



ARC Weekly GA4 Report

Leadership Summary • Standardized Weekly Board Report

Report Week: May 25 – May 31, 2026

Executive Snapshot

Traffic softened compared with the previous week, but the site still produced a commercially useful result. ARC recorded 251 active users, 346 sessions, 841 page views, and 2,429 total events for May 25–May 31.

The strongest story is intent quality: click_to_shop reached 101, and the new Vernon Square Mall page generated 66 views after the website button was added to the store Google Business Profile. That gives leadership a clear operational win to pair with the softer top-line numbers.

AU ACTIVE USERS

251

↓ 7.0%

vs May 18–May 24

S SESSIONS

346

↓ 9.4%

vs May 18–May 24

ES ENGAGED SESSIONS

337

↓ 11.1%

vs May 18–May 24

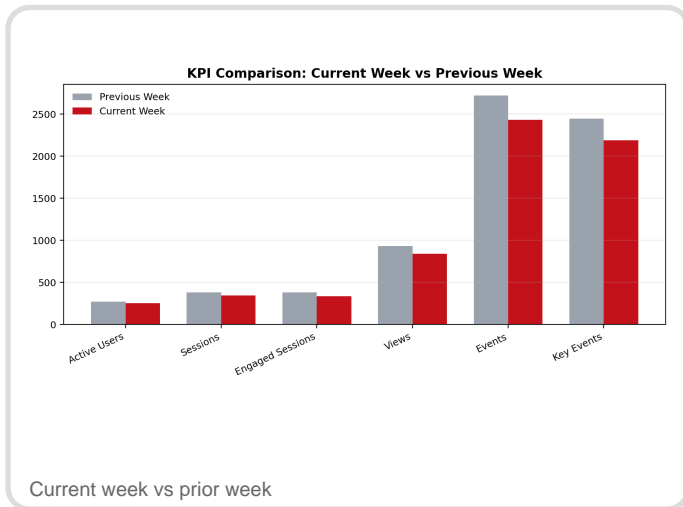
CT CLICK TO SHOP

101

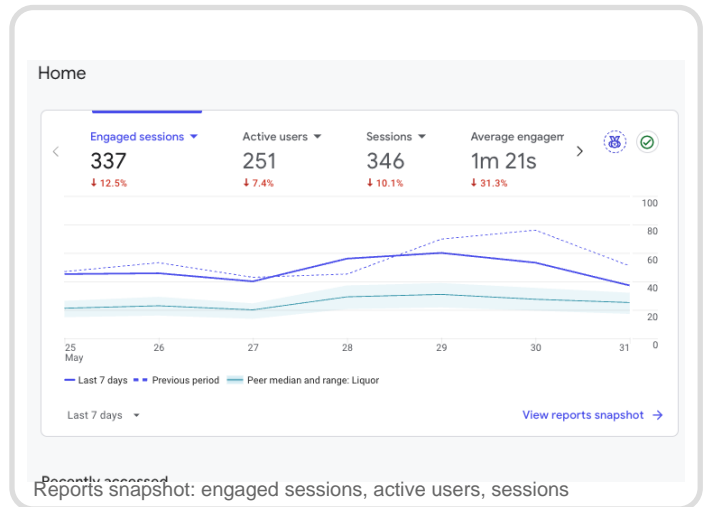
↓ 16.5%

vs May 18–May 24

Weekly KPI Comparison



Supporting GA4 Screenshot



Leadership Notes

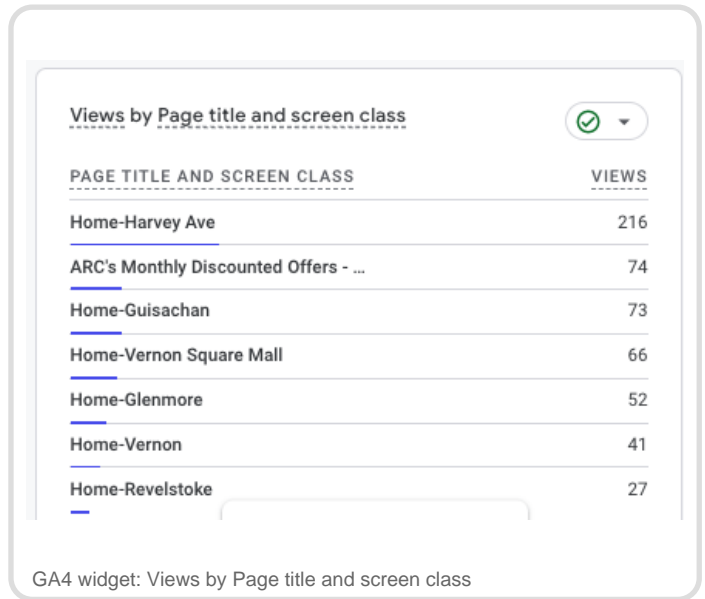
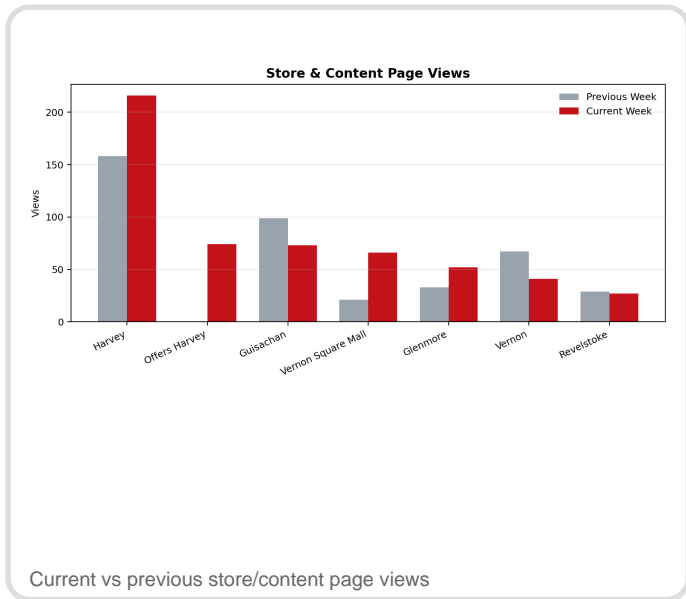
- › Top-line volume declined after last week's stronger performance, so this report should be framed as a softer traffic week rather than a negative performance week.
- › Intent remains healthy: 101 click_to_shop events show customers are still moving from ARC pages into the Barnet shopping pathway.
- › The new Vernon Square Mall page is now showing measurable traffic after the Google Business Profile website button was added, with 66 views, 31 active users, and 1m 14s average engagement time.



Store Page Performance

Store pages, monthly offers, and Vernon Square Mall activity

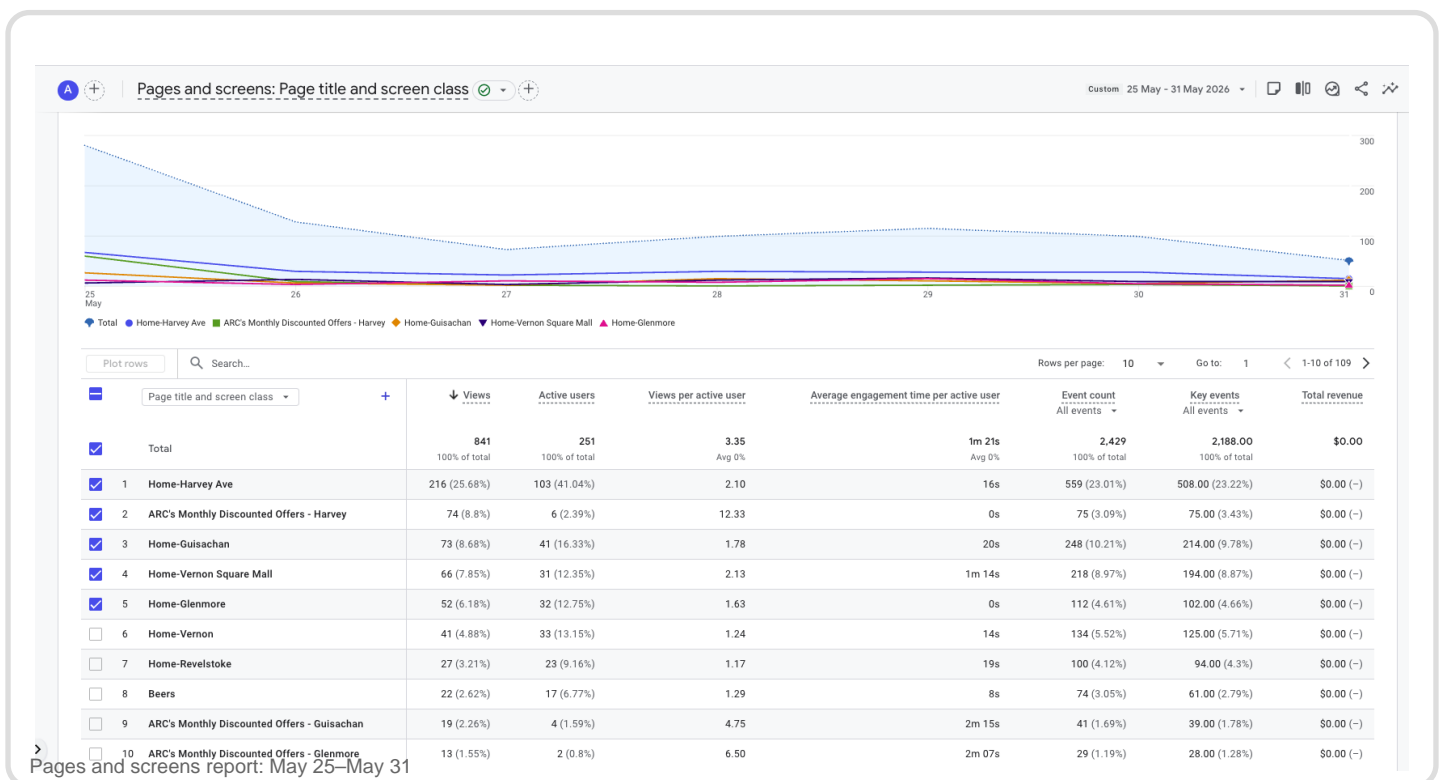
Store & Content Page Views



Store Highlights

- › Harvey remained the main website hub with 216 views, up from 158 the previous week.
- › The Harvey monthly discounted offers page generated 74 views, showing the monthly offer content is becoming part of the customer journey.
- › Vernon Square Mall increased to 66 views and 31 active users, a strong early signal after adding the website button to the store GBP.

Detailed GA4 Screenshot



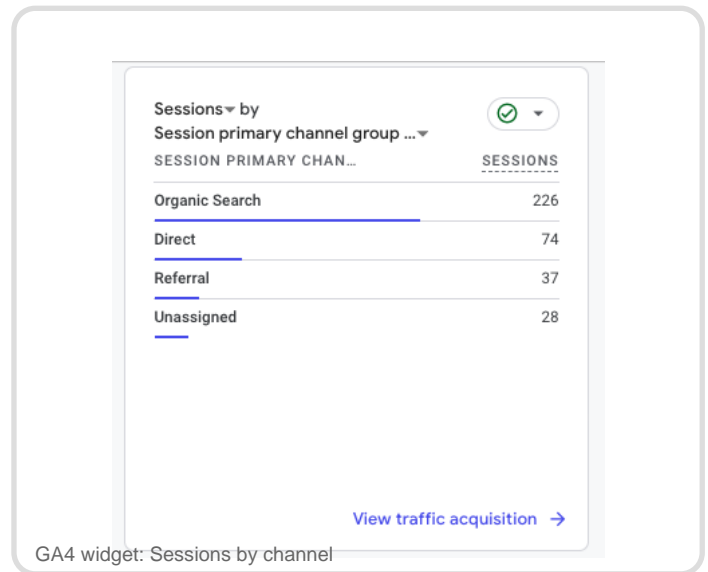
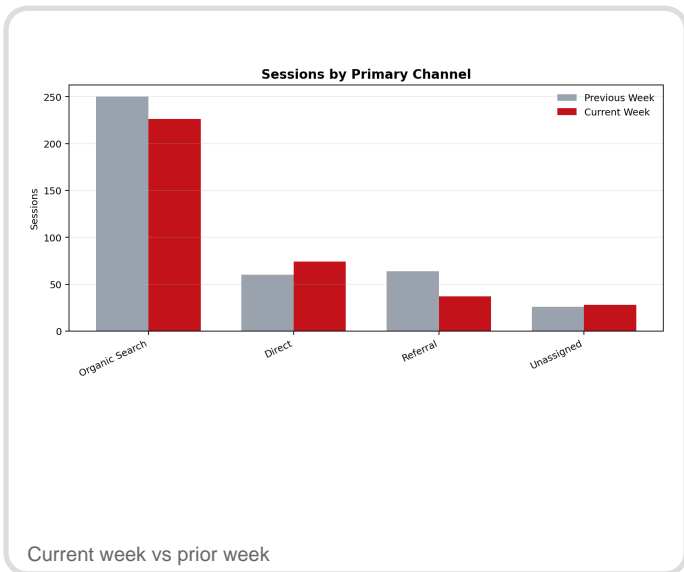


Traffic Acquisition

Organic Search remains the largest source; Direct and Referral still contribute

<p>OS ORGANIC SEARCH</p> <p>226</p> <p>↓ 9.6%</p> <p>vs May 18–May 24</p>	<p>D DIRECT</p> <p>74</p> <p>↑ 23.3%</p> <p>vs May 18–May 24</p>	<p>R REFERRAL</p> <p>37</p> <p>↓ 42.2%</p> <p>vs May 18–May 24</p>	<p>U UNASSIGNED</p> <p>28</p> <p>↑ 7.7%</p> <p>vs May 18–May 24</p>
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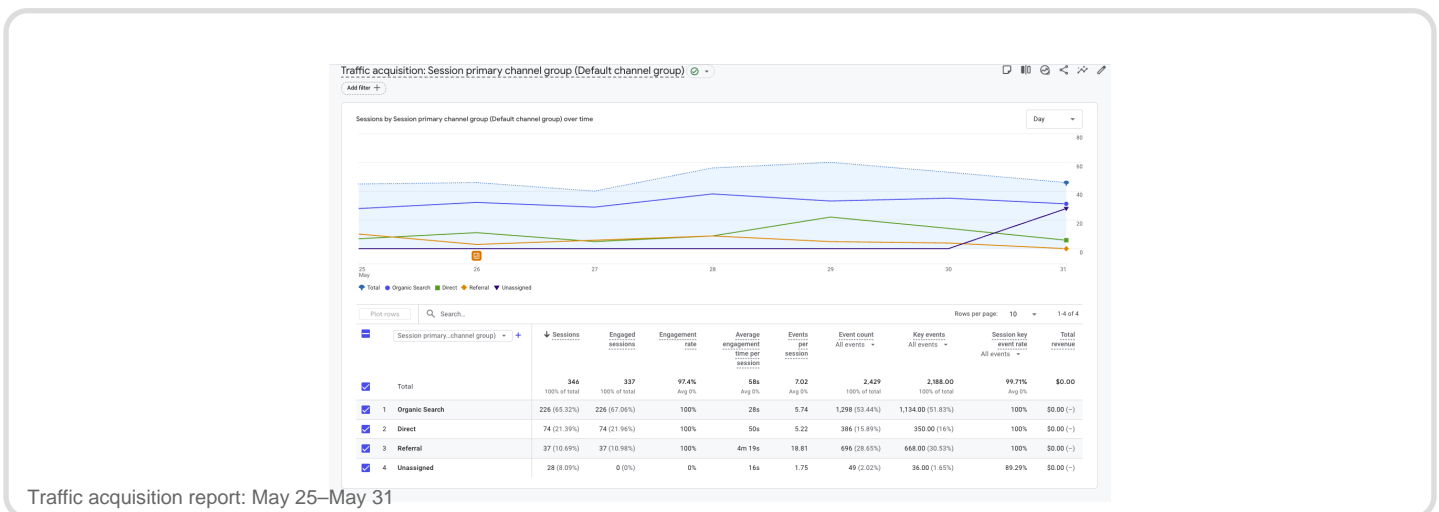
Sessions by Channel



Acquisition Highlights

- Organic Search continues to carry the website with 226 sessions, keeping search as ARC's largest discovery channel.
- Direct increased to 74 sessions, which can reflect returning visitors, saved links, GBP activity, or untagged links.
- Referral softened to 37 sessions, but the Referral audience produced deeper engagement in the traffic acquisition report.

Detailed GA4 Screenshots





Events & Intent Tracking

Shopping-path clicks and measurable user actions

PV PAGE VIEWS

841

↓ 9.6%

vs May 18–May 24

C CLICKS

129

↓ 11.0%

vs May 18–May 24

CT CLICK TO SHOP

101

↓ 16.5%

vs May 18–May 24

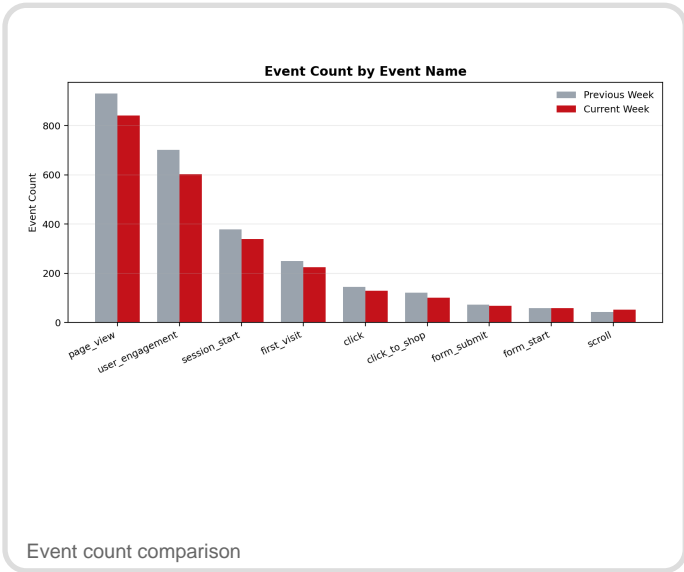
FS FORM SUBMITS

68

↓ 5.6%

vs May 18–May 24

Events by Name



EVENT NAME	EVENT COUNT
page_view	841
user_engagement	602
session_start	339
first_visit	225
click	129
click_to_shop	101
form_submit	68

GA4 widget: Event count by event name

Intent Tracking Notes

- › click_to_shop reached 101. This is lower than last week's 121, but it remains a strong commercial-intent signal.
- › Form submits reached 68, which shows customers are still using the website for direct action, not just browsing.
- › Scroll activity increased to 52, which suggests a portion of the audience continued to explore content even during a softer traffic week.

Detailed GA4 Screenshot

