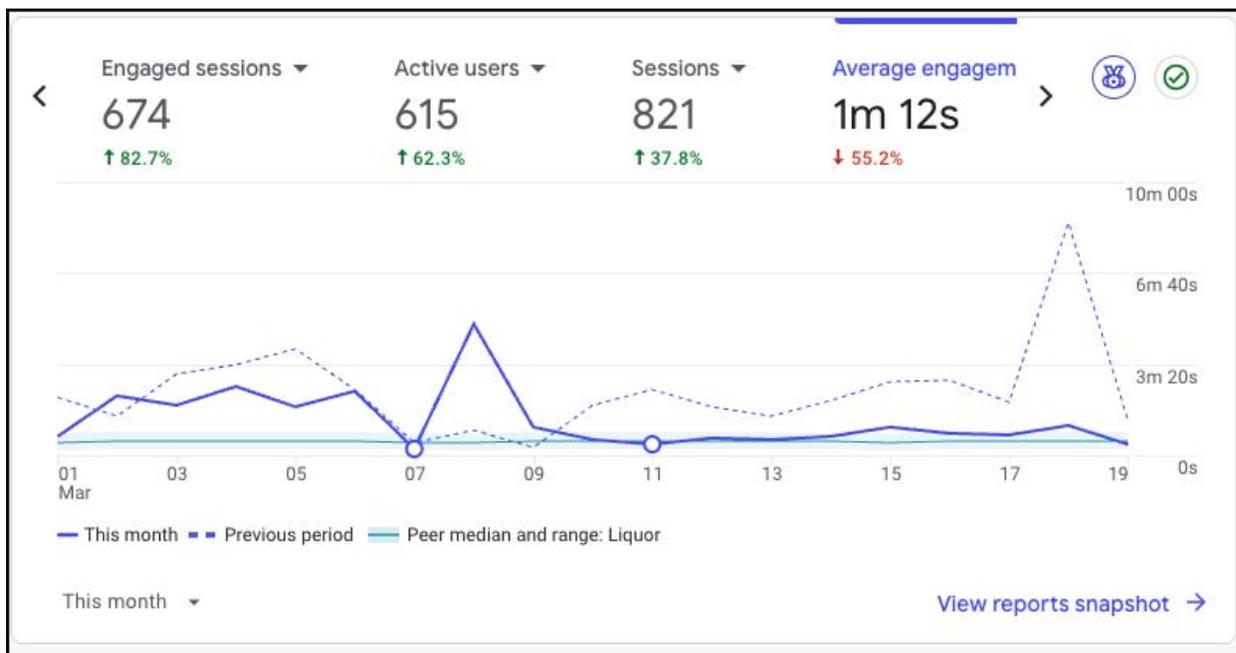# From Mar 1–Mar 19

Our GA4 "Home" cards are telling a clear story (growth + mixed depth):

- **Active users: 615 (↑ 62.3%)**
  Report wording: "We grew unique visitors significantly vs the previous period (the "previous period" is **Feb 10–Feb 28 (19 days)**—more people are finding ARC Liquor Stores and engaging with the site."

- **Sessions: 821 (↑ 37.8%)**
  Report wording: "Overall traffic volume is up—users are starting more visits, not just showing up once."

- **Engaged sessions: 674 (↑ 82.7%)**
  Report wording: "Quality improved strongly—engaged sessions are up faster than total sessions, meaning more visitors are staying long enough to be counted as 'engaged' (not bouncing instantly)."

- **Average engagement time per active user: 1m 12s (↓ 55.2%)**
  Report wording: "While traffic and engaged sessions increased, average engagement time dropped—this typically happens when you bring in a lot of new traffic that completes quick actions (e.g., clicks out to shop/call) or when more sessions are short/intention-driven."
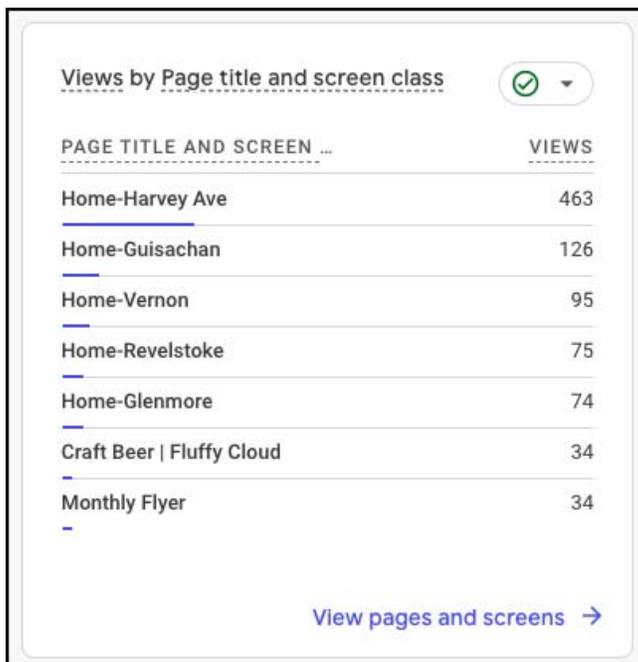
Implications

What's good

- Bigger reach (**+62% users**) and more total visits (**+38% sessions**).

- Strongest win is **engaged sessions (+83%)** → suggests the site is attracting more "real" visitors, not just drive-by traffic.

What to watch

- The drop in **avg engagement time** doesn't automatically mean "bad." It often means:

    ○ More visitors are coming with clear intent and acting quickly (call/shop).

    ○ Or more mobile/quick-check visitors are increasing the mix.

    ○ Or a spike day is pulling the average down (you've got a visible spike around the 17th).

Total ● Home-Harvey Ave ■ Home-Guisachan ◆ Home-Vernon ▼ Home-Revelstoke ▲ Home-Glenmore

| Plot rows | Q Search... | | | | | Rows per page: 10 ▾ | Go to: 1 | ‹ 1-10 of 250 › |

☐		Page title 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	1,883 100% of total	615 100% of total	3.06 Avg 0%	1m 12s Avg 0%	5,258 100% of total	3,142.00 100% of total	$0.00
☑	1	Home-Harvey Ave	463 (24.59%)	232 (37.72%)	2.00	44s	1,333 (25.35%)	673.00 (21.42%)	$0.00 (−)
☑	2	Home-Guisachan	126 (6.69%)	86 (13.98%)	1.47	47s	462 (8.79%)	283.00 (9.01%)	$0.00 (−)
☑	3	Home-Vernon	95 (5.05%)	70 (11.38%)	1.36	36s	337 (6.41%)	146.00 (4.65%)	$0.00 (−)
☑	4	Home-Revelstoke	75 (3.98%)	49 (7.97%)	1.53	22s	245 (4.66%)	138.00 (4.39%)	$0.00 (−)
☑	5	Home-Glenmore	74 (3.93%)	50 (8.13%)	1.48	32s	234 (4.45%)	155.00 (4.93%)	$0.00 (−)
☐	6	Craft Beer | Fluffy Cloud	34 (1.81%)	10 (1.63%)	3.40	2m 38s	72 (1.37%)	18.00 (0.57%)	$0.00 (−)
☐	7	Monthly Flyer	34 (1.81%)	26 (4.23%)	1.31	24s	70 (1.33%)	33.00 (1.05%)	$0.00 (−)
☐	8	Whisky Tasting	33 (1.75%)	23 (3.74%)	1.43	13s	57 (1.08%)	32.00 (1.02%)	$0.00 (−)
☐	9	Beers	26 (1.38%)	23 (3.74%)	1.13	8s	72 (1.37%)	51.00 (1.62%)	$0.00 (−)
☐	10	Fluffy Cloud	26 (1.38%)	3 (0.49%)	8.67	9m 41s	57 (1.08%)	0.00 (0%)	$0.00 (−)

Views by Page title and screen class ⊘ ▾

PAGE TITLE AND SCREEN ...	VIEWS
Home-Harvey Ave	463
Home-Guisachan	126
Home-Vernon	95
Home-Revelstoke	75
Home-Glenmore	74
Craft Beer | Fluffy Cloud	34
Monthly Flyer	34

View pages and screens →

Total site usage (all pages)
• 1,883 views from 615 active users
• 3.06 views per active user
• Avg engagement time: 1m 12s
• This says: traffic is real, people are clicking around (3+pages per person), and they're not bouncing instantly.

Store landing page performance

Your "store selector" pages are doing their job — they're functioning like traffic hubs that route customers to locations and (now) to Barnet.
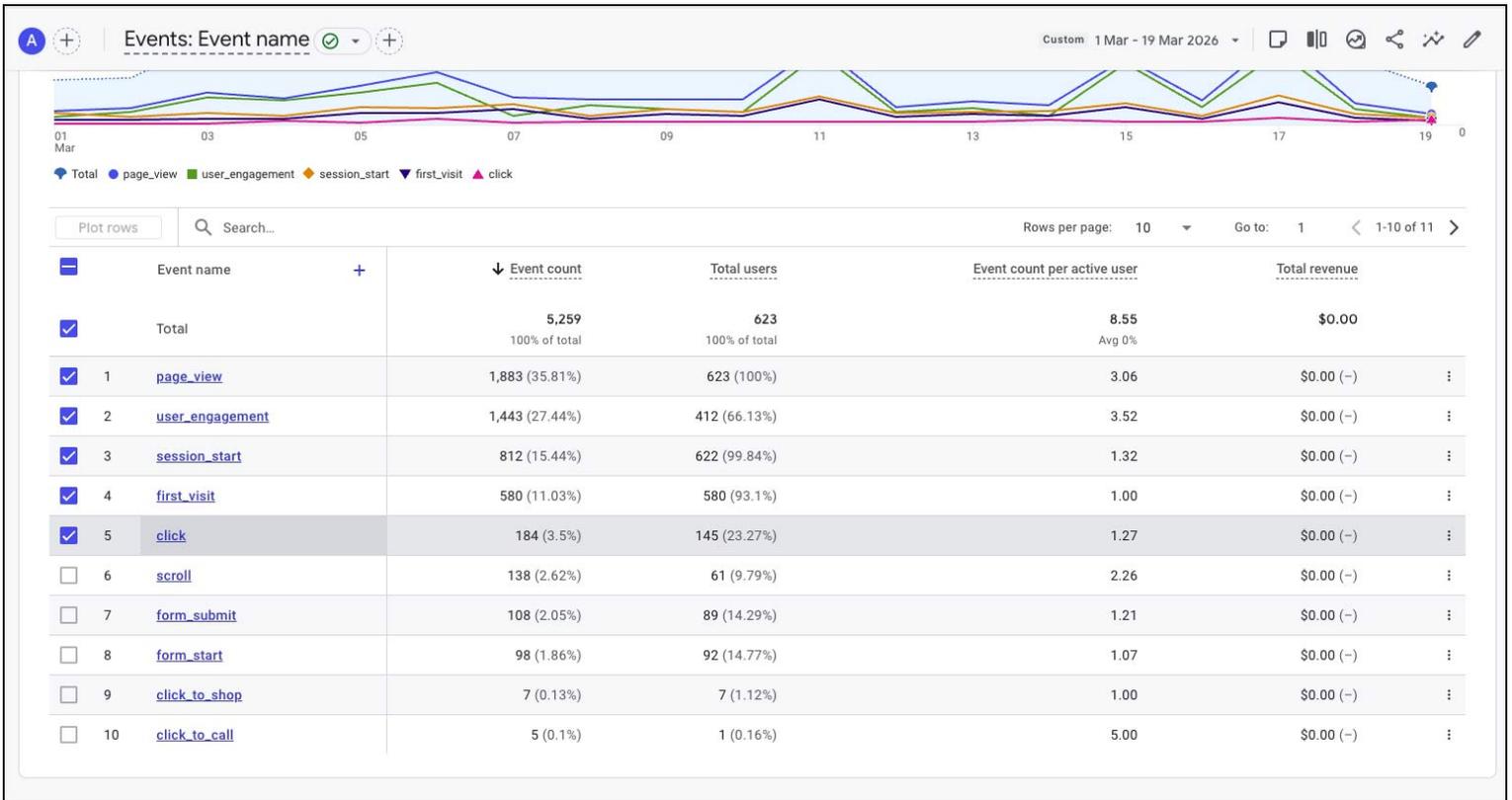
Top store pages by views:

- **Home–Harvey Ave: 463 views** (≈ **24.6%** of all views)

- **Home–Guisachan: 126**

- **Home–Vernon: 95**

- **Home–Revelstoke: 75**

- **Home–Glenmore: 74**

Implication: Harvey is the primary entry point right now, but the other stores are getting meaningful exposure too — the multi-store structure is working.

Engagement on store pages ranges from 22–47 seconds, indicating users are spending enough time to browse/store-navigate rather than bouncing.

Feature content shows strong "quality" signals (e.g., Craft Beer | Fluffy Cloud: 2m38s average engagement), supporting the strategy of using content to drive customers toward store shopping actions.

Events: Event name

	Event name	↓ Event count	Total users	Event count per active user	Total revenue	
☑	Total	5,259 (100% of total)	623 (100% of total)	8.55 (Avg 0%)	$0.00	
☑ 1	page_view	1,883 (35.81%)	623 (100%)	3.06	$0.00 (−)	⋮
☑ 2	user_engagement	1,443 (27.44%)	412 (66.13%)	3.52	$0.00 (−)	⋮
☑ 3	session_start	812 (15.44%)	622 (99.84%)	1.32	$0.00 (−)	⋮
☑ 4	first_visit	580 (11.03%)	580 (93.1%)	1.00	$0.00 (−)	⋮
☑ 5	click	184 (3.5%)	145 (23.27%)	1.27	$0.00 (−)	⋮
☐ 6	scroll	138 (2.62%)	61 (9.79%)	2.26	$0.00 (−)	⋮
☐ 7	form_submit	108 (2.05%)	89 (14.29%)	1.21	$0.00 (−)	⋮
☐ 8	form_start	98 (1.86%)	92 (14.77%)	1.07	$0.00 (−)	⋮
☐ 9	click_to_shop	7 (0.13%)	7 (1.12%)	1.00	$0.00 (−)	⋮
☐ 10	click_to_call	5 (0.1%)	1 (0.16%)	5.00	$0.00 (−)	⋮

Topline site activity (what it means)

From the Home snapshot:

- **Active users: 615 (↑ 62.3%)**

- **Sessions: 821 (↑ 37.8%)**

- **Engaged sessions: 674 (↑ 82.7%)**

- **Avg engagement time per active user: 1m 12s (↓ 55.2%)**

Implication:

We're bringing **more people** onto the ARC site and getting **more sessions**.

The big jump in **engaged sessions** means visitors aren't just bouncing — they're actually interacting.

The **average engagement time is down** because growth usually brings in more "quick check" visitors (they land, find a store, click out). That's not bad — it often means the site is doing its job faster.

Event tracking (this is the setup we just earned)

Your Events report shows:

- **Total events: 5,259**

- **page_view:** 1,883

- **click:** 184

- **click_to_shop:** 7   *(— just added, brand new tracking, so the number is small right now)*

- **click_to_call:** 5   *(— brand new tracking, so the number is small right now)*

Implication:

- We can now report **action intent**, not just traffic.

- Even with only ~48 hours of tracking, we're already seeing **measured outbound behaviour**:

  - Click-to-call and Barnet outbound click tracking was implemented this week, so counts only reflect the first 1–2 days of measurement. These metrics will become more meaningful week-over-week.

This work gives Hans **clean reporting inputs** for:

- Store-level interest (which store pages people are choosing)

- Outbound intent (who clicked to shop / clicked a product / clicked to call)

- Future correlation: "When ARC site traffic rises, do Barnet clicks rise too?"

It doesn't prove purchases yet — but it finally quantifies **ARC site influence** on Barnet traffic. I would need to insert Google Analytics into the e-commerce website to record accurate data.

This is your **Key Events** list — meaning GA4 is treating these as *important actions* (conversions / priority actions), not just "normal events."

•**page_view (1.2k):** baseline reach — how much the site is being consumed.

•**user_engagement (915):** strong interaction volume — users are actively engaging, not just bouncing.

•**session_start (486):** roughly the number of visits (sessions) created in the period.

•**first_visit (374):** a lot of **new** users — supports growth claims.

- **click (119) + scroll (72):** measurable on-site interaction beyond page loads.

- **click_to_call (4): newly implemented** call-intent tracking (small count is expected because it was only added yesterday/today).
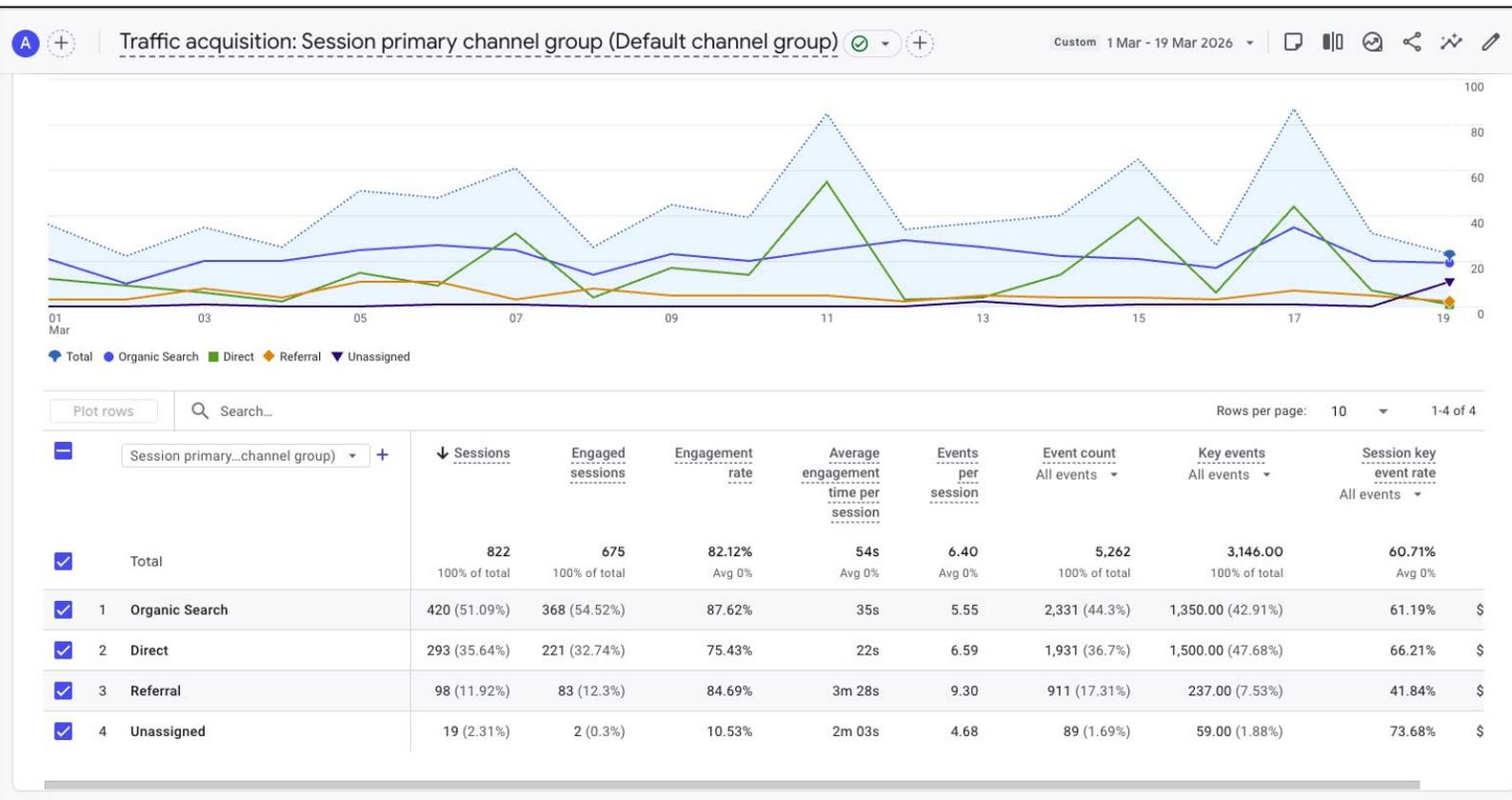
Beyond traffic, GA4 is now capturing *intent actions* — including click-to-call — so reporting can highlight not just visits, but measurable customer actions.

Key Events Summary (Mar 1–Mar 19): 1.2k page views, 915 engagement events, 374 first-time visitors, and the first measured **click-to-call** actions (tracking added this week).

Engagement quality by page (important nuance)

- Store pages show ~**22s–47s** average engagement (Harvey ~44s, Guisachan ~47s, Vernon ~36s, Revelstoke ~22s, Glenmore ~32s).

- Your "Craft Beer | Fluffy Cloud" content shows **2m 38s** average engagement.

- One "Fluffy Cloud" row shows very high time (**9m 41s**) but low users; treat that as outlier/sample-size weirdness.

Implication: store pages are doing their job (quick decision pages), and the content pages are driving deeper engagement (which supports SEO and brand).

		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	822 100% of total	675 100% of total	82.12% Avg 0%	54s Avg 0%	6.40 Avg 0%	5,262 100% of total	3,146.00 100% of total	60.71% Avg 0%	
1	Organic Search	420 (51.09%)	368 (54.52%)	87.62%	35s	5.55	2,331 (44.3%)	1,350.00 (42.91%)	61.19%	$
2	Direct	293 (35.64%)	221 (32.74%)	75.43%	22s	6.59	1,931 (36.7%)	1,500.00 (47.68%)	66.21%	$
3	Referral	98 (11.92%)	83 (12.3%)	84.69%	3m 28s	9.30	911 (17.31%)	237.00 (7.53%)	41.84%	$
4	Unassigned	19 (2.31%)	2 (0.3%)	10.53%	2m 03s	4.68	89 (1.69%)	59.00 (1.88%)	73.68%	$

Acquisition mix (Traffic acquisition)

From your Sessions by channel:

- **Organic Search: 420** sessions (**51.1%**)

- **Direct: 293** (**35.6%**)

- **Referral: 98** (**11.9%**)

- **Unassigned: 19** (**2.3%**)

Implication: Organic is now your #1 driver — that's a big KPI because it shows the site is earning traffic without paid spend.

Engagement by channel (this is a great story)

- **Referral** has the strongest engagement time per session: **3m 28s**

- Organic: **35s**

- Direct: **22s**

Implication: referrals are sending higher-quality traffic (likely from partner links, social, or other sites). Organic is bringing volume; referrals bring depth.

In Summary

From Mar 1–19, in comparison to ARC Liquor Stores site traffic from Feb 10–Feb 28 (19 days) increased materially: **615 active users (+62%)** and **821 sessions (+38%)**.

Organic Search is now the #1 channel at **420 sessions (51%)**, This aligns with the SEO improvements underway—Search Atlas is being used to systematically expand local keyword coverage, strengthen on-page signals, and build authority through citations/backlinks. (See section below). Next report: we'll show ranking and visibility deltas.

Store pages are being actively used across locations (Harvey 463 views; Guisachan 126; Vernon 95; Revelstoke 75; Glenmore 74).

We implemented new GA4 (*Google Analytics)* tracking via GTM (*Google Tag Manager*) to measure high-intent actions: **click-to-call** and outbound clicks into each store's Barnet e-commerce site (**shop clicks** and **product clicks**), including a **store label** derived from the Barnet domain. E.g.,

[https://kelownaharveyave.armstrong.coop/products/4586510-33-acres-fluffy-cloud-ipa]

Early data: click-to-call is now measurable (**4 key events so far**; tracking went live on Wednesday). Next week we'll have a full reporting window.

The Big Win — "Intent Tracking" Now Live

New Events We Can Report Weekly

We now measure:

- **click_to_call** = taps on phone numbers (tel:)

- **click_to_shop** = outbound clicks to Barnet store home/category pages

- **click_to_product** = outbound clicks to specific Barnet product pages

Each event carries:

- **store** (Harvey/Guisachan/Glenmore/Revelstoke/Vernon)

- **page_path** (which ARC page triggered it)

- **link_text** (what button/link was clicked)

- **link_url** (exact destination in Barnet)

Interpretation:

This lets us answer:

✅ "Which store pages are generating the most e-commerce clicks?"

✅ "Which store's Barnet site is getting the most outbound traffic from ARC?"

✅ "Which buttons are working (Shop vs Buy)?"

✅ "How many people tried to call from the website?"

What Search Atlas can do:-

Local SEO structure: keyword targeting, on-page optimization, internal linking, topical mapping

Local keyword strategy: identifies high-intent local terms + gaps per store/location page

Content planning: topic clusters that grow non-paid traffic over time

Content roadmap: builds topical coverage so ARC becomes the "answer" for local searches

On-page optimization: tighter titles/meta/internal links and page relevance signals

Authority building: supports **citations + backlink opportunities** (mentions/placements) to increase trust (credibility signals)

Competitive intel: tracks who outranks ARC and why, so fixes are targeted

Reporting: consolidates progress into measurable KPIs (rankings, visibility, share of voice)