Weekly Performance Report

Organic Search and shopping clicks rose as overall reach softened.

November 9–15, 2026 | Comparison November 2–8, 2026

Week 35 recorded 372 sessions, down 2.6%, and 284 active users, down 6.9%. Organic Search rose from 220 to 268 sessions while Direct fell from 155 to 90. Page views reached 851 and Click-to-Shop rose from 98 to 105 actions.

1) Executive Snapshot

Area	Leadership reading
Reach	372 sessions, down 2.6%. Active users fell 6.9%.
Shopping intent	105 Click-to-Shop actions from 70 users.
Direct discovery	90 sessions, down from 155.
Organic Search	268 sessions, up from 220.
Measurement	Listed channel rows sum to 373 versus 372 total.

2) KPI Scorecard

Metric	Week 35	Change
Sessions	372	▼ 2.6%
Engaged sessions	370	▼ 3.1%
Active users	284	▼ 6.9%
New users	245	▼ 10.9%
Page views	851	▲ 2.3%
Avg engagement / active user	2m 04s	▲ 0.4%†
Total users	290	▼ 6.1%
Total events	2,583	▲ 2.5%
Click-to-Shop	105	▲ 7.1%
Key events	2,383	▲ 0.7%

Percentages compare with the saved Week 34 values. † Engagement-time change comes from the GA4 comparison card.

Store visibility & acquisition

3) Store & Content Page Performance

Page	Views	Users	Avg time	WoW
Harvey Avenue	104	60	1m 11s	▲ 7.2%
Guisachan	86	44	1m 14s	▲ 28.4%
ARC Liquor All Stores	74	48	20s	▼ 27.5%
Glenmore	54	30	2s	▼ 3.6%
Vernon 58th Avenue	51	35	1m 02s	▼ 32.9%
Revelstoke	43	22	1m 10s	▲ 2.4%
Vernon Square Mall	35	23	1m 40s	▲ 2.9%
Emily Home	26	2	13m 45s	Not shown
Meet Emily	19	4	5m 37s	Not shown
Featured Emily’s Wine Selects	17	6	2m 30s	Not shown

The six store homepages received 373 views, up one from Week 34. Including the All Stores gateway, the seven pages drew 447 views, or 52.5% of all 851 views. Harvey led with 104 views, and Guisachan rose to 86 from 67. The gateway and Vernon 58th Avenue had the largest declines among the core pages. Emily Home drew 26 views from two active users and Featured Emily’s Wine Selects drew 17 from six. Internal activity may contribute.

4) Traffic Sources

Channel	Sessions	Share	Engaged	WoW
Organic Search	268	72.04%	268	▲ 21.8%
Direct	90	24.19%	90	▼ 41.9%
Referral	10	2.69%	10	▲ 150.0%
Unassigned	4	1.08%	0	0.0%
AI Assistant	1	0.27%	1	▼ 50.0%

Organic added 48 sessions and Direct lost 65. The five displayed rows add to 373 sessions and 369 engaged sessions, while GA4 reports 372 and 370 overall. Channel shares are shown as reported.

First-user acquisition recorded 245 new users. Organic Search brought 179 (73.1%), Direct 58, Referral seven and AI Assistant one. GA4 counted 290 total users and 59 returning users.

Customer actions & intent

5) Events Snapshot

Event	Count	Users	WoW
page_view	851	286	▲ 2.3%
user_engagement	684	165	▲ 7.5%
session_start	371	288	▼ 2.9%
first_visit	245	245	▼ 10.9%
click	124	82	▲ 13.8%
scroll	108	43	▼ 18.2%
click_to_shop	105	70	▲ 7.1%
form_submit	53	37	▲ 60.6%
form_start	38	38	▲ 65.2%
click_to_call	2	2	Not shown

Click-to-Shop activity rose while the number of users taking that action stayed near Week 34. Form submissions rose 60.6% and form starts rose 65.2%. These counts measure separate actions. Review the underlying form records to confirm enquiries.

6) Intent Tracking (ARC to Barnet)

Measure	Week 35	Meaning
Click-to-Shop	105 / 70 users	Shopping-path actions, up 7.1%
Click-to-Product	Not shown	Outside the supplied event rows
Key events	2,383	Includes routine site activity
Session key-event rate	100%	Share of sessions with a configured key event
GA4 revenue	$0.00	Barnet transactions require separate confirmation

GA4 counted 371 session_start events and 372 sessions. Session totals come from Traffic Acquisition. The supplied Events view shows 10 of 12 rows.

Leadership priorities

7) Recommended Next Steps

1. Review landing pages and campaign tagging behind the 65-session Direct decline.
2. Use Search Console to identify the search queries and landing pages behind Organic Search growth.
3. Check the drop in views for the All Stores gateway and Vernon 58th Avenue.
4. Review whether internal activity contributed to the Emily page totals.
5. Reconcile the GA4 session channel rows and headline totals.
6. Verify form activity against enquiries and check Barnet outcomes where records are available.

Week 35 in perspective

More visitors discovered ARC through search, and visitors generated more page views and shopping clicks despite lower overall reach. Click-to-Shop users held near the prior week and Direct accounted for the largest channel decline. Validate the increase in form activity against actual enquiries.

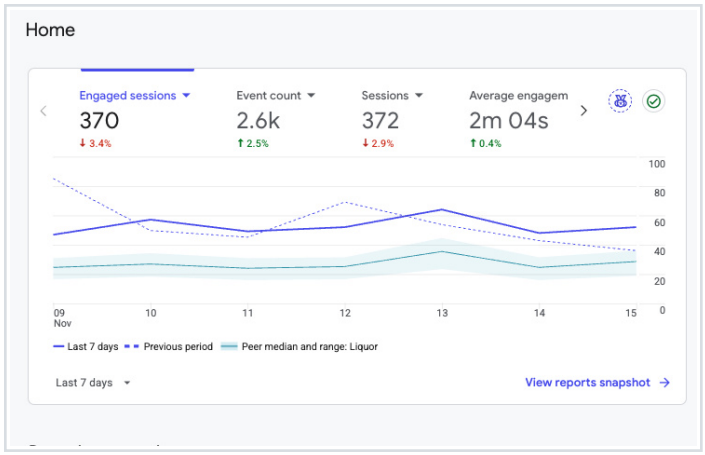
“Search brought more visitors to ARC, and shopping clicks rose even as overall traffic eased.”

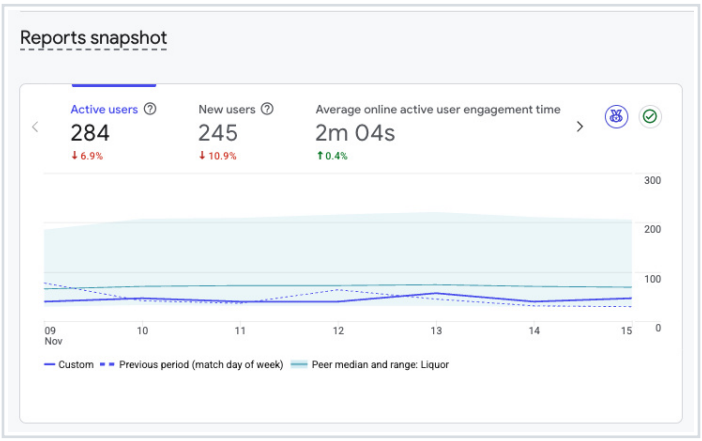
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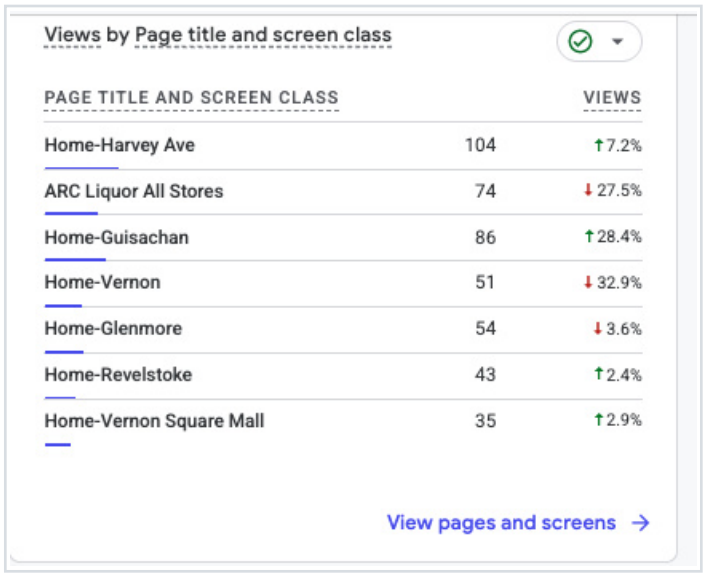
Week-over-week percentages use exact counts from the November 9–15 GA4 screenshots and the saved Week 34 report. GA4 cards may use a different snapshot. The Home card shows sessions down 2.9% and engaged sessions down 3.4%. The Traffic card shows Organic Search up 21.3%. † Engagement-time change comes from GA4 because the saved times are rounded. The Events screenshot shows 10 of 12 event rows.

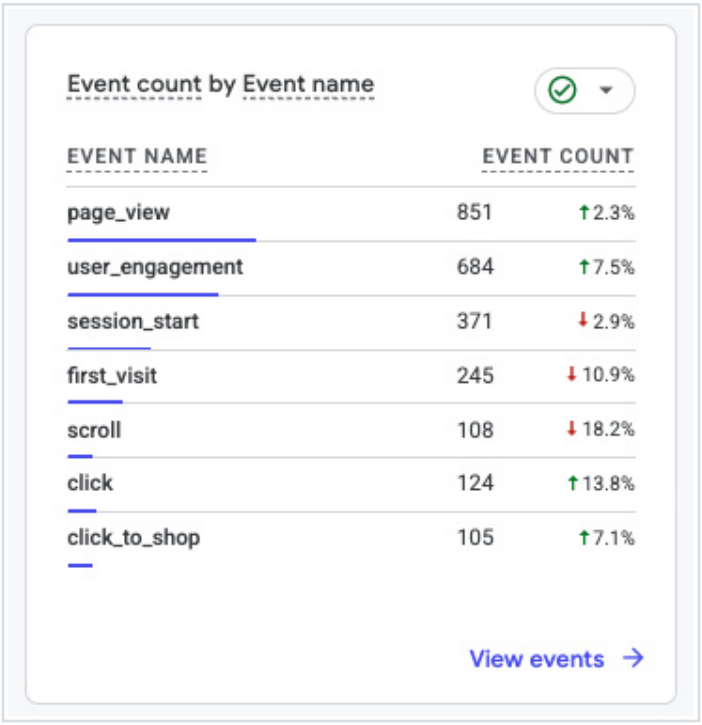
Supporting evidence | weekly comparisons

Top row shows Home and Audience. Bottom row shows Page and Event summaries.



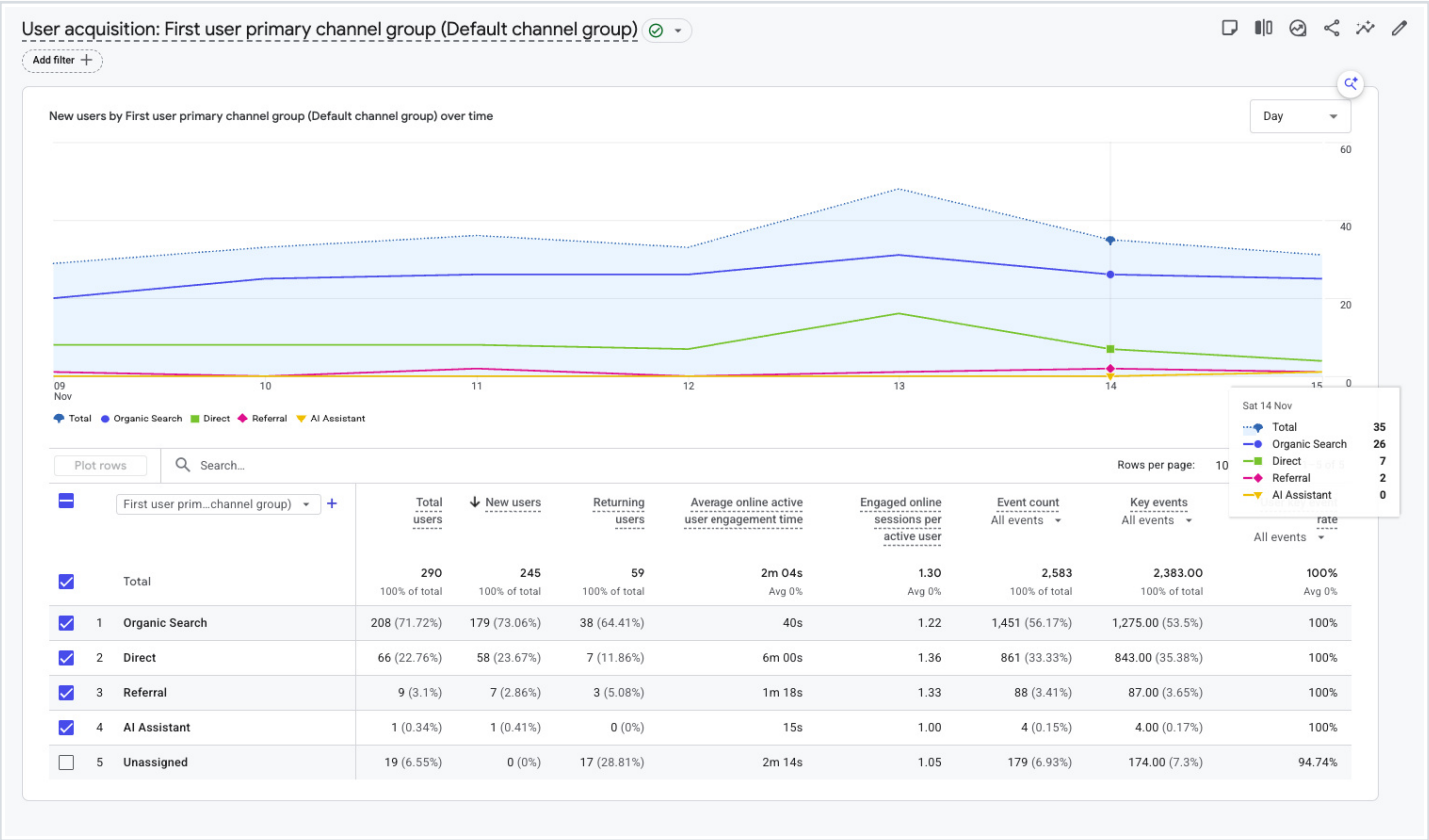






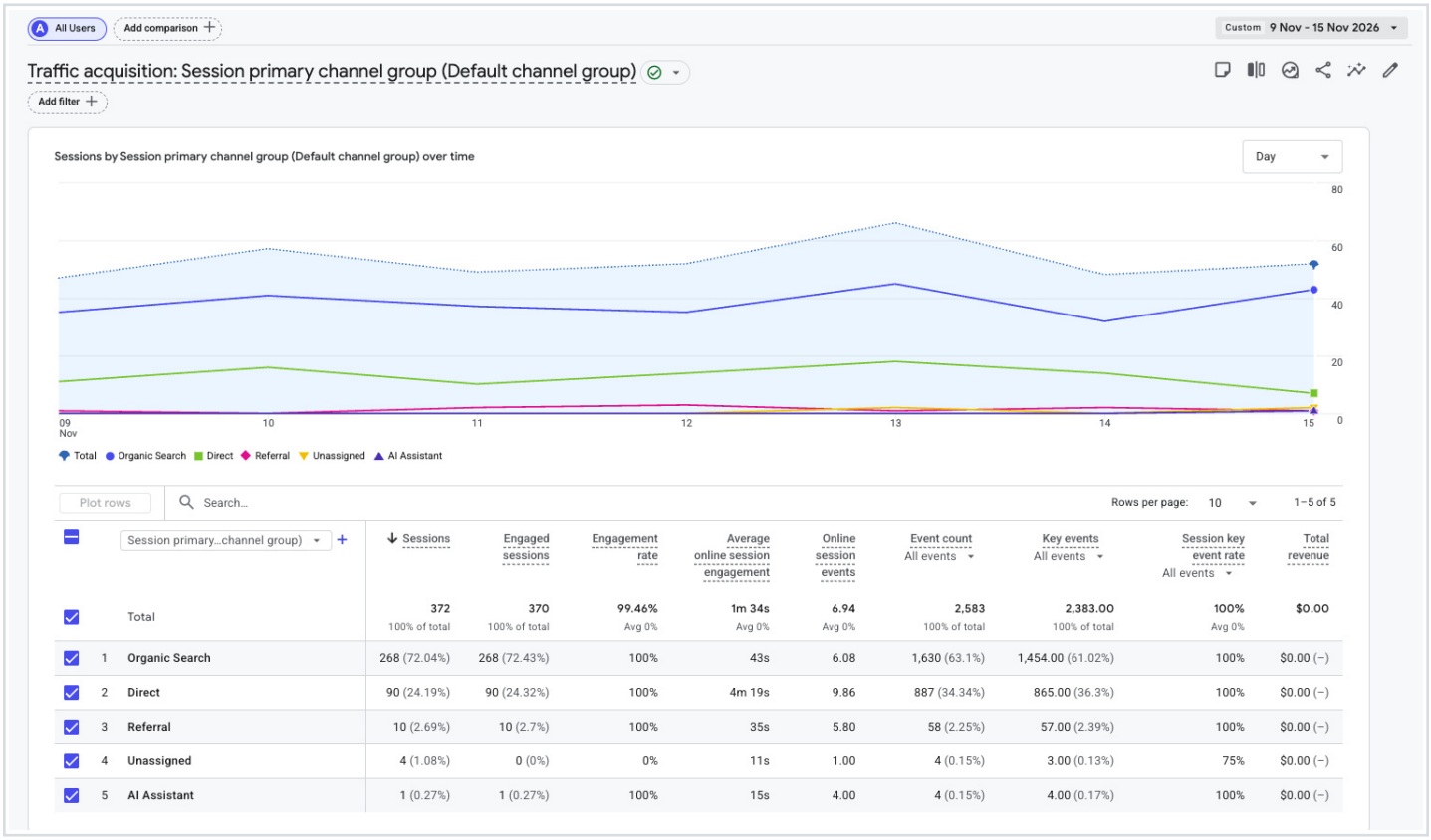
GA4 User Acquisition

Organic Search accounted for 179 of 245 new users.



GA4 Traffic Acquisition

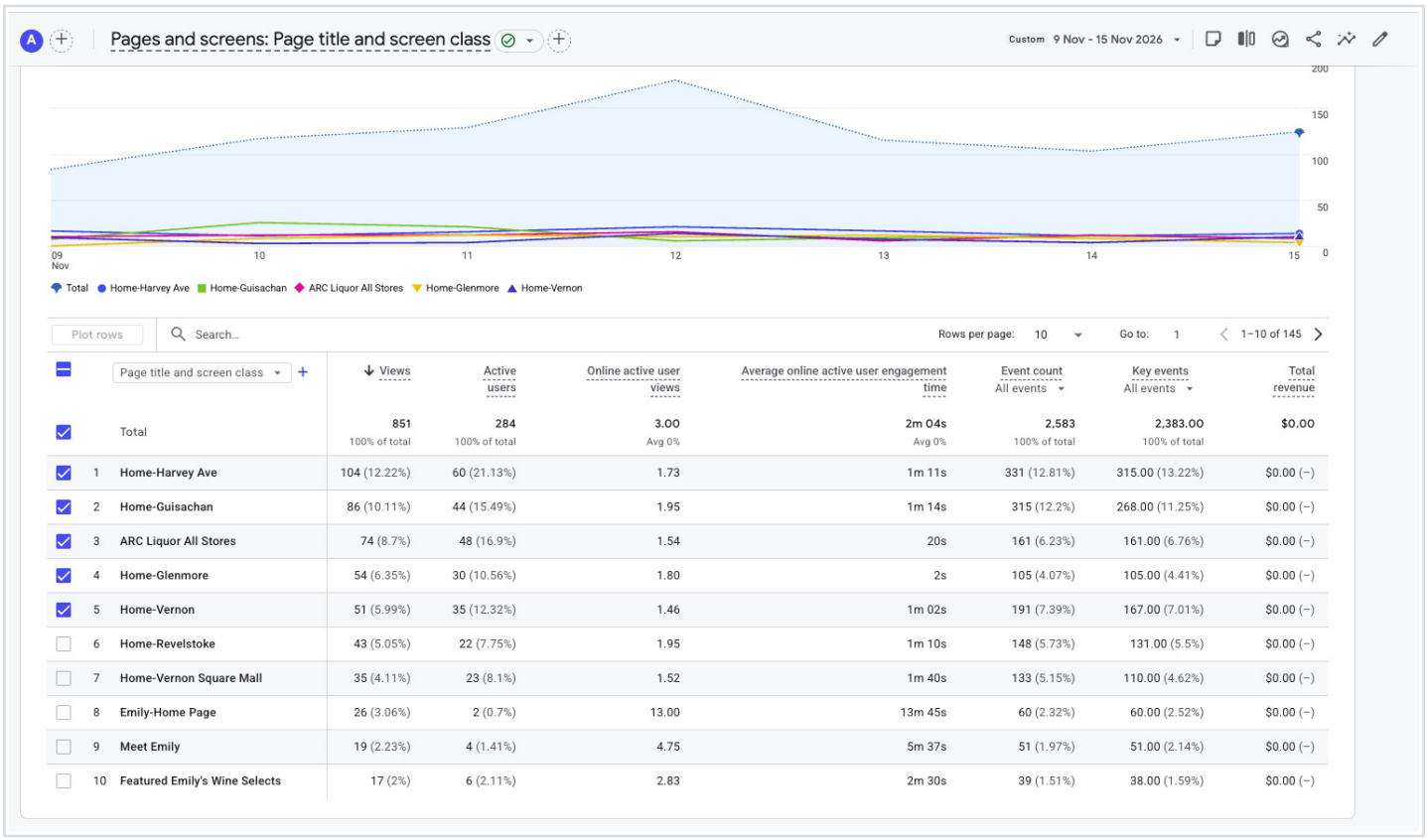
GA4 reports 372 sessions. The five channel rows add to 373.



		Session primary…channel group)	Sessions	Engaged sessions	Engagement rate	Average online session engagement	Online session events	Event count All events	Key events All events	Session key event rate All events	Total revenue
☑		Total	372 100% of total	370 100% of total	99.46% Avg 0%	1m 34s Avg 0%	6.94 Avg 0%	2,583 100% of total	2,383.00 100% of total	100% Avg 0%	$0.00
☑	1	Organic Search	268 (72.04%)	268 (72.43%)	100%	43s	6.08	1,630 (63.1%)	1,454.00 (61.02%)	100%	$0.00 (–)
☑	2	Direct	90 (24.19%)	90 (24.32%)	100%	4m 19s	9.86	887 (34.34%)	865.00 (36.3%)	100%	$0.00 (–)
☑	3	Referral	10 (2.69%)	10 (2.7%)	100%	35s	5.80	58 (2.25%)	57.00 (2.39%)	100%	$0.00 (–)
☑	4	Unassigned	4 (1.08%)	0 (0%)	0%	11s	1.00	4 (0.15%)	3.00 (0.13%)	75%	$0.00 (–)
☑	5	AI Assistant	1 (0.27%)	1 (0.27%)	100%	15s	4.00	4 (0.15%)	4.00 (0.17%)	100%	$0.00 (–)

GA4 Pages & Screens

851 views overall. Harvey Avenue led with 104.

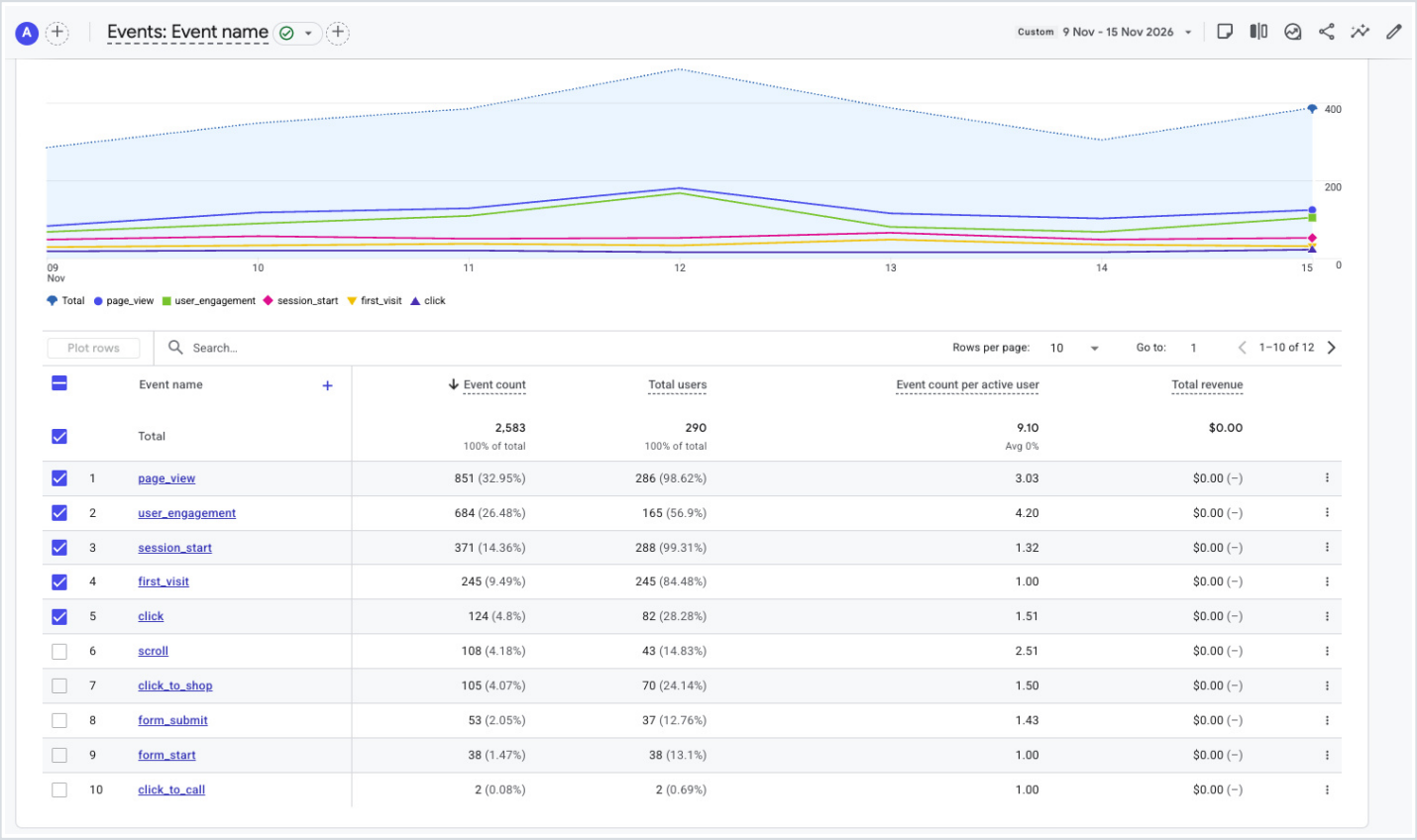


Plot rows | Search... | Rows per page: 10 | Go to: 1 | 1–10 of 145

	Page title and screen class	Views	Active users	Online active user views	Average online active user engagement time	Event count All events	Key events All events	Total revenue
	Total	851 100% of total	284 100% of total	3.00 Avg 0%	2m 04s Avg 0%	2,583 100% of total	2,383.00 100% of total	$0.00
1	Home-Harvey Ave	104 (12.22%)	60 (21.13%)	1.73	1m 11s	331 (12.81%)	315.00 (13.22%)	$0.00 (–)
2	Home-Guisachan	86 (10.11%)	44 (15.49%)	1.95	1m 14s	315 (12.2%)	268.00 (11.25%)	$0.00 (–)
3	ARC Liquor All Stores	74 (8.7%)	48 (16.9%)	1.54	20s	161 (6.23%)	161.00 (6.76%)	$0.00 (–)
4	Home-Glenmore	54 (6.35%)	30 (10.56%)	1.80	2s	105 (4.07%)	105.00 (4.41%)	$0.00 (–)
5	Home-Vernon	51 (5.99%)	35 (12.32%)	1.46	1m 02s	191 (7.39%)	167.00 (7.01%)	$0.00 (–)
6	Home-Revelstoke	43 (5.05%)	22 (7.75%)	1.95	1m 10s	148 (5.73%)	131.00 (5.5%)	$0.00 (–)
7	Home-Vernon Square Mall	35 (4.11%)	23 (8.1%)	1.52	1m 40s	133 (5.15%)	110.00 (4.62%)	$0.00 (–)
8	Emily-Home Page	26 (3.06%)	2 (0.7%)	13.00	13m 45s	60 (2.32%)	60.00 (2.52%)	$0.00 (–)
9	Meet Emily	19 (2.23%)	4 (1.41%)	4.75	5m 37s	51 (1.97%)	51.00 (2.14%)	$0.00 (–)
10	Featured Emily's Wine Selects	17 (2%)	6 (2.11%)	2.83	2m 30s	39 (1.51%)	38.00 (1.59%)	$0.00 (–)

GA4 Events

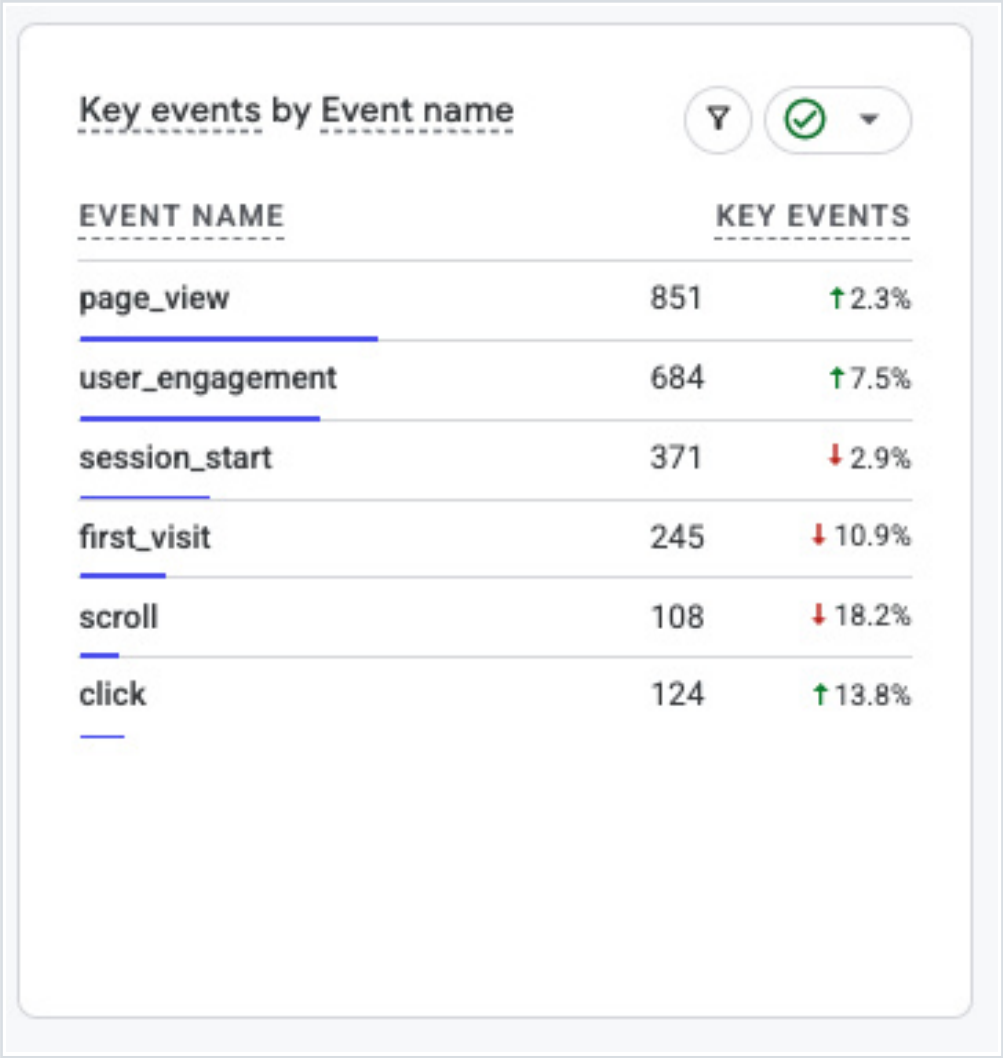
2,583 total events and 105 Click-to-Shop actions.



	Event name	Event count	Total users	Event count per active user	Total revenue
	Total	2,583 100% of total	290 100% of total	9.10 Avg 0%	$0.00
1	page_view	851 (32.95%)	286 (98.62%)	3.03	$0.00 (–)
2	user_engagement	684 (26.48%)	165 (56.9%)	4.20	$0.00 (–)
3	session_start	371 (14.36%)	288 (99.31%)	1.32	$0.00 (–)
4	first_visit	245 (9.49%)	245 (84.48%)	1.00	$0.00 (–)
5	click	124 (4.8%)	82 (28.28%)	1.51	$0.00 (–)
6	scroll	108 (4.18%)	43 (14.83%)	2.51	$0.00 (–)
7	click_to_shop	105 (4.07%)	70 (24.14%)	1.50	$0.00 (–)
8	form_submit	53 (2.05%)	37 (12.76%)	1.43	$0.00 (–)
9	form_start	38 (1.47%)	38 (13.1%)	1.00	$0.00 (–)
10	click_to_call	2 (0.08%)	2 (0.69%)	1.00	$0.00 (–)

GA4 key-event interpretation

GA4 counted 2,383 configured key events, including routine site activity.



Page views, engagement events, session starts and other routine activity appear in the key-event summary. Use Click-to-Shop to track outbound shopping activity and confirm Barnet purchases separately.