

- **Strengthen early-stage touchpoint:** Improve Organic Search & Social strategies (SEO) for higher organic discovery.
- **Analyze Paid Search ROI:** Since conversions rely heavily on Paid Search, ensure that ad spend is optimized and brings high-quality leads.
- **Improve organic engagement:** As users are dropping off mid-funnel, consider improvements (better CTAs, interactive content, email sign-ups).

# SEO

## Home Page Title

To understand SEO performance better consider using Google Search Console.

In-depth SEO analysis can be found here:  
<https://www.seoptimer.com/vinesandpearls.com>

```
<title>Vines and Pearls - Private Tours & Wine Tastings in Turkiye  
</title> == $0
```

### Suggestions for Improvement:

#### 1. Include Primary Keywords at the Beginning:

Google gives more weight to the **first few words** of the title tag. Try to put your most important keywords (like "private tours" and "wine tastings") closer to the beginning.

Example:

```
<title>Private Tours & Wine Tastings in Türkiye | Vines and Pearls</title>
```

#### 2. Call-to-Action (CTR):

Titles with a **clear promise** of value can increase your **click-through rate (CTR)**. A call-to-action or emphasizing exclusivity might help.

Example:

```
<title>Exclusive Wine Tastings & Private Tours in Türkiye | Vines and Pearls</title>
```

#### 3. Length:

The ideal title length is **50-60 characters**, as anything beyond that might get cut off in search results.

The current title is **around 70 characters**, so it might be worth considering shortening it.

Example (shortened):

```
<title>Exclusive Wine Tastings & Tours in Türkiye | Vines and Pearls</title>
```

#### 4. Türkiye or Turkey:

**Turkey** might be more commonly searched term. You can use Turkey in your landing page and **Türkiye in other pages**. Currently it is reverse-**Türkiye is used in landing page and Turkey in other pages**:

Example (for global SEO):

```
<title>Exclusive Wine Tastings & Tours in Turkey | Vines and Pearls</title>
```

# SEO

## Home Page Meta Description

```
<meta name="description" content="Vines and Pearls is your personal travel planner offering exclusive private tours, culinary experiences and wine tastings in Turkey."> == $0
```

### Suggestions for Improvement:

#### 1. Call to Action (CTA):

Adding a **clear call to action** at the end of the description can help increase **click-through rates (CTR)**. For example, "Book your experience today!" or "Start your adventure now!" could be effective.

Example:

```
<meta name="description" content="Vines and Pearls is your personal travel planner offering exclusive private tours, culinary experiences, and wine tastings in Turkey. Book your unforgettable experience today!">
```

#### 2. Character Limit:

Description should stay within the **150-160 character limit**. The current description is **133 characters (which is really good)**, but, with added CTA as recommended above it would be 178, which is over the recommended character limit.

Example (shortened version, 139 characters):

```
<meta name="description" content="Exclusive private tours, wine tastings, and culinary experiences in Turkey. Book your unforgettable adventure with Vines and Pearls today!">
```

# Images

```
<meta property="og:image" content="https://vinesandpearls.com/wp-content/uploads/2022/12/IMGL8175.jpg"> == $0
```

```
<meta property="og:image" content="https://vinesandpearls.com/wp-content/uploads/2022/12/IMGL2095.jpg"> == $0
```

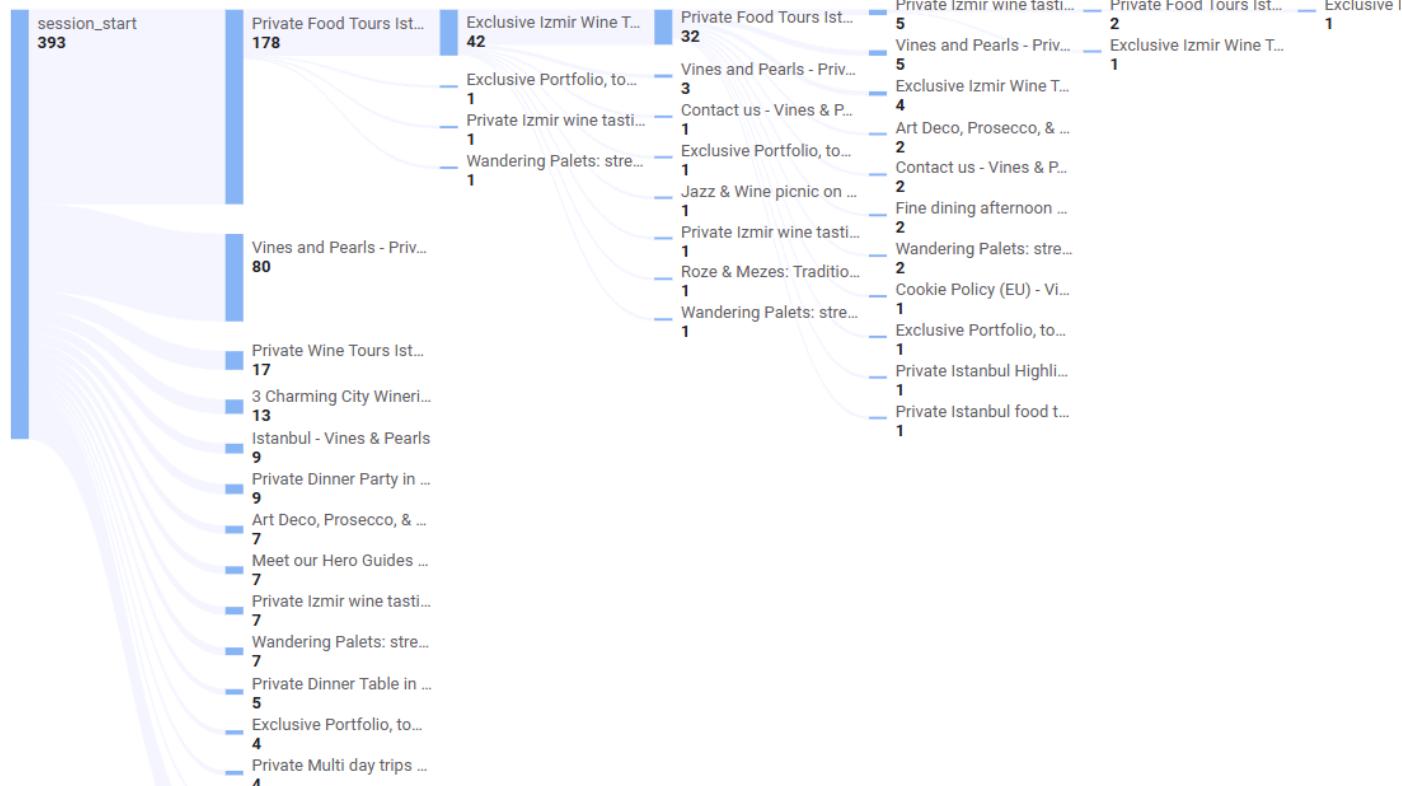
```
<meta property="og:image:alt" content="Orient station, Art Deco, P rosecco & Agatha Christie tour with Vines and Pearls"> == $0
```

### Suggestions for Improvement:

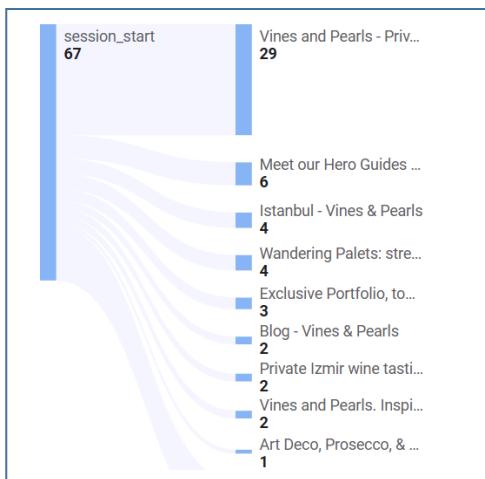
#### 1. Image Titles:

For effective SEO it is important to have **images that are clearly titled**. Image names like "IMG2095" should be avoided. It should shortly describe what the image is about.

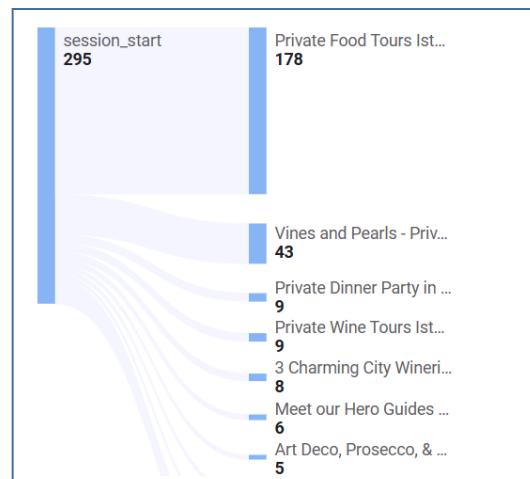
# Path Exploration



**Direct Traffic**



**Mobile Traffic**



The majority of users visit the **Culinary Experiences Collection** first. This is true for users who access the website **directly**, via **smartphone**, or through paid advertisements. Additionally, users who visit the website directly tend to explore the **"Meet Our Hero Guides"** section more frequently.

Mobile users visiting the **Culinary Experiences Collection** first may be due to its **top-right corner placement**, which is easily accessible for **right-handed users**.

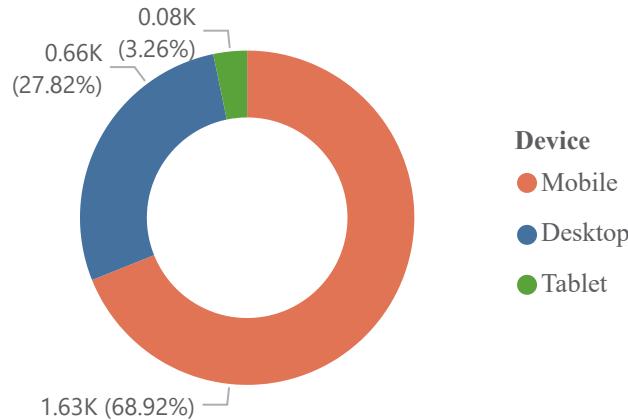
For a more in-depth Path Exploration, visit **Google Analytics**:  
<https://analytics.google.com/analytics/web/#/analysis/p387415455>

**Paid Traffic**

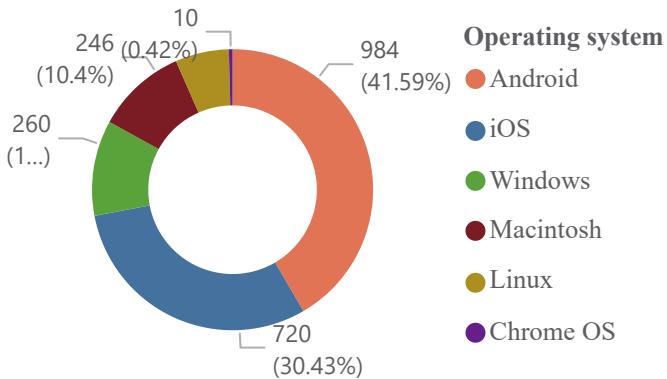


# Tech Overview

## Active users by Device



## Active users by Operating system

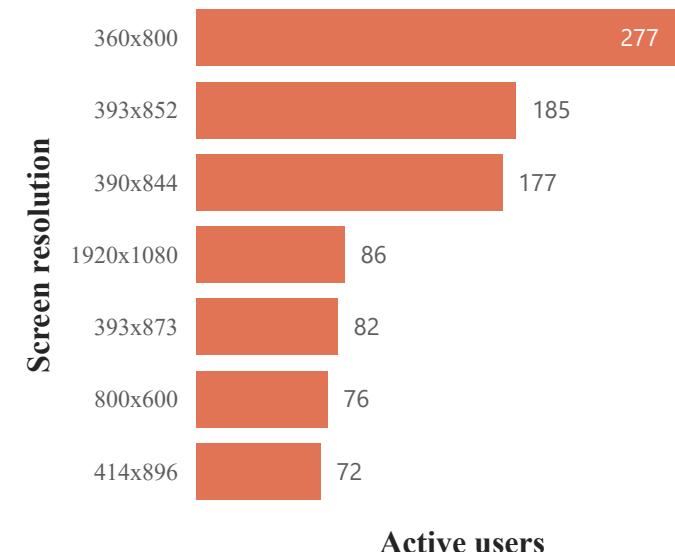


The majority of users (68.92%) visit website through their smartphones, mainly Android smartphones (41.59%), followed by iOS (iPhones). Only 27.82% of users use desktop devices and 3.62% tablets.

A most common screen resolutions are **360x800**, **393x852** and **390x852** pixels. They make up **66.71%** of users. All of them are typically associated with older or entry-level smartphones with smaller displays. These devices often fall into the budget category and may run on older versions of **Android**.

A screen resolution of **1920x1080** pixels is commonly referred to as **Full HD** (FHD) and is one of the most popular resolutions for modern **smartphones**, **laptops**, **desktops**, and **TVs**. It provides a **high-definition** experience and is often found in **mid-range to high-end devices**.

## Active users by Screen resolution



**393x873** screen resolution is associated with mid-range smartphones, common to Android models but can be found in some iPhones too.

An **800x600** resolution is considered **low resolution** by modern standards. It's typically seen on **older smartphones** or **small tablets** (around **7-8 inches**) or even **older desktop monitors**.

A **414x896** resolution is typically found on **mid-range smartphones** with larger screens, especially **budget to mid-range Android phones** and **iPhones** with large displays.

# *Tech Overview*

## *What Does the Tech Say About Audience?*

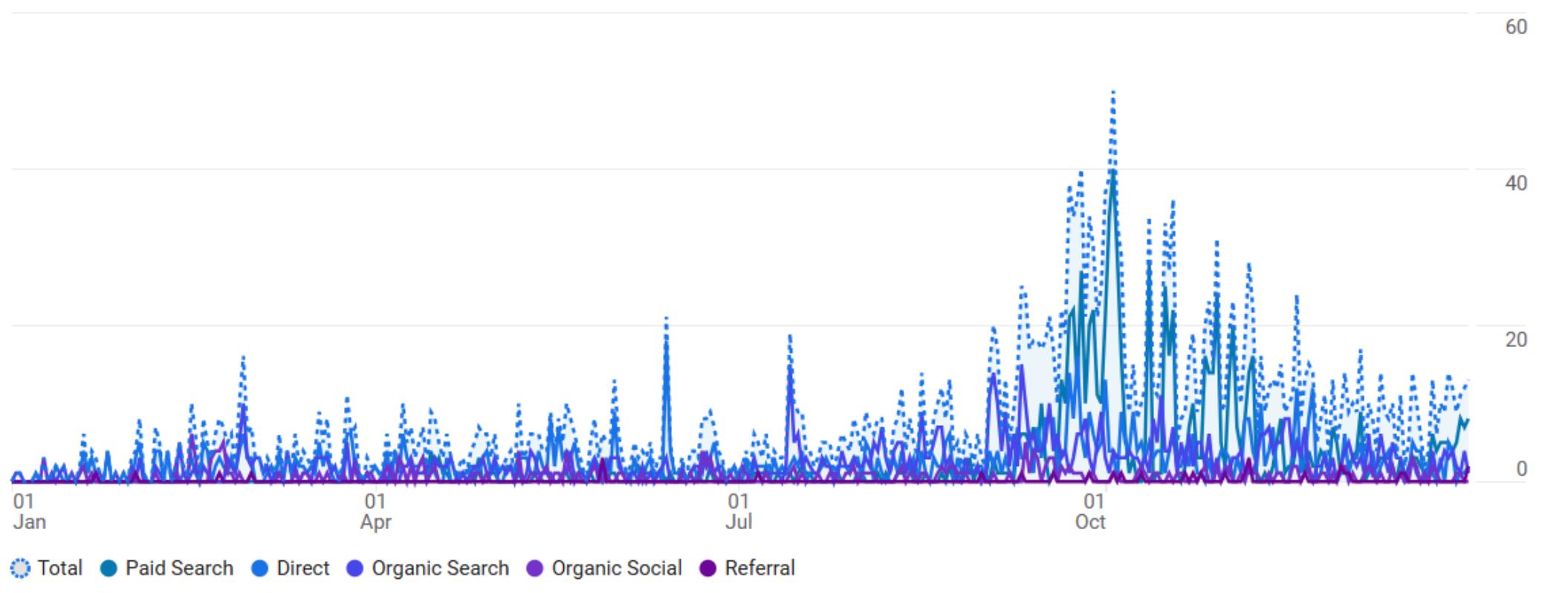
- . Tech-Savvy, Price-Conscious:**

The use of **budget Android phones** with lower screen resolutions (e.g., 360x800, 393x852) suggests that many of users might be **tech-savvy** but **price-conscious**. They likely want good value for their money and may be interested in exploring affordable options for **experiences, services, or products and appreciate a good deal or discount.**

- . Active & On-the-Go:**

Given the high mobile usage rate and the typical usage of **entry-level smartphones**, your audience is likely to be **active and on the go.**

# *Yearly Users & Traffic Activity*



The busiest traffic on the website occurred in the **second half of the year, with the highest peak between the end of September and the end of November**, though traffic remained elevated until the end of the year.

Organic reach saw a few peaks throughout the year, including on February 28, June 13, July 14, September 3, and September 9.

# Content Overview

## Collections

**Culinary Experiences**

Istanbul is a place where Anatolian culture merges with European & Middle Eastern food heritage. Whether you're a spice lover or have many international cuisines such as Indian, Greek, Tex-Mex, Armenian, Siles, as well as Egyptian, Syrian and others has to offer a lot of flavor! Explore the culinary treasures of the city from local street food to the fine dining scene with private food tours Istanbul by Vines and Pearls.

[Filter Experiences](#) [Clear Filter](#)

Exclusive Izmir Wine Tasting Tour through Urla's Wine Country  
Wandering Palates: Street Food & Wine Pairing Kadikoy Evening Tour  
Hidden Pearls & Real Street Food Gems: private Istanbul food tour  
Fine Dining Afternoon in 3 Historical Venues: culinary tours in Istanbul  
Art Deco, Prosecco, & Agatha Christie Tour  
1 Tour Istanbul Highlights Street Food & Hidden Pearls  
Bosphorus Bliss: A Private Yacht in Istanbul with Wine Picnic Elegance  
Private Dinner in Istanbul at a Chef's Table  
History & Local Wine Tasting Tour

1.262K  
Views

**Destination Weddings**

Destination Wedding in Istanbul: A Celebration to Remember A destination wedding in Istanbul is not just a ceremony, it is an unforgettable experience that many choose to have abroad. Whether it's a destination "I do" on the banks of the Bosphorus, within the walls of a grand Ottoman palace, or in a scenic garden overlooking the sea, Istanbul offers a magical setting for your special day! Why Choose an Istanbul Destination Wedding? ▶ Unique Locations: From traditional Ottoman palaces to modern venues and location hotels, Istanbul offers a variety of breathtaking settings. ▶ Rich Cultural Experience: Your guests can enjoy a unique blend of East and West, with vibrant traditions, world-class cuisine, and mesmerizing architecture. ▶ Cost-Effective Luxury: Compared to many European destinations, Istanbul offers high-quality services at competitive prices. ▶ Turkish Pleasure: With its beautiful beaches and relaxing playgrounds, a destination wedding can be tailored to your vision without the stress. ▶ A Built-In Honeymoon Destination: Enjoy a romantic getaway in Turkey's breathtaking coastal regions like Bodrum, Cappadocia, or the Taurus Mountains. A Vitamin and Paradise, where every day can be an adventure, making it easier to plan your honeymoon and keep your special day a stress-free and unforgettable! Let's start planning your dream wedding! Send us a message with your request at [info@vinesandpearls.com](mailto:info@vinesandpearls.com)

[Filter Experiences](#) [Clear Filter](#)

Luxury Wine Tasting in Istanbul on a Private Yacht & City Views  
Istanbul Rooftops & Underground of the Ancient City Private Tour  
Private Dinner in Istanbul at a Chef's Table  
Customized Private Yacht Events in Istanbul  
Private Sailing Trips from Bodrum

0  
Views

**Wine Tastings**

Historians agree that Turkey is the birthplace of wine-making culture worldwide. Today the country is home to many local winemakers who are dedicated to producing quality wines. At Vines and Pearls, we offer private wine tastings in Istanbul and beyond. From local grape varieties, meet the winemakers behind boutique wineries and discover authentic wine restaurants on private wine-tasting experiences hosted by professional and certified wine experts.

[Filter Experiences](#) [Clear Filter](#)

Exclusive Izmir Wine Tasting Tour through Urla's Wine Country  
3 Charming City Wineries: wine tastings in Istanbul on a Private Yacht & City Views  
Luxury Wine Tasting in Istanbul on a Private Yacht & City Views  
Wandering Palates: Street Food & Wine Pairing Kadikoy Evening Tour  
VIP Full Day Wineries Tour from Istanbul through 3 Vineyards  
Bosphorus Bliss: A Private Yacht in Istanbul with Wine Picnic Elegance  
History & Local Wine Tasting Tour  
On the Spice Road: Eastern Spices Accompanied by Local Turkish Wines  
Wine & Jazz Picnic on a Private Sailing Boat in Istanbul

428  
Views

### Collections (Path)

	VIEWS
/collections/private-food-tours-istanbul/	1262
/collections/private-wine-tours-istanbul/	428
/collections/private-city-tours-istanbul/	94
/collections/private-yacht-tours-istanbul/	52
/collections/private-multi-day-trips-from-istanbul/	30
/collections/teams-experiences-istanbul/	20
/collections/culinary-experiences/	1
/collections/wine-tastings/	1

1.888K  
Total Views

# ***Content Overview***

## ***Collections***

- **Most visited collection is Culinary Experiences Collection** getting almost three times more visits than Wine Tasting Collection in the second place (1,262 visits vs. 428 visits). Collection in the third place-City Tours & Experiences Collection-is four times less visited than collection in the second place (94 visits vs. 428 visits).
- It shows there is a clear priority for food related activities with other collections getting remarkably less visits.
- **Destination Weddings Collection did not receive any visits in the reported period.**

# Content Overview

## Multi-day Trips

1



29  
Views

History & Wine: 2-day experience

2



16  
Views

Istanbul for First Timers: 3-day experience

3



11  
Views

Istanbul for Foodies: 3-day experience

3



11  
Views

Istanbul for History Nerds: 3-day experience

## Locations

Location (Path)	Views
/locations/istanbul/	287
/locations/cappadocia/	143
/locations/turkish-riviera/	73

- "**History & Wine: 2-day experience**" received the most views, followed by "**Istanbul for First Timers: 3-day experience**," which had nearly half as many views (29 vs. 16).

- Despite having fewer visits, "**Istanbul for Foodies: 3-day experience**" had the highest engagement time (53.18).

- The most visited location was Istanbul.

# *Content Overview*

## *Most Viewed Experiences*

**1.**



Experience

3 Charming City Wineries:  
wine tastings in Istanbul

📍 Istanbul

325

Views

**45.98**

Average engagement  
time per active user

**2.**



Experience

Exclusive Izmir Wine  
Tasting Tour through Urla's  
Wine Country

📍 Turkish Riviera

187

Views

**60.86**

Average engagement  
time per active user

**3.**



Experience

Wandering Palates: Street  
Food & Wine Pairing  
Kadikoy Evening Tour

📍 Istanbul

**55.61**

Average engagement  
time per active user

**4.**



Experience

Hidden Pearls & Real Street  
Food Gems: private Istanbul  
food tour

📍 Istanbul

126

Views

**60.53**

Average engagement  
time per active user

**5.**



Experience

VIP Full Day Wineries Tour  
from Istanbul through 3  
Vineyards

📍 Istanbul

**39.49**

Average engagement  
time per active user

# Content Overview

## Experiences Views

Experience (Path)	Views
/experience/city-wineries-wine-tastings-in-istanbul/	325
/experience/izmir-wine-tasting-tour-urla/	187
/experience/kadikoy-evening-tour/	142
/experience/hidden-pearls-private-istanbul-food-tour/	126
/experience/wine-tasting-day-trip-from-istanbul/	100
/experience/wine-tasting-in-istanbul-yacht-city-views/	92
/experience/private-culinary-tours-in-istanbul/	63
/experience/bosphorus-bliss-a-private-yacht-in-istanbul-with-wine-picnic-elegance/	59
/experience/history-local-wine-tasting-tour/	56
/experience/iconic-istanbul-private-tours/	55
/experience/turkish-breakfast-table-air-balloon-views/	54
/experience/art-deco-agatha-christie-tour/	51
/experience/istanbul-highlights-street-food-tour/	51
/experience/2-day-wine-tasting-trip-stanbul/	49
/experience/private-dinner-party-in-istanbul/	45
/experience/private-dinner-table-in-cappadocia/	39
/experience/the-spice-road-spices-turkish-wines/	37
/experience/istانبuls-latin-catholic-quarter/	36
/experience/istanbul-food-tour-on-the-asian-side/	35
/experience/ottoman-pearl-lifestyle-tour-in-istanbul/	35
/experience/roze-mezes-traditional-turkish-appetizers-paired-with-wine/	31
/experience/istanbul-rooftop-private-tour/	29
/experience/private-sailing-boat-in-istanbul/	29
/experience/turkish-vegan-food-tour-istanbul/	28
/experience/the-grand-bazaar-private-tour/	19
/experience/wine-table-in-cappadocias-nature/	18
/experience/private-yacht-trips-from-bodrum/	17

Experience (Path)	Views
/experience/a-relaxing-stay-at-bodrum/	3
/experience/cappadocia-in-a-lens/	3
/experience/customized-private-yacht-events/	11
/experience/hagia-sophia-tour-5-tastings/	13
/experience/hagia-sophia-tour-7-tastings/	1
/experience/hidden-pearls-of-cappadocias-valleys/	7
/experience/hidden-pears-real-street-food-gems-of-the-hist	1
/experience/historic-and-buzzy-taksim-tour/	7
/experience/historic-jewish-greek-armenian-villages/	9
/experience/iconic-cappadocia-full-day-tour/	9
/experience/introduction-to-sailing-a-private-lesson/	1
/experience/istanbul-contemporary-art-scene/	3
/experience/istanbul-in-a-lens-short-highlights-tour/	14
/experience/istanbul-street-food-wine-pairing/	1
/experience/luxurious-prince-island-yacht/	10
/experience/private-sailing-trips-from-bodrum/	6
/experience/rooftopsprivateistanbultour/	1
/package/istanbul-first-timers-3-day-experience/	16
/package/turkey-history-food-2-day-experience/	4

**1.928K**  
Total Views

# *Content Overview*

## *Experiences with the Highest Engagement Time*

**1**



Experience

Ottoman Pearl: A Lifestyle & Tasting Tour in Istanbul

📍 Istanbul

Fine Dining Afternoon in 3 Historical Venues: culinary tours in Istanbul

📍 Istanbul

**77.93**  
Average engagement time per active user

**35**  
Views

**2**



Experience

Fine Dining Afternoon in 3 Historical Venues: culinary tours in Istanbul

📍 Istanbul

Iconic Istanbul: A Full-day Historical City Tour

📍 Istanbul

**73.78**  
Average engagement time per active user

**63**  
Views

**3**



Experience

Iconic Istanbul: A Full-day Historical City Tour

📍 Istanbul

73.46

Average engagement time per active user

**55**  
Views

**4**



Experience

Istanbul Food Tour on the Asian side

📍 Istanbul

**62.76**  
Average engagement time per active user

**35**  
Views

**5**



Experience

Exclusive Izmir Wine Tasting Tour through Urla's Wine Country

📍 Turkish Riviera

**60.86**  
Average engagement time per active user

**187**  
Views

# Content Overview

## Experiences Engagement Time

Experience (Path)	Average engagement time per active user (s)
/experience/ottoman-pearl-lifestyle-tour-in-istanbul/	77.93
/experience/private-culinary-tours-in-istanbul/	73.78
/experience/iconic-istanbul-private-tours/	73.46
/experience/istanbul-food-tour-on-the-asian-side/	62.76
/experience/izmir-wine-tasting-tour-urla/	60.86
/experience/hidden-pearls-private-istanbul-food-tour/	60.53
/experience/hagia-sophia-tour-5-tastings/	58.85
/experience/turkish-breakfast-table-air-balloon-views/	57.88
/experience/turkish-vegan-food-tour-istanbul/	57.11
/experience/art-deco-agatha-christie-tour/	55.84
/experience/kadikoy-evening-tour/	55.61
/experience/istanbul-rooftop-private-tour/	53.54
/experience/hidden-pearls-of-cappadocias-valleys/	52.14
/experience/istanbul-highlights-street-food-tour/	48.98
/experience/the-grand-bazaar-private-tour/	46.60
/experience/city-wineries-wine-tastings-in-istanbul/	45.98
/experience/historic-and-buzzy-taksim-tour/	45.57
/experience/iconic-cappadocia-full-day-tour/	42.44
/experience/wine-tasting-in-istanbul-yacht-city-views/	40.96
/experience/wine-tasting-day-trip-from-istanbul/	39.49
/experience/2-day-wine-tasting-trip-stanbul/	38.00
/experience/the-spice-road-spices-turkish-wines/	36.75
/experience/roze-mezes-traditional-turkish-appetizers-paired-with-wine/	36.20
/experience/private-dinner-table-in-cappadocia/	35.62
/package/istanbul-first-timers-3-day-experience/	34.27
/experience/private-sailing-boat-in-istanbul/	33.48
/experience/private-yacht-trips-from-bodrum/	32.73

Experience (Path)	Average engagement time per active user (s)
/experience/wine-table-in-cappadocias-nature/	31.14
/experience/history-local-wine-tasting-tour/	31.09
/experience/customized-private-yacht-events/	31.00
/package/turkey-history-food-2-day-experience/	30.67
/experience/istanbul-contemporary-art-scene/	30.33
/experience/private-dinner-party-in-istanbul/	30.24
/experience/bosphorus-bliss-a-private-yacht-in-istanbul-with-wine-picnic-elegance/	28.35
/experience/hagia-sophia-tour-7-tastings/	28.00
/experience/istanbul-street-food-wine-pairing/	28.00
/experience/private-sailing-trips-from-bodrum/	27.83
/experience/luxurious-prince-island-yacht/	25.40
/experience/introduction-to-sailing-a-private-lesson/	25.00
/experience/istambuls-latin-catholic-quarter/	24.44
/experience/istanbul-in-a-lens-short-highlights-tour/	24.36
/experience/historic-jewish-greek-armenian-villages/	21.89
/experience/a-relaxing-stay-at-bodrum/	21.67
/experience/cappadocia-in-a-lens/	18.50
/experience/rooftopsprivateistanbultour/	11.00
/experience/hidden-pearls-real-street-food-gems-of-the-hist	0.00

**39.70**

Average of Average engagement time per active user

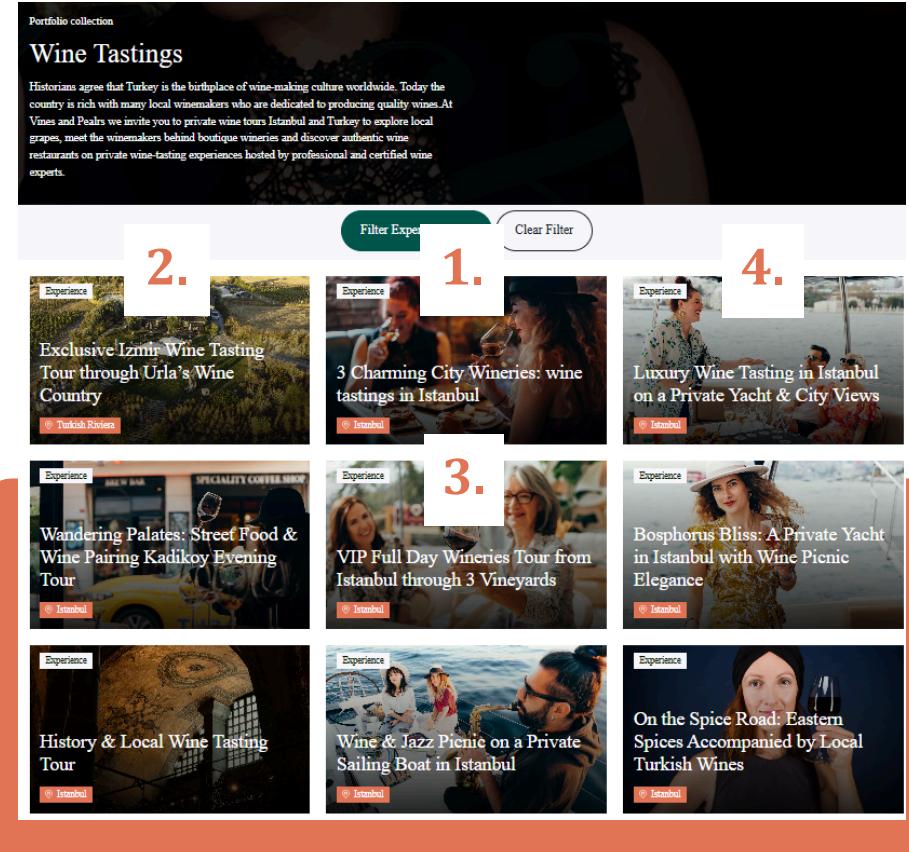
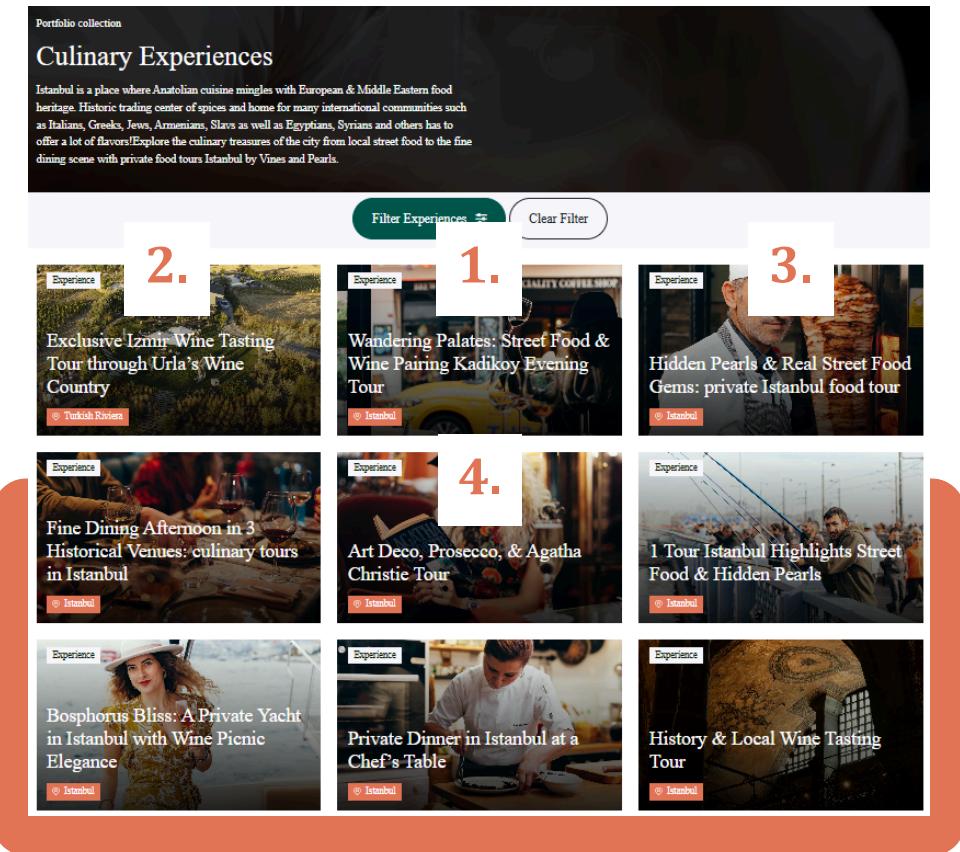
# ***Content Overview***

## ***Experiences Views & Engagement Time***

- The most visited experiences are among the **Culinary Experiences** and **Wine Tastings** collections.
- **Wine-related experiences tend to receive more visits**—4 out of the top 6 most visited experiences are wine-related, while the other two are food-related.
- The only city tour-related experience appears in 10th place.
- Most popular experiences are based in **Istanbul**.
- Interestingly, the most visited experiences do not have the longest reading time. On the contrary, experiences that are visited less tend to have longer reading times.

# Content Overview

## Experiences Views Roadmap (Desktop)



There is a clear pattern in visitors' behavior when it comes to browsing Experiences on desktop:

1. Center -> 2. Left -> 3. Right/Down Center -> 4. Down Center/Right

# ***Key Insights & Recommendations***

## **Visitors**

**2.366K**

Total users

**2.341K**

New users

The website attracts visitors from **84 countries**, with the most users coming from India, the USA, and Turkey.

### **Recommendations:**

- If India is not a primary target audience, re-evaluate advertising efforts and targeting strategies to ensure ad spend is directed towards the most relevant audiences.

**79.60**

Average engagement time per active user

**106.76**

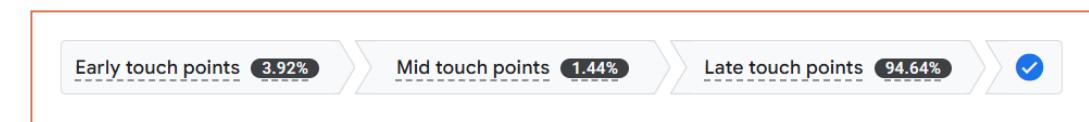
Referral average engagement time per active user

**Paid Search, Direct, and Organic Search drive nearly 90% of traffic, but the most engaged users come from Referral traffic.**

- These users are also most likely to visit the website multiple times (around 1 in 5 users are returning visitors).
- Users acquired via Paid Search, despite being the largest group, are least likely to return (only 1 in 47 users revisit).

### **Recommendations:**

- Since the most engaged and returning users come from Referral traffic, it is beneficial to strengthen partnerships with: influencers, blogs & websites, travel & experience-based companies, media collaborations.



**Conversions heavily rely on Paid Search.** While Organic Search, Organic Social, and Referral help build brand awareness, they do not contribute significantly to actual conversions.

### **Recommendations:**

- Improve website SEO to enhance Organic Search visibility and drive higher-quality traffic.
- Enhance call-to-action (CTA) strategies to encourage visitors to come back.

# ***Key Insights & Recommendations***

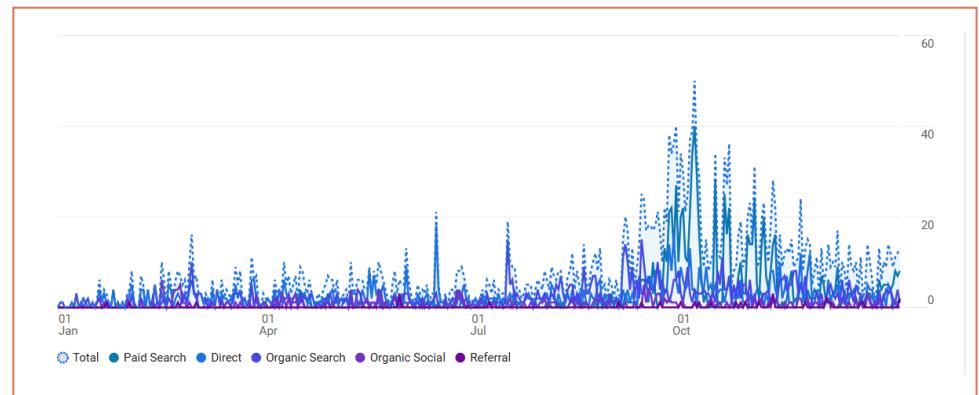
## ***User Behaviour on the Website***

- Once on the website, **the majority of users visit the Culinary Experiences Collection first.**
- Mobile usage dominates:** the majority of visitors browse via smartphones, mainly **Android devices in the budget-friendly category.** This indicates that the audience is tech-savvy, price-conscious, active, and on-the-go.

### **Recommendations:**

- Given the price-conscious audience, consider limited-time deals & discounts, bundled experiences (e.g., wine tasting + city tour at a reduced price), loyalty or membership programs.**
- Ensure the website is optimized for mobile users, focusing on fast load speeds, easy navigation, and quick booking options.**

## ***Traffic Trends***



- Traffic peaks in the second half of the year** (September–November), aligning with advertising efforts.
- Organic reach saw multiple peaks throughout the year (late February, mid-June & July, early September).

# ***Key Insights & Recommendations***

## ***Content Performance***

### **Collections & Locations**

- **Users prioritize food-related activities**, with the Culinary Experiences Collection receiving nearly three times more visits than the Wine Tasting Collection (which is in second place).
- **Less visited collections** (e.g., City Tours, Yacht Tours, Multiday Trips) have higher reading times, indicating that users who do visit these pages are more engaged.
- **Destination Weddings Collection received no visits**, highlighting an audience that is not yet fully reached.
- Most visitors are interested in activities in **Istanbul**.

### **Experiences:**

- **Most visited experiences are wine and food-related.**
- While visitors initially land on the Culinary Experiences Collection, they engage more deeply with **individual experiences in the Wine Tastings Collection**.
- City exploration experiences have higher reading times.
- Most visited experiences are located in the top middle (for desktop users) or top right for the mobile users.

### **Recommendations:**

- **Position experiences you want to sell most at the top of the list, mainly in the middle or right hand corner.**

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