

Finance

Google Analytics

For the fourth to sixth months of the campaign, we are aiming to increase our website and Google Business Profile's visibility. Here are some of the metrics we measure and their improvements.

Conversion

We compared conversions for October - November vs. August - September. As seen in the image below, phone clicks improved by 115.4% in October - November 2023.

Event name ↕	Count	% change	Users	% change
click	76	↑ 153.3%	42	↑ 110.0%
first_visit	402	↑ 44.1%	401	↑ 43.7%
page_view	1,524	↑ 95.4%	411	↑ 47.3%
phone-click	28	↑ 115.4%	20	↑ 100.0%
scroll	538	↑ 73.5%	181	↑ 20.7%
session_start	672	↑ 83.6%	412	↑ 47.7%

User Acquisition

For new user acquisition, new users from organic search increased by 49.37% in October - November 2023. Engaged sessions from organic search also increased by 78.83%.

First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions
SHOW ALL ROWS	402	991	58.1%	0.9	1m 25s	4,376	28.00
	vs. 279	vs. 229	vs. 52.31%	vs. 0.82	vs. 82.4s	vs. 3,354	vs. 12.00
	↑ 44.09%	↑ 70.74%	↓ -11.6%	↑ 16.47%	↑ 36.94%	↑ 85.11%	↑ 133.33%
Organic Search							
Oct 1 - Nov 30, 2023	236	245	61.87%	1.01	1m 42s	2,895	17.00
Jul 30 - Sep 28, 2023	158	137	65.87%	0.87	56s	1,342	8.00
% change	49.37%	78.83%	-6.07%	16.76%	74.93%	100.82%	112.5%
Direct							
Oct 1 - Nov 30, 2023	149	130	50.99%	0.87	1m 54s	1,579	10.00
Jul 30 - Sep 28, 2023	91	74	59.68%	0.81	1m 22s	844	4.00
% change	63.74%	75.68%	-15.57%	6.58%	-21.3%	87.89%	150%

Google Search Console

Here are the metrics we measure in the Google Search Console. Total clicks increased by 33.33% and total impressions increased by 22.04% in October - November 2023 compared to August - September 2023. The average click-through rate also improved, from 1.3% to 1.4%.

