

Overview

Sessions
45.3K
↑ 8.9% from previous 31 days

Unique Pageviews
125.2K
↑ 6.7% from previous 31 days

Avg. Session Duration
13:18
↓ -4.3% from previous 31 days

Bounce Rate
57%
↑ 1.6% from previous 31 days

Goals

User Reaching Login Page
749
↓ -2.3% from previous 31 days

User Reaching Customer Info Page
610
↑ 1.3% from previous 31 days

User Clicks Become A Customer
120
↑ 8.1% from previous 31 days

Total PDF Clicks
3,035
↑ 3.9% from previous 31 days

% of User Reaching Login Page
1.65%
↓ -10.4% from previous 31 days

% of User Reaching Cust Info Page
1.35%
↓ -7.0% from previous 31 days

% of User Clicks BaC
0.27%
↓ -0.8% from previous 31 days

% of User sessions with PDF Clicks
6.71%
↓ -4.7% from previous 31 days

Click Through Rate & Impressions
by Clicks, CTR, and Impressions

Google Search Clicks
32K
↓ -0.8%

URL CTR
3.1%
↑ 10.2%

Impressions
1.0M
↓ -10.0%

Avg. CPC
\$0.52
↑ 22.2%

Cost
\$379.47
↓ -0.1%

Line chart showing Url Clicks (green) and Impressions (red) from Aug 1 to Aug 29. Y-axis ranges from 0 to 1.5K for clicks and 0 to 40K for impressions.

Line chart showing Avg. CPC (blue) and Clicks (orange) from Aug 1 to Aug 29. Y-axis ranges from 0 to 1 for CPC and 0 to 60 for clicks.

Top Site Search Query

Query	Url Clicks
1. bsg	1,012
2. brewers supply group	614
3. melanoidin malt	390
4. bsg craft brewing	287
5. idaho 7 hops	241
6. bsg spot hops	238
7. biofine	211
8. bsg brewing	175
9. bsg hops	174
10. carafoam	171
11. zamba hops	156
12. carahell	153
13. biofine clear	144
14. cashmere hops	140
15. caramunich	139

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Most Successful Search Keywords (Google)
Keywords: words we chose that we want our ads to appear on

Keyword	Clicks
1. Dynamic Search Ads	2,745
2. brewers supply group	242
3. bsgwine	75
4. brew equipment canada	54
5. wine concentrate	53
6. canada brew	50
7. home brew supplies canada	45
8. hops	42
9. spirit liquor	39
10. cans for sale	34
11. aluminum cans	33
12. drink cans	31
13. beverage supply group	30
14. bulk grape juice	29
15. aluminum cans for sale	28

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Analytics

Most Commonly Used Device

Donut chart showing device usage: desktop (63.3%), mobile (35.6%), tablet.

Legend: desktop (blue), mobile (red), tablet (yellow)

Most Commonly Used Browser

Donut chart showing browser usage: Chrome (61.6%), Safari (26.1%), Firefox, Edge, Samsung Internet, Opera, Safari (in-app), Internet Explorer, Android Webview, others.

Legend: Chrome (yellow), Safari (teal), Firefox (red), Edge (purple), Samsung Internet (light blue), Opera (pink), Safari (in-app) (dark blue), Internet Explorer (light green), Android Webview (yellow-green), others (pink)

Daily User Activities Count
Internal IPs Excluded

Bar chart showing Sessions per day: Sunday (~4.2K), Monday (~8.8K), Tuesday (~9.1K), Wednesday (~7.5K), Thursday (~6.6K), Friday (~5.7K), Saturday (~3.1K).

Legend: Sessions (green)

Top Landing Pages

Landing Page	Sessions	Bounce Rate
1. /	9,973	26.78%
2. /spot-hops	1,718	83%
3. /BeACustomer	780	55.38%
4. /biofine-clear-1-kg	660	81.06%
5. /weyer mann-melanoidin-25-kg	650	78%
6. /rahr-north-star-pils	544	92.28%
7. /hops	541	26.43%
8. /weyer mann-munich-lt-type1-25kg	538	62.08%
9. /malt	536	14.37%
10. /weyer mann-caramunich-1-25-kg	533	62.29%

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Top Referral Traffic

Source	Users	New Users	Bounce Rate
1. google	22,991	18,225	56.64%
2. (direct)	6,507	5,973	61.65%
3. bing	921	593	43.29%
4. duckduckgo	291	249	53.09%
5. bsgcraftbrewing.com	256	178	53.73%
6. yahoo	247	174	37.43%
7. bsgcraftbrewing.com	138	68	23.66%
8. m.facebook.com	96	95	88.54%
9. bsgwine.com	78	50	42.07%
10. bsgdistilling.com	62	37	61.97%

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BSG Hops Referral Traffic

Source	Users	New Users	Bounce Rate
1. bsgcraftbrewing.com	138	68	23.66%

Top Product Pages

Landing Page	Url Clicks
1. https://bsgcraftbrewing.com/	2,627
2. https://bsgcraftbrewing.com/weyer mann-melanoidi...	695
3. https://bsgcraftbrewing.com/weyer mann-munich-lt-...	679
4. https://bsgcraftbrewing.com/weyer mann-caramuni...	619
5. https://bsgcraftbrewing.com/biofine-clear-1-kg	614
6. https://bsgcraftbrewing.com/idaho-7	468
7. https://bsgcraftbrewing.com/weyer mann-munich-d...	435
8. https://bsgcraftbrewing.com/weyer mann-carahell-2...	423
9. https://bsgcraftbrewing.com/weyer mann-carafoam...	381
10. https://bsgcraftbrewing.com/hs-sitiva	330

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Acquisition Channels

Default Channel Grouping	Users	New Users	Bounce Rate
1. Organic Search	23,424	18,322	56.78%
2. Direct	6,507	5,973	61.65%
3. Paid Search	1,681	935	43.87%
4. Referral	1,018	696	48.14%
5. Social	191	172	79.05%
6. Display	51	49	80.36%
7. (Other)	2	2	50%
8. Email	1	1	100%

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Most Clicked PDFs

Event Label	Default Channel Grouping	Total Events
1. INFO SHEET	Organic Search	816
2. Product Information Sheet	Organic Search	296
3. Application Sheet	Organic Search	191
4. View 2021 Price List	Organic Search	165
5. PRODUCT DATA SHEET	Organic Search	128
6. TECH SHEET	Organic Search	115
7. Flavor Ingredient Data Sheet	Organic Search	105
8. TECHNICAL DATA SHEET	Organic Search	104
9. BSG Hops Complete Listing	Organic Search	100
10. Product Info Sheet	Organic Search	92
11. PRODUCT SPEC SHEET	Organic Search	83
12. GLUTEN REDUCTION	Organic Search	74
13. Hard Seltzer FAQ & Example Recipe	Organic Search	68
14. Info Sheet	Organic Search	66

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