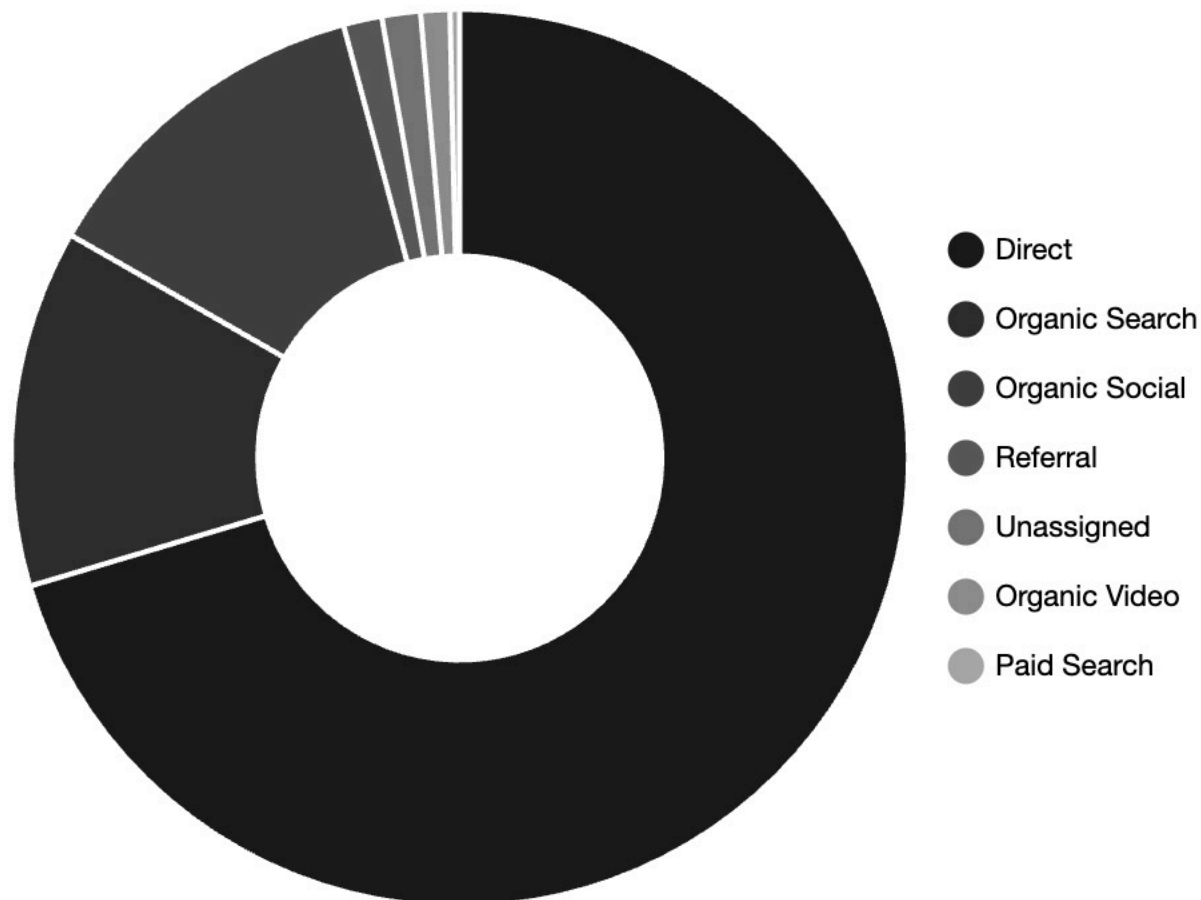


Channel Group Sessions Distribution



Channel Insights

- **Direct traffic overwhelmingly dominates at 70.38% of sessions**, indicating strong brand recall or repeat visitors. This creates an extreme channel imbalance, posing a **high risk if direct navigation or brand interest declines, making the traffic strategy highly vulnerable.**
- **Organic Search (12.89%) and Organic Social (12.54%) are significantly underperforming relative to Direct.** There is substantial untapped potential in enhancing SEO and social media optimization efforts to diversify traffic sources and improve overall site discoverability.
- **Referral (1.39%) and Paid Search (0.35%) are nearly negligible.** These represent critical **missed opportunities for growth.** Strategic link-building for referrals and targeted PPC campaigns are crucial to unlocking new, scalable acquisition funnels and capturing immediate, high-intent demand currently being overlooked.
- The 1.39% Unassigned traffic warrants immediate investigation to ensure accurate channel attribution and improve overall data integrity for informed decision-making.

Location Data

Town/City	Views	One-Day Active Users
Metuchen	2955	155
Snellville	530	35
Monroe	520	15
(not set)	350	185
Lalitpur	320	30
Kathmandu	220	45
New York	130	15
San Jose	110	85
Des Moines	75	70
Moses Lake	55	50

Location Insights

- **Metuchen drives the highest views (2955)**, yet its active user engagement rate is only moderate compared to its volume.
- **San Jose, Des Moines, and Moses Lake demonstrate exceptional engagement (77–93% active users)**, indicating highly interested audiences despite lower traffic.
- **Monroe and Snellville show significantly low engagement (15–35 users from ~500 views)**, suggesting poor content relevance or targeting for these cities.
- National traffic from cities like San Jose exhibits higher engagement than international locations such as Lalitpur and Kathmandu, where user activity is comparatively lower.
- The **"(not set)" location is a critical anomaly**, showing **unexpectedly high engagement (185 users from 350 views)** that requires immediate data collection or attribution investigation.

Keyword Data

Keyword	Clicks	Impr.	CTR (%)	Pos.
awwtomatic	110	430	25.58%	1.0
automation platform	150	4100	3.66%	57.0
rpa	75	3450	2.17%	66.0
crm tools	40	4950	0.81%	72.0
best email automation platform	30	2395	1.25%	47.0
crm automation tools	20	2275	0.88%	63.5
automation platforms	15	2090	0.72%	54.5
email marketing automation platforms	12	1440	0.83%	56.0
crm tool	10	1070	0.93%	53.7

Keyword Insights

- The branded term **"awwtomatic"** demonstrates strong performance with a top #1 ranking, robust CTR of 25.6%, and solid click volume, reflecting excellent brand visibility and relevant content alignment.
- High-impression keywords like **"automation platform," "rpa,"** and **"crm tools"** show significant traffic potential but suffer from low click-through rates (under 4%) and poor rankings (positions 47 to 72), indicating major visibility and engagement gaps.
- Commercially valuable terms such as **"best email automation platform"** and **"crm automation tools"** also have low CTRs and are buried deep in search results (positions 47 to 64), signaling untapped opportunity in these competitive segments.
- To unlock organic growth, prioritize SEO efforts to improve rankings for these high-impression, low-CTR keywords through targeted content enhancements, on-page optimization, and authoritative link building.

URL Performance

URL	Impr.	Clicks	CTR (%)
https://www.awwtomatic.com/blog/top-crm-tool	3,187	180	5.65%
https://awwtomatic.com/	2,076	130	6.26%
https://www.awwtomatic.com/	1,954	120	6.14%
https://www.awwtomatic.com/services/social-media-automation	1,423	90	6.32%
https://www.awwtomatic.com/blog/top-project-management-tool	1,198	30	2.50%
https://www.awwtomatic.com/blog	943	40	4.24%
https://www.awwtomatic.com/blog/top-automation-platforms	867	28	3.23%
https://www.awwtomatic.com/services/blog-automation	779	15	1.93%
https://www.awwtomatic.com/blog/top-automation-platforms-2025	642	22	3.43%

URL Performance Insights

- The primary homepage (awwtomatic.com) maintains solid visibility with over 2,000 impressions and 130 clicks, but the CTR at **6.26%** suggests moderate user engagement, highlighting room for improvement.
- The www version of the homepage performs similarly with nearly 2,000 impressions and 120 clicks at a **6.14% CTR**, reinforcing consistent brand presence across domains but also showing opportunity to boost click-through.
- Key content pages such as the “**top CRM tool**” blog post lead with the **highest impressions (3,187) but only 180 clicks, resulting in a relatively low CTR of 5.65%, indicating potential for better optimization to increase user action.**
- Other service and blog pages including social media automation and project management topics show lower engagement with CTRs mostly ranging between **2.5% and 6.3%**, reflecting steady but limited audience interaction.
- Pages with particularly low CTRs, such as blog automation and top automation platforms (**below 4%**), suggest clear opportunities to improve calls-to-action, metadata, or content relevancy to enhance click rates.
- The emerging content on future automation platforms has moderate impressions (~642) and a CTR of **3.43%**, highlighting initial interest but signaling the need for targeted strategies to boost engagement.