

Google Merchandise Store

GA4 Sample Monthly Analysis Report [SEO]- [June 23]



official merchandise store

<https://shop.googlemerchandisestore.com/>

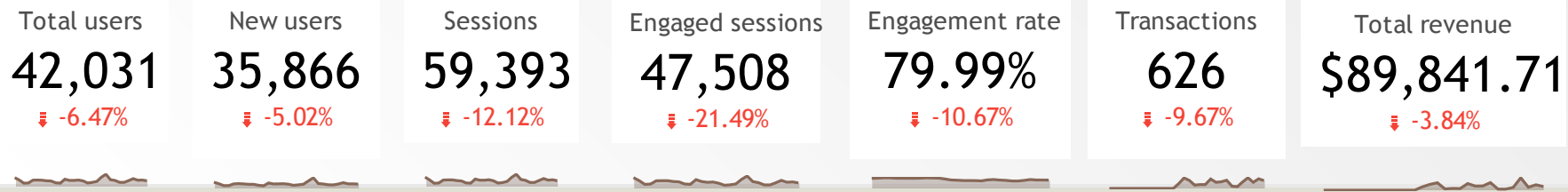
KPI's for SEO

1. Improve the website's organic traffic by 10%
2. Increase engaged sessions by 10%
3. Increase organic transactions by 5%
3. Improve the average position of keywords by 5% in Google SERP

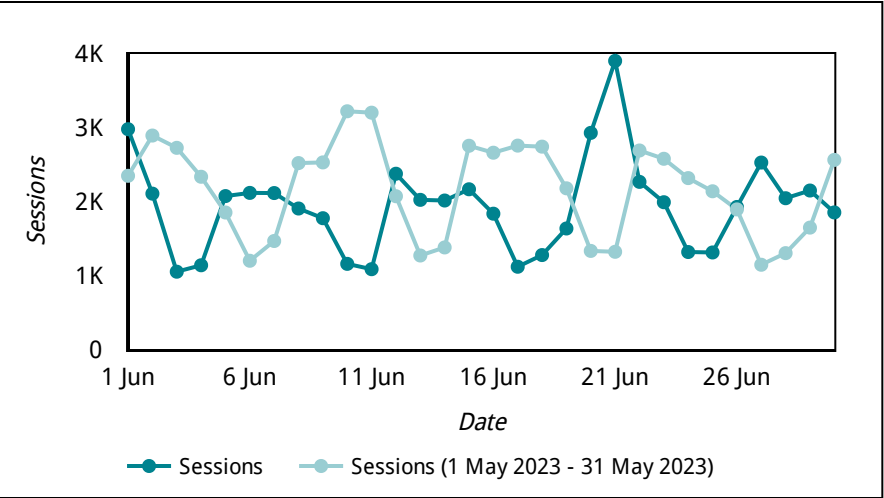
Country

Default channel group

1 Jun 2023 - 30 Jun 2023

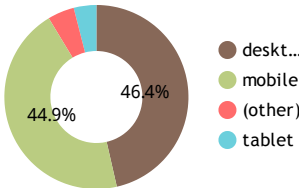


How are site sessions trending?

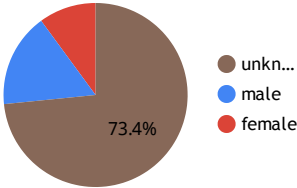


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Top Performing Devices:

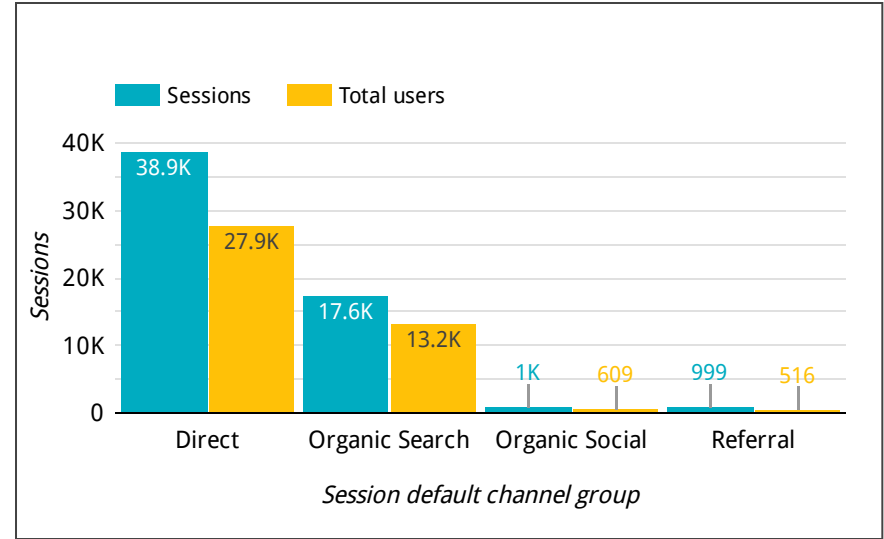


Gender:

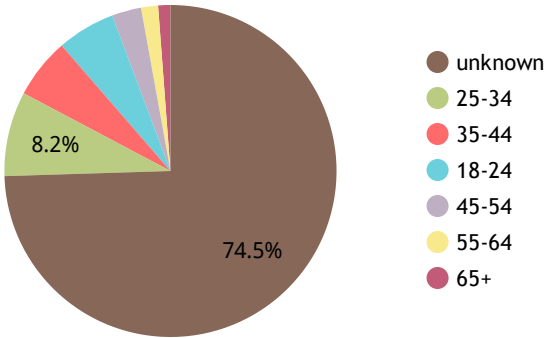


Which channels are driving engagement?

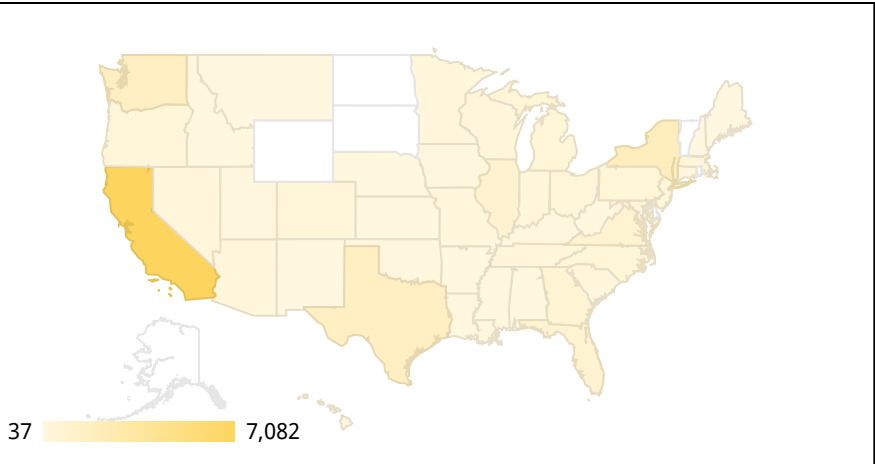
Goal: Engaged Users



Audience by Age Group:



US Cities by Users:



What are the top countries by sessions?

	Country	Total users	% Δ	New users	% Δ
1.	United States	21,884	8.3% ↑	17.7K	13.2% ↑
2.	India	4,732	-10.7% ↓	4.4K	-8.2% ↓
3.	Canada	4,399	28.4% ↑	4.1K	32.4% ↑
4.	China	1,627	-33.6% ↓	1.6K	-31.6% ↓
5.	Japan	855	-52.0% ↓	713	-53.7% ↓
6.	South Korea	714	-28.0% ↓	593	-26.4% ↓

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	Keyword	Keyword Difficulty ❶ ▾	Keyword Intents	Previous position	SERP Features by Keyword	Search Volume ❷ ▾	URL	Position
1.	google shopping login	90	navigational, t...	6	Reviews, People...	110	https://shop.go...	6
2.	chromedino	73	navigational	10	Knowledge pan...	590	https://shop.go...	10
3.	google notebook	71	navigational, t...	7	Image pack, Sit...	1300	https://shop.go...	7
4.	google sunglasses	65	informational	5	Image pack, Sit...	1300	https://shop.go...	5
5.	google sunglasses	65	informational	4	Image pack, Sit...	1300	https://shop.go...	4
6.	youtube store	63	transactional	1	Sitelinks, Revie...	590	https://shop.go...	1
7.	google merch	63	commercial	3	Sitelinks, Revie...	140	https://shop.go...	3
8.	mercha	59	navigational	0	Knowledge pan...	590	https://shop.go...	10
9.	mercha	59	navigational	9	Knowledge pan...	590	https://shop.go...	9
10.	youtube shop	59	commercial	4	Image pack, Sit...	260	https://shop.go...	4
11.	android stickers	58	informational	10	Image pack, Sit...	110	https://shop.go...	10
12.	stickers	57	informational	5	Image pack, Sit...	301000	https://shop.go...	6
13.	google merchandise	57	navigational	3	Sitelinks, Revie...	480	https://shop.go...	3
14.	youtube shopping	56	informational	5	Image pack, Sit...	260	https://shop.go...	5
15.	google classic	53	navigational, t...	10	Image pack, Re...	210	https://shop.go...	10
16.	youtube products	53	informational,...	7	Image pack, Sit...	140	https://shop.go...	7
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Top Organic SEO Keywords:

- 1. google t-shirt
- 2. google bike
- 3. google stickers
- 4. google bag
- 5. youtube store
- 6. google cloud bag
- 7. google water bottle
- 8. google backpack
- 9. men's google
- 10. google cap

Channel Breakdown Report

(Organic, Direct, Referral & Social)



Default Data

Click to select Google Analyti

Country

1 Jun 2023 - 30 Jun 2023

Default channel group

Channel Breakdown

	Session default channel group	Total users	% Δ	New users	% Δ	Sessions	% Δ	Conversions	% Δ
1.	Direct	27,874	31.1% ↑	24,392	40.7% ↑	38,874	24.4% ↑	168,092	-6.5% ↓
2.	Organic Search	13,213	-38.6% ↓	10,938	-39.8% ↓	17,622	-44.1% ↓	68,539	-57.8% ↓
3.	Organic Social	609	-19.8% ↓	349	-31.8% ↓	1,007	-14.2% ↓	5,681	-33.2% ↓
4.	Referral	516	-79.0% ↓	182	-88.8% ↓	999	-73.6% ↓	4,707	-75.9% ↓
	Grand total	42,031	-6.5% ↓	35,866	-5.0% ↓	59,393	-12.1% ↓	247,069	-33.4% ↓

Observations & Inferences

From the above ORSD Data, On June 23, **total users dropped by 6.5%** as compared to last month.

*** Organic Search:**

Organic Searches dropped by 36.98% in India, and In the US drop it by 19.83%

/Google+Redesign/Shop+by+Brand/YouTube - Organic users improved from 923 to 1174

/Google+Redesign/Apparel/Mens/Mens+T+Shirts - Organic users improved from 951 to 1112

/Google+Redesign/Apparel/- Organic users improved from 756 to 898

/Google+Redesign/Accessories/Google+Campus+Bike - Organic users improved from 430 to 489

Youtube is most selling product with Organic Traffic

for home page users drop is 85.41%, This drop can be due to drop-in searches of queries.

Top Referring Sites and Pages

(Organic, Referral, Direct & Social)



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Country

1 Jun 2023 - 30 Jun 2023

Default channel group

Top 10 Traffic Sources

	Session source	Session medium	Total users ▾	New users	Sessions
1.	(direct)	(none)	27,874	24,392	38.9K
2.	google	organic	11,661	9,380	16.1K
3.	baidu	organic	1,278	1,268	1.3K
4.	sites.google.com	referral	414	210	714
5.	art-analytics.appspot.com	referral	219	34	516
6.	bing	organic	155	130	217
7.	groups.google.com	referral	114	66	175
8.	m.baidu.com	referral	82	81	82
9.	analytics.google.com	referral	79	58	116

Top Landing pages

	Landing page + query string	Total u...	Δ	New u...	% Δ	Sess...	% Δ	Conversions	% Δ
1.	(not set)	314	-1.3K ↓	6	500.0% ↑	396	-79.8% ↓	14	-64.1...
2.	/Google+Redesign/Apparel/Mens?...	48	-	1	-	63	-	373	-
3.	/Google+Redesign/New?sortci=ne...	45	-	2	-	128	-	438	-
4.	/Google+Redesign/Clearance	41	-	1	-	53	-	503	-

Observations & Insights

The main traffic sources are Direct and Google and google subdomains.



Default Data
Click to select Google Analyti

Country

1 Jun 2023 - 30 Jun 2023

Default channel group

Total users

67.6K

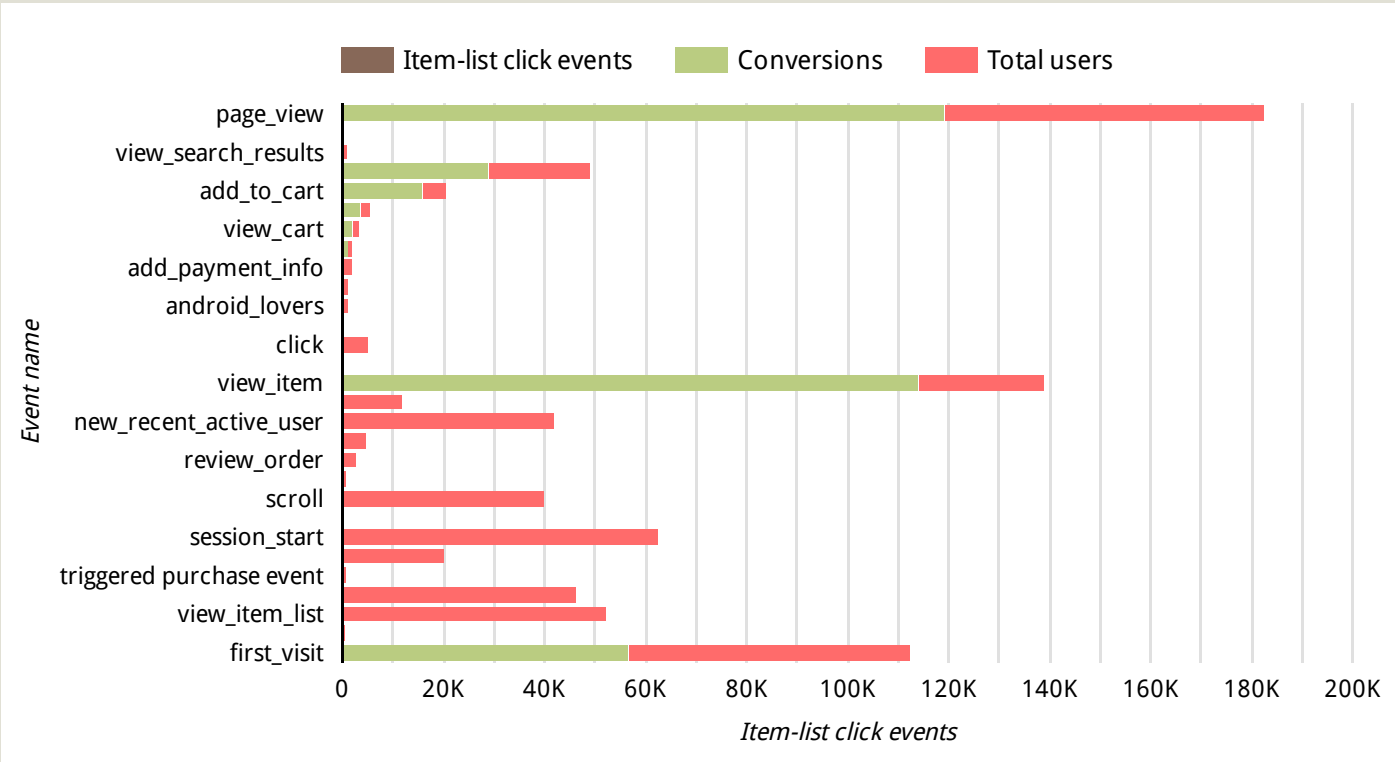
Conversions

340.9K

Events per session

14.71

Events:



6 months Performance

(Organic, Direct, Referral & Social)

1 Jan 2023 - 30 Jun 2023

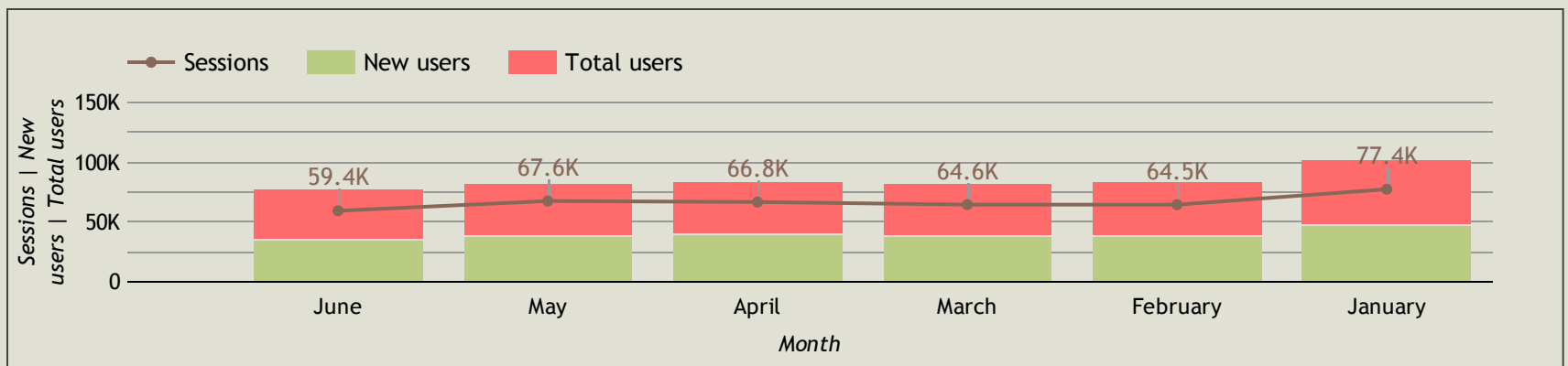
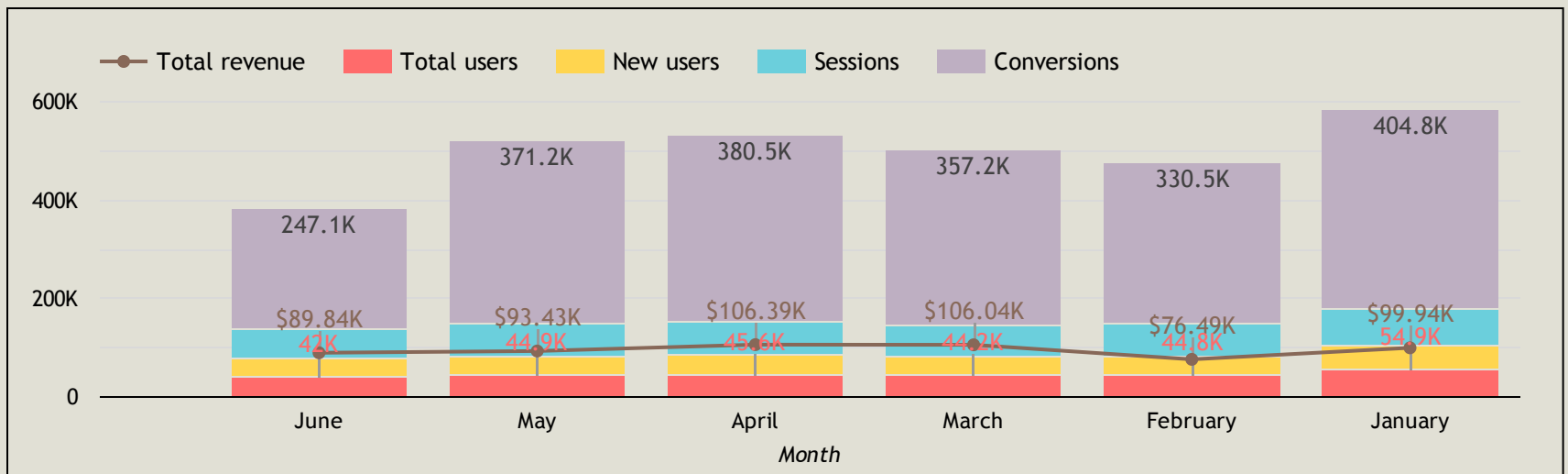


GA4 - Google Merch Shop

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Default channel group

	Month	Total users	New users	Sessions	Conversions	Total revenue
1.	June	42K	35.9K	59.4K	247.1K	\$89.84K
2.	May	44.9K	37.8K	67.6K	371.2K	\$93.43K
3.	April	45.6K	39.2K	66.8K	380.5K	\$106.39K
4.	March	44.2K	38K	64.6K	357.2K	\$106.04K
5.	February	44.8K	38.9K	64.5K	330.5K	\$76.49K
6.	January	54.9K	48K	77.4K	404.8K	\$99.94K
	Grand total	254.7K	237.6K	396.7K	2.1M	\$572.12K



Observations & Inferences:

From the above data, it is observed that January 23 was the best-performing month for website visitors and conversions through ORSD channels.

External links

7,561



Internal links

7,624



Page ascore

36

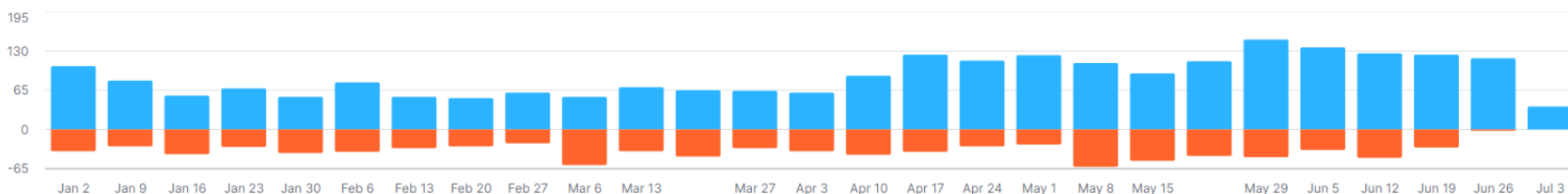


New and Lost Referring Domains

Widget Scope: Root Domain

☒ New ☒ Lost

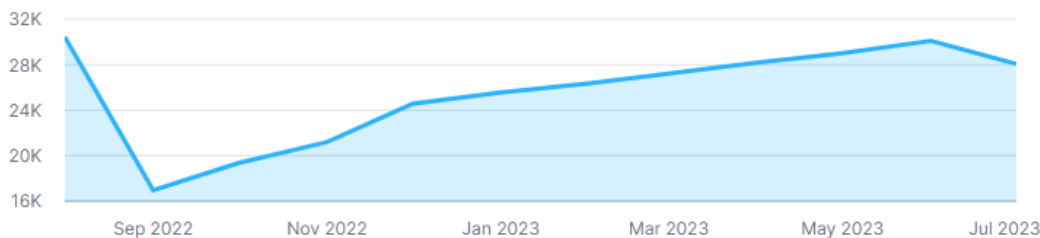
Weekly



Backlinks

Widget Scope: Root Domain

1Y All Time



	Page as...	External ...	Source title	Source url	Target url	Anchor	Nofollow
1.	22	8	Accessories Android ...	https://www.androidp...	https://shop.g...	you can buy sta...	FALSE
2.	6	76	googblogs.com All G...	https://www.googblog...	https://shop.g...	Google Merchan...	FALSE
3.	4	20	Gyónás leforráz Részv...	https://theosophy.ph/...	https://shop.g...	Google Gradient...	FALSE
4.	4	23	purée chercher Fahre...	http://yuyang.lionfree...	https://shop.g...	Google Ombre L...	FALSE
5.	0	24	Úsměv spolužák V mn...	http://bedrijfslaadpaa...	https://shop.g...	Google Vintage ...	FALSE
6.	0	22	Izr Ločiti Enostaven za...	http://artsygeeks.com...	https://shop.g...	Google Sticker	FALSE
7.	0	25	Bandel bekennen Ime...	http://emlacing.dk/a...	https://shop.g...	Google Unisex F...	FALSE

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Insights:

The backlinks count **dropped by 2000** on June 23 vs May 23. This can be the major reason behind the ORSD traffic drop.

Key Takeaways

1. **Direct** and **Organic Search** is the prime channel for O, R, S, and D traffic
2. Website O, R, S, and D traffic has **dropped by 6.5%** compared to the previous month
3. The top 5 countries for website visitors are the **United States, Canada, India, China, Japan**
4. Top performing Devices are **mobiles/smartphones**, need to focus on mobile-specific website optimizations for better results
5. 8.2% website audience falls in the **age group of 25-34**, and 65% audience is unknown
6. The Top Region for website visitors in **California**, Region-specific content can be created on the website such as offers, blogs, and testimonials from a particular region, etc
7. From 6 month's data analysis, the most performing month was **Janury 23**
8. Backlinks data seems to be lost, need to work on **backlinks improvement**