

Google Analytics

Started: June 23, 2025

This document analyzes WeddingSalon's Google Analytics, what the data presented reflects, and what can be done to improve traffic and sales given this data.

Data reflects the last month.

User & Traffic Acquisition

1. Direct: Users typed the website URL directly into their browser, used a bookmark, or clicked a link from an offline source.
2. Organic Search: Traffic coming from search engines.
3. Organic Social: Traffic coming from social media
4. Referral: Traffic that comes from other websites that link yours.

User Acquisition: Initial source that brings users to a site

First user prim...Channel Group		↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Total		25,670 100% of total	25,667 100% of total	1,076 100% of total	22s Avg 0%	0.29 Avg 0%	119,696 100% of total	0.00	0%
1	Direct	22,449 (87.45%)	22,422 (87.36%)	575 (53.44%)	15s	0.23	93,254 (77.91%)	0.00 (-)	0%
2	Organic Search	1,734 (6.75%)	1,682 (6.55%)	363 (33.74%)	1m 13s	0.84	15,860 (13.25%)	0.00 (-)	0%
3	Organic Social	860 (3.35%)	851 (3.32%)	31 (2.88%)	20s	0.52	4,087 (3.41%)	0.00 (-)	0%
4	Referral	715 (2.79%)	707 (2.75%)	106 (9.85%)	1m 35s	0.84	6,454 (5.39%)	0.00 (-)	0%
5	Unassigned	6 (0.02%)	3 (0.01%)	0 (0%)	36s	0.33	26 (0.02%)	0.00 (-)	0%
6	Email	1 (<0.01%)	1 (<0.01%)	1 (0.09%)	2m 36s	1.00	8 (<0.01%)	0.00 (-)	0%
7	Organic Shopping	1 (<0.01%)	1 (<0.01%)	0 (0%)	34s	1.00	7 (<0.01%)	0.00 (-)	0%

Traffic Acquisition: Tracks all sessions on your website, regardless of whether they are new or returning users.

Session primary...Channel Group		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
Total		28,531 100% of total	7,556 100% of total	26.48% Avg 0%	19s Avg 0%	4.20 Avg 0%	119,696 100% of total	0.00	0%	\$0.00
1	Direct	23,720 (83.14%)	4,896 (64.8%)	20.64%	12s	3.68	87,245 (72.89%)	0.00 (-)	0%	\$0.00 (-)
2	Organic Search	2,775 (9.73%)	1,582 (20.94%)	57.01%	55s	6.95	19,286 (16.11%)	0.00 (-)	0%	\$0.00 (-)
3	Organic Social	947 (3.32%)	472 (6.25%)	49.84%	21s	4.63	4,383 (3.66%)	0.00 (-)	0%	\$0.00 (-)
4	Referral	936 (3.28%)	625 (8.27%)	66.77%	1m 07s	6.76	6,331 (5.29%)	0.00 (-)	0%	\$0.00 (-)
5	Unassigned	45 (0.16%)	2 (0.03%)	4.44%	14m 42s	54.07	2,433 (2.03%)	0.00 (-)	0%	\$0.00 (-)
6	Email	2 (<0.01%)	1 (0.01%)	50%	1m 18s	4.00	8 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
7	Organic Shopping	1 (<0.01%)	1 (0.01%)	100%	34s	7.00	7 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
8	Organic Video	1 (<0.01%)	1 (0.01%)	100%	18s	3.00	3 (<0.01%)	0.00 (-)	0%	\$0.00 (-)

- The overwhelming majority of user & traffic acquisition is direct.

- We don't know how users heard about us, and our marketing efforts are unclear. This usually signals brand awareness or loyalty, but in our case, it's mostly **new users** with **low engagement**. That's inconsistent and problematic.
- Despite the majority of direct sessions, the engagement rate, average engagement time, and events per session is the lowest in comparison to the other main channels.
 - Leads me to believe a lot of this is misattributed traffic. People potentially stumble on the website by accident.
- Next best is organic search.
 - Total users can improve, but it has a better new users to returning users ratio and a way better average engagement time.
 - Pretty decent engagement rate, engagement time, and events per session.
 - Has a lot of potential for growth.
 - This emphasizes the importance of **SEO**. Users are more actively engaged as they're most likely searching for us, but we need to attract more users and keep them not just longer, but also to convert to sales.
- Organic social
 - Not too many users and they're basically all new with very low engagement times.
 - Very little traffic, but the engagement rate is relatively high.
 - It's clear that social media is working in some aspect in bringing in users. It could be better, but the ultimate problem is the website because they are not staying on the site after finding it.
- Referral
 - Highest average engagement time per user and per session, and has the highest engagement rate.
 - It's important to find out what sites are referring this traffic other than social media.
 - nycforfree.co
 - mlchicagosocial.com
 - chicagostyleweddings.com
 - evite.com
 - njwedding.com
 - chatgpt.com
 - +more
- ★ Overall, any suggestions for making changes to the website for SEO purposes I support because they reported high engagement rates in user and traffic acquisition. They are the most likely to make sales. We need to rank higher on Google for people to find the website first.
 - Utilization of the blog could be highly beneficial for SEO, but the interface desperately needs to be changed.
- ★ Referrals have a lot of potential as well, we just need more people to refer to us, but again it all boils down to the website, as people are clicking but not staying.

- ★ Having the total revenue be \$0 for all categories is confusing. Are people even buying tickets?

Pages & Screens

Shows how users interact with each web page or app screen.

Page path and screen class +		↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total		44,756 100% of total	25,492 100% of total	1.76 Avg 0%	22s Avg 0%	119,471 100% of total	0.00	\$0.00
1	/	21,875 (48.88%)	17,682 (69.36%)	1.24	8s	62,636 (52.43%)	0.00 (-)	\$0.00 (-)
2	/schedule/	3,014 (6.73%)	2,074 (8.14%)	1.45	18s	7,211 (6.04%)	0.00 (-)	\$0.00 (-)
3	/show/chicago-may-2025-showcase/	2,422 (5.41%)	1,831 (7.18%)	1.32	12s	7,099 (5.94%)	0.00 (-)	\$0.00 (-)
4	/show/new-york-april-2025-showcase/	2,417 (5.4%)	1,728 (6.78%)	1.40	13s	6,940 (5.81%)	0.00 (-)	\$0.00 (-)
5	/exhibit-with-us/	2,303 (5.15%)	1,659 (6.51%)	1.39	26s	4,884 (4.09%)	0.00 (-)	\$0.00 (-)
6	/checkout/	1,942 (4.34%)	1,336 (5.24%)	1.45	1m 35s	3,694 (3.09%)	0.00 (-)	\$0.00 (-)
7	/show/new-york-july-2025-showcase/	1,220 (2.73%)	1,116 (4.38%)	1.09	10s	3,818 (3.2%)	0.00 (-)	\$0.00 (-)
8	/show/miami-june-2025-showcase/	996 (2.23%)	794 (3.11%)	1.25	15s	2,743 (2.3%)	0.00 (-)	\$0.00 (-)
9	/why-attend/	877 (1.96%)	828 (3.25%)	1.06	20s	2,067 (1.73%)	0.00 (-)	\$0.00 (-)
10	/about-us/	699 (1.56%)	477 (1.87%)	1.47	32s	1,464 (1.23%)	0.00 (-)	\$0.00 (-)
11	/vendor-registration/	675 (1.51%)	615 (2.41%)	1.10	6s	1,950 (1.63%)	0.00 (-)	\$0.00 (-)

Top performing:

- Checkout page: 1,336 active users, really high average engagement count. Shows that people are checking out because it takes some time to put in your credit card information.
 - There are no key events or revenue being tracked, which could be very beneficial for this account so that we know what percentage of people are clicking the place order button and actually buying tickets.
 - Good sign that it's a higher performing page in relation to sales.
- Exhibit with us: 1,659 active users, above average engagement time.
 - Exhibitors are just as important for these bridal showcases and given that the exhibit with us button is directly on the homepage, this page probably performs better thanks to it.

Low Performing:

- Any of the showcase paths: Decent active users, but terrible engagement times.
 - Lack of event description when you click to buy tickets is probably why people click off the page so fast.
 - Could also be that people are buying tickets so they exit the page fast.
 - Key events for how many users click the add to cart button should be added.
- Homepage: Although the highest view and active users count, the engagement time is really really bad.
 - All the tips we provided in first-day assignments should be taken into account, and any SEO practices so that we keep people reading for longer.

- There's a shop page? Confused on why it's there as it shows that you can buy past events. Has little engagement but when you remove tickets from cart it you "return to shop" and it sends you there instead of back to the homepage.

Found all the orders received pathways, shown after customers ordered a ticket.

Past 30 days

Date	Total Users	Total # of order received page views	Percentage of users who purchased tickets
Jun 22, 2025	124	0	0%
Jun 21, 2025	183	0	0%
Jun 20, 2025	305	0	0%
Jun 19, 2025	267	3	1%
Jun 18, 2025	199	10	5%
Jun 17, 2025	301	3	1%
Jun 16, 2025	397	5	1.25%
Jun 15, 2025	203	6	3%
Jun 14, 2025	121	0	0%
Jun 13, 2025	392	7	1.79%
Jun 12, 2025	240	11	4.58%
Jun 11, 2025	382	15	3.93%
Jun 10, 2025	297	2	0.67%
Jun 9, 2025	429	2	0.5%
Jun 8, 2025	114	1	0.88%
Jun 7, 2025	171	2	1.17%
Jun 6, 2025	357	10	2.80%
Jun 5, 2025	617	7	1.13%
Jun 4, 2025	266	4	1.50%

Jun 3, 2025	248	0	0%
Jun 2, 2025	521	2	0.38%
Jun 1, 2025	202	0	0%
May 31, 2025	214	0	0%
May 30, 2025	292	4	1.37%
May 29, 2025	778	0	0%
May 28, 2025	126	0	0%
May 27, 2025	244	1	0.41%
May 26, 2025	860	0	0%
May 25, 2025	99	0	0%
			Average: 1.12%

- About 1.12% of users who come to the site make a purchase.
- The number could be a lot better. Sits below the average conversion rate of 2-5%

Outlier, worth mentioning spikes in purchases

May 19, 2025	418	31	7.41%
May 15, 2025	445	36	8.09%
May 12, 2025	250	26	10.40%
Apr 28, 2025	267	26	9.74%
Apr 23, 2025	467	92	19.70%
Apr 21, 2025	679	95	13.99%
Apr 17, 2025	371	64	17.25%