Google Analytics 4
Executive Summary Report

Acorn Hills

Apr 01 2025 - May 01 2025

02 Quick Healthcheck
Let's see your vitals before we get started

Somewhat Effective
Acorn Hills | GA4

Quick Healthcheck	
⬆	Users Increasing
➖	Sessions remains the same
➖	Engagement Rate remains the same
➖	Page/Secren remains the same
⬆	ConversionsIncreasing
⬇	Revenue Decreasing
➖	Sales Conversion Rate remains the same

Increasing: +5%
Decreasing: -5%
Remains the same: -5% - +5%

Overall Performance:
Exceptional: 80-100 points
Highly Effective: 60 – 79 points
Somewhat Effective: 40 – 59 points
Not Effective: 20 – 39 points
Negatively Affected: 0-19 points

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Overview

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04 Key Indicators
How you performed on your key indicators

USERS	SESSIONS	ENGAGEMENT RATE (%)	ENGAGED SESSIONS	VIEWS
66K	113K	90	102K	824K
-32%	-23%	N/A	-24%	-12%

WIEWS PER SESSION	AVERAGE SESSION DURATION (SEC)	CONVERSIONS	TOTAL REVENUE	AD COST
7	331	41K	10K ₺	61K ₺
+17%	+25%	-8%	-5%	-82%

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05 Audience
Take a look at your audience and their behavior

NEW VS RETURNING USER
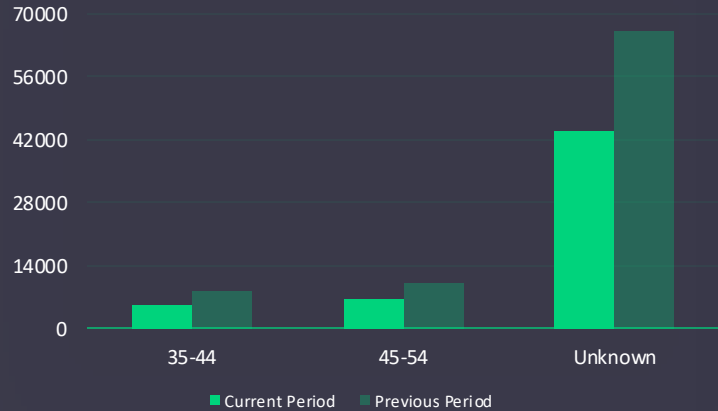

■New ■Returning ■(not set)

DEVICE BREAKDOWN
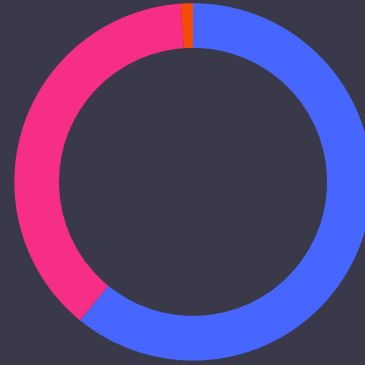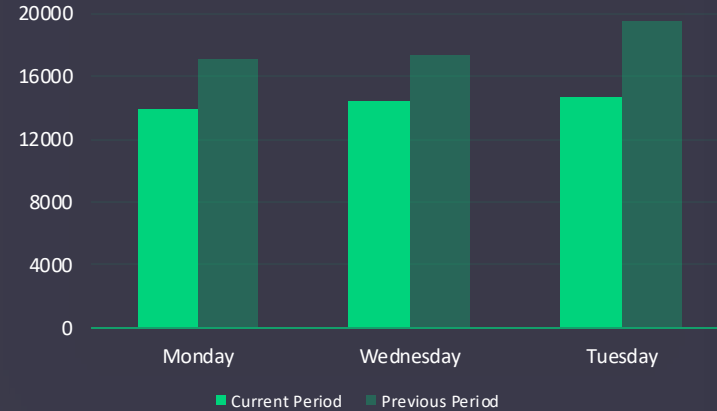

■Mobile ■Desktop ■Tablet ■Smart tv

GENDER
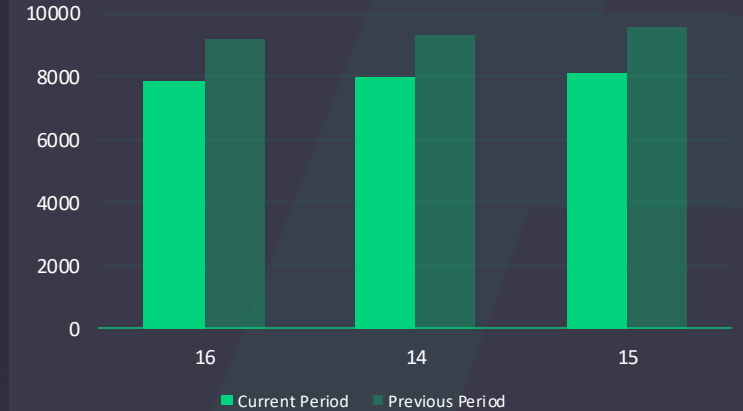

■Male ■Female ■Unknown

TOP 3 AGE BRACKETS BY USER

| | 35-44 | 45-54 | Unknown |

■Current Period ■Previous Period

TOP 3 DAYS OF WEEK BY USER

| | Monday | Wednesday | Tuesday |

■Current Period ■Previous Period

TOP 3 TIME OF DAY BY USER

| | 16 | 14 | 15 |

■Current Period ■Previous Period

06 Acquisition
Your best performing traffic channels

TOP CHANNEL: USERS
Organic Search

TOP CHANNEL: SESSIONS
Organic Search
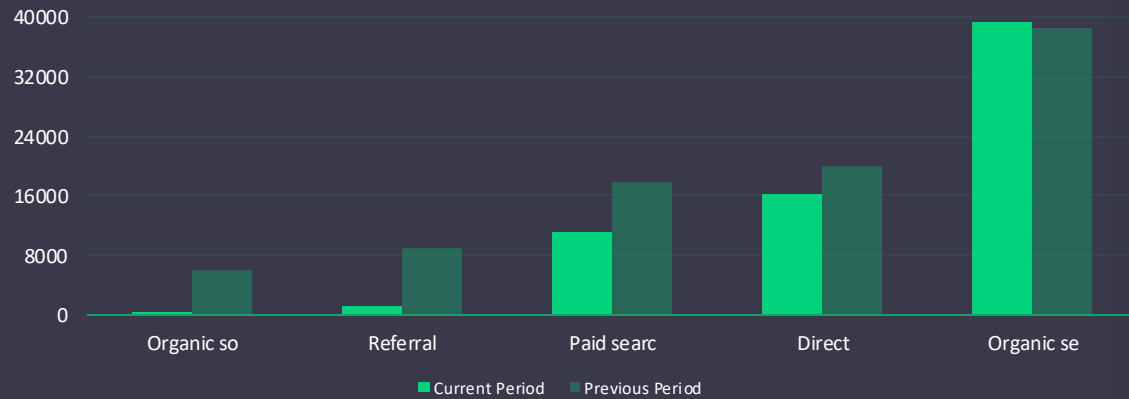
TOP CHANNEL: BOUNCE RATE
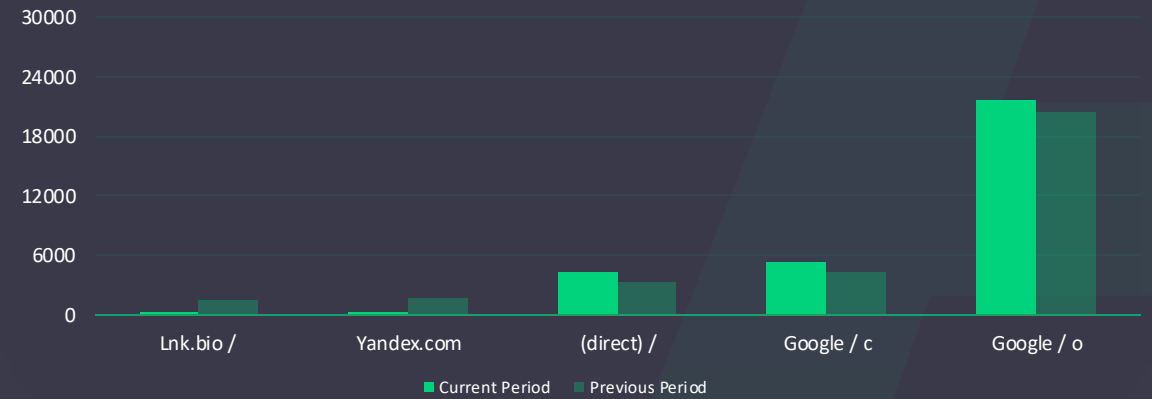## Unassigned

TOP CHANNEL: PAGES PER SESSION
Organic Video

TOP CHANNEL: AVG. SESSION DURATION
Organic Shopping

CHANNELS BY USER

Organic so | Referral | Paid searc | Direct | Organic se

■ Current Period   ■ Previous Period

SOURCE / MEDIUM BY USER

Lnk.bio / | Yandex.com | (direct) / | Google / c | Google / o

■ Current Period   ■ Previous Period

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E-Commerce

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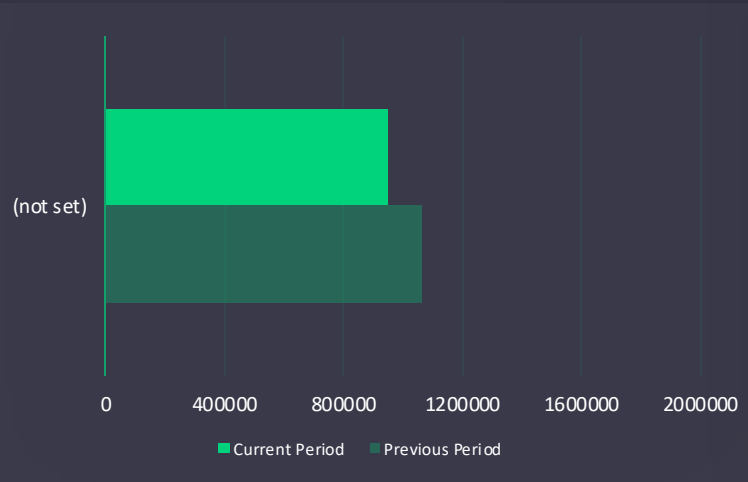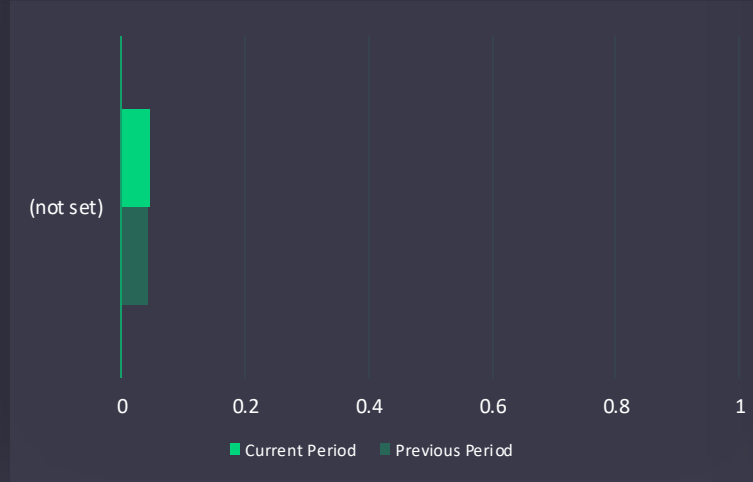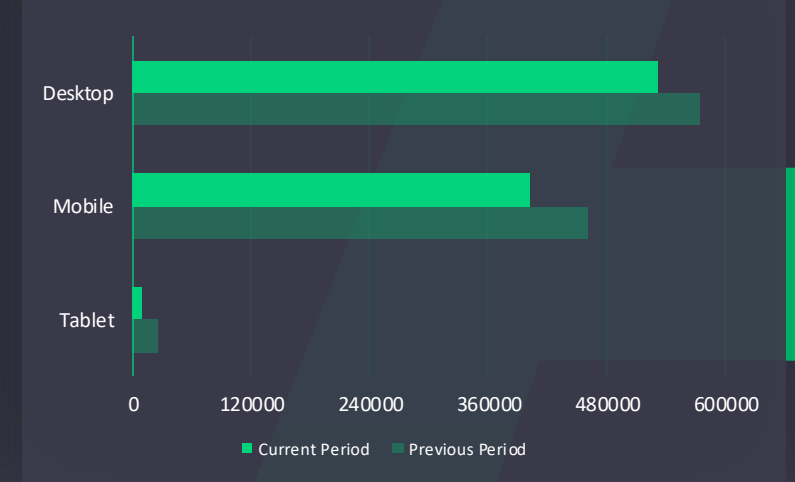
Traffic Quality

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TOP CHANNEL: USERS
Organic Search

TOP CHANNEL: SESSIONS
Organic Search

TOP CHANNEL: ENGAGEMENT RATE (%)
Mobile Push Notifications

TOP CHANNEL: ENGAGED SESSIONS
Organic Search

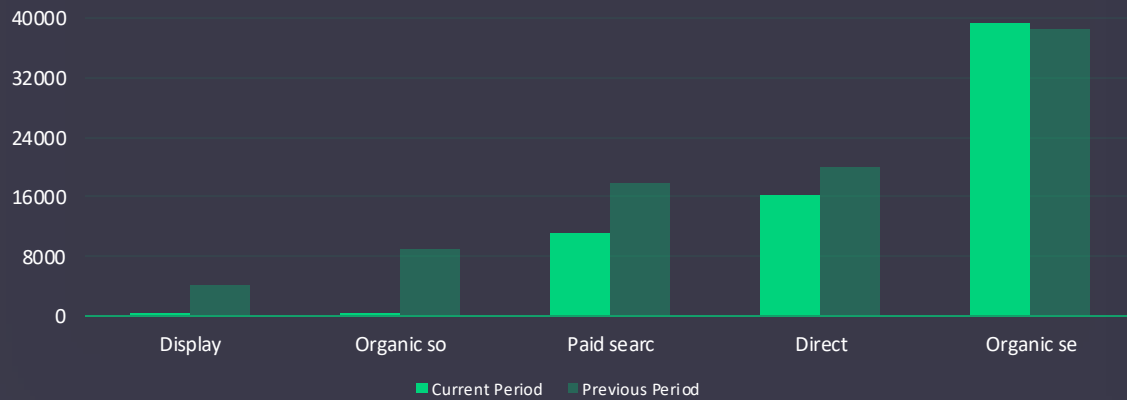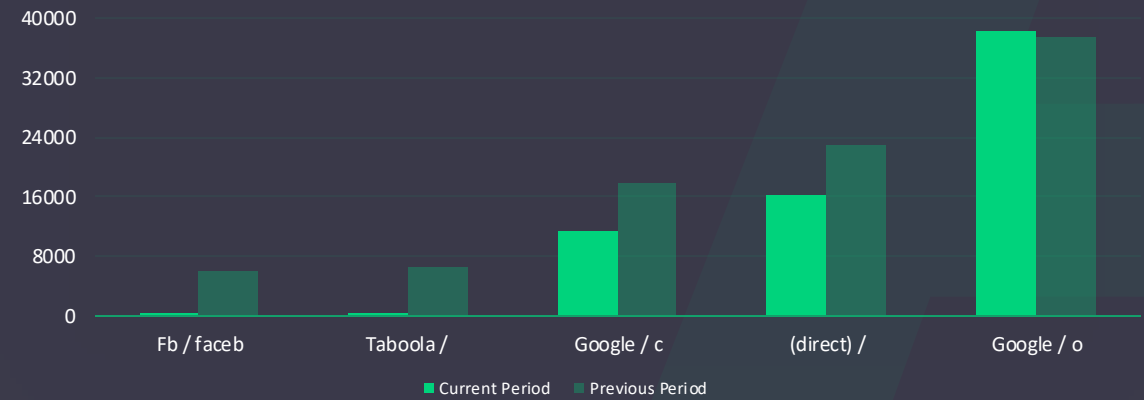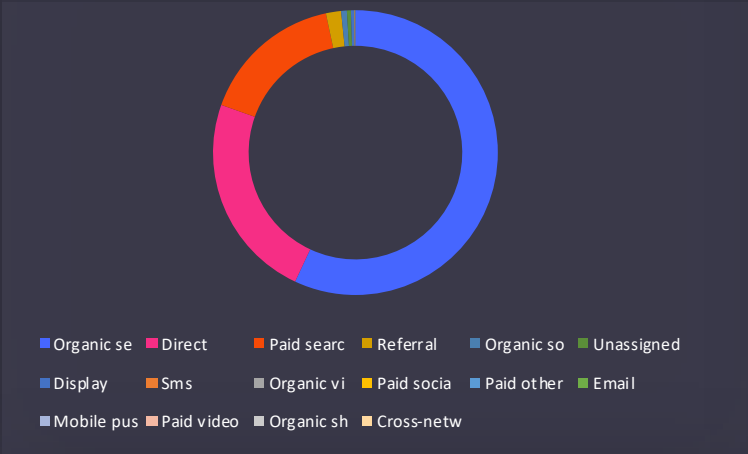TOP CHANNEL: CONVERSIONS
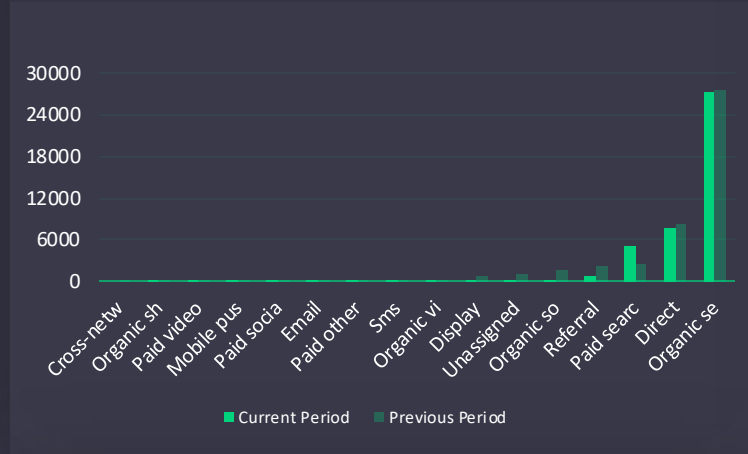# Organic Search

CHANNELS BY USER

SOURCE / MEDIUM BY USER

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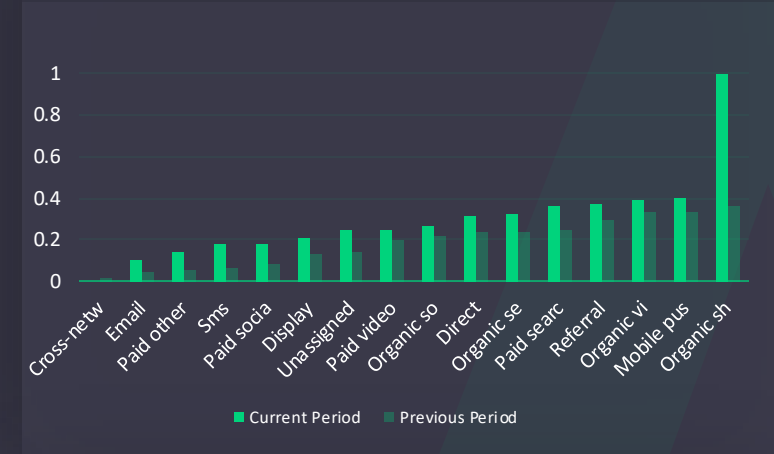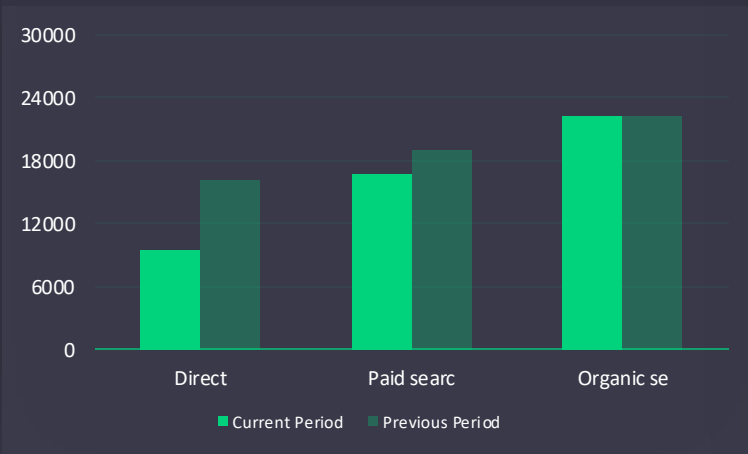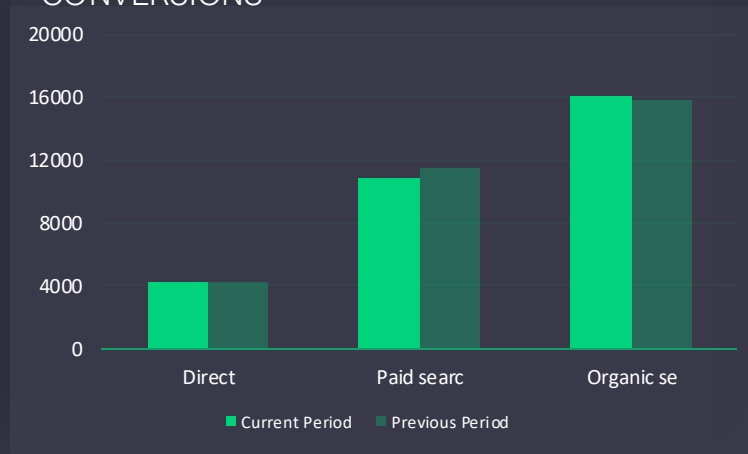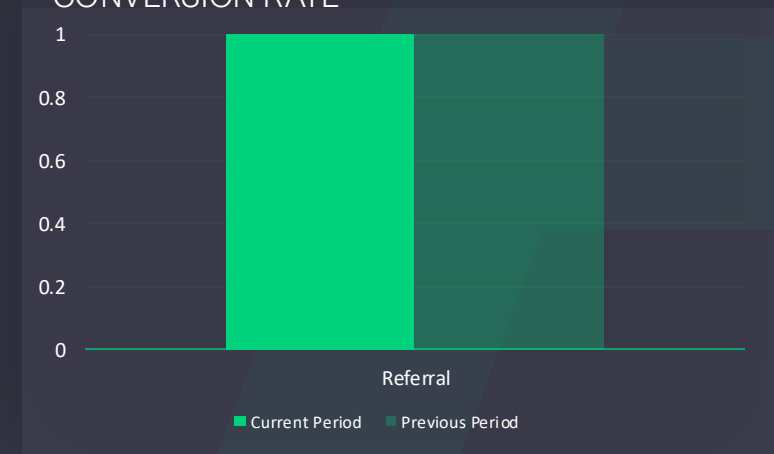
12 Acquisition Table
Best performing channels across all metrics

Traffic Channels	Users	Sessions	Engaged Sessions	Engaged sessions per user	Engagement Rate	Conversions	Revenue (TRY)
Organic Search	39K +2.4%	76K +0.1%	66K -2.7%	1 -5%	87 -2.8%	27K -1.4%	0
Direct	16K -18.5%	22K +11.1%	20K +5.7%	1 +29.7%	91 -4.9%	7K +556.7%	0
Paid Search	11K -37.4%	12K -48.1%	12K -46%	1 -13.7%	95 +4%	5K -39.3%	0
Referral	1K -87%	1K -82%	1K -82.6%	1 +33.1%	91 -3.6%	729 -65.5%	0
Organic Social	451 -92.6%	490 -92.8%	476 -92.9%	1 -4%	97 -1.6%	144 -91.6%	0
Unassigned	316 -92.4%	367 -93.6%	77 -98.6%	0 -81.3%	21 -77.7%	98 -96.1%	0
Display	245 -83.5%	264 -84.1%	258 -82.5%	1 +6.2%	97 +10.1%	54 -48.1%	0
Paid Other	12 -99.1%	84 -95.9%	61 -96.8%	5 +276%	72 -21.4%	12 -98.5%	0
Mobile Push Notifications	9 -99.1%	10 -99.1%	10 -98.6%	1 +58%	100 +51.2%	4 -98.6%	0
Paid Video	3 -99.7%	8 -99.2%	7 -99.3%	2 +147.1%	87 -4%	2 -95.7%	0

Sorted by: Sessions, Order: Descending

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Google Ads

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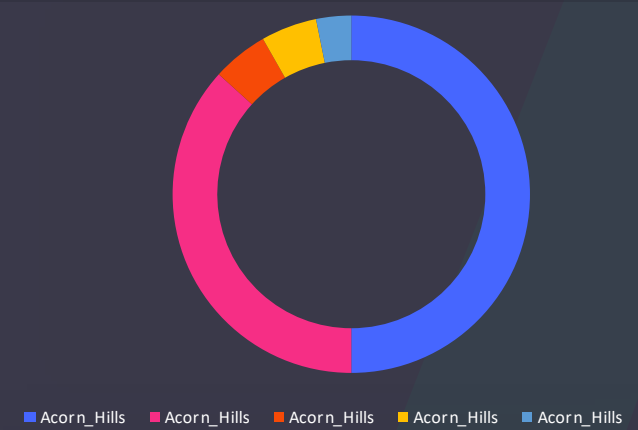
Technology

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Technology Overview

Users entered your website from devices such as a mobile phone or a tablet. See how those devices performed

DESKTOP USERS	PHONE USERS	TABLET USERS	MOBILE BOUNCE RATE (%)	MOBILE PAGES PER SESSION
25K	40K	717	3	5
+2%	-45%	-52%	N/A	+150%

DEVICE CATEGORY BREAKDOWN BY USER
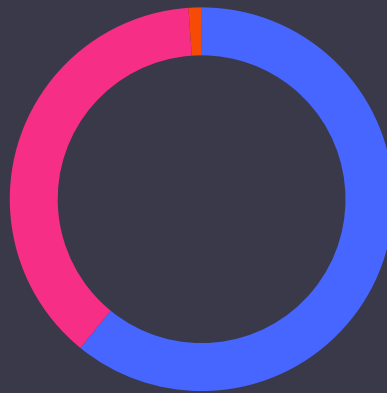
■ Mobile ■ Desktop ■ Tablet ■ Smart tv

TOP 5 MOBILE DEVICES BY USER
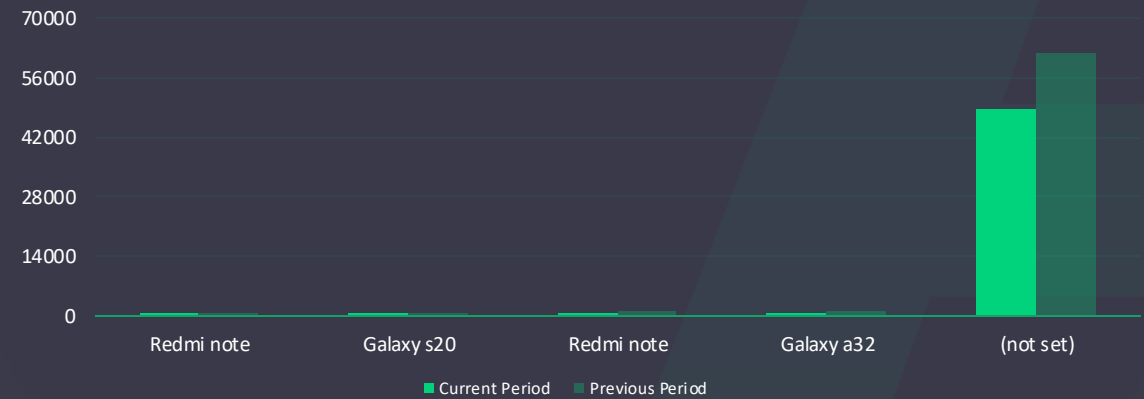
70000

56000

42000

28000

14000

0

Redmi note   Galaxy s20   Redmi note   Galaxy a32   (not set)

■ Current Period   ■ Previous Period
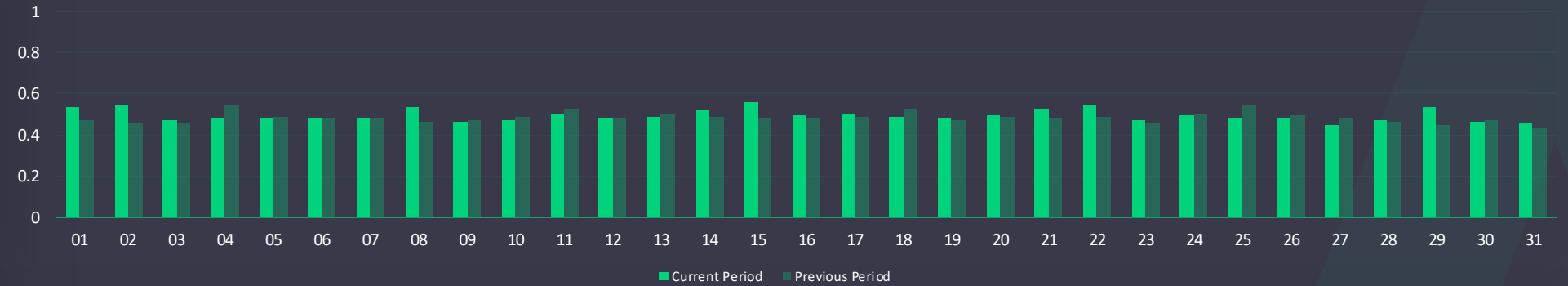
slidebeast
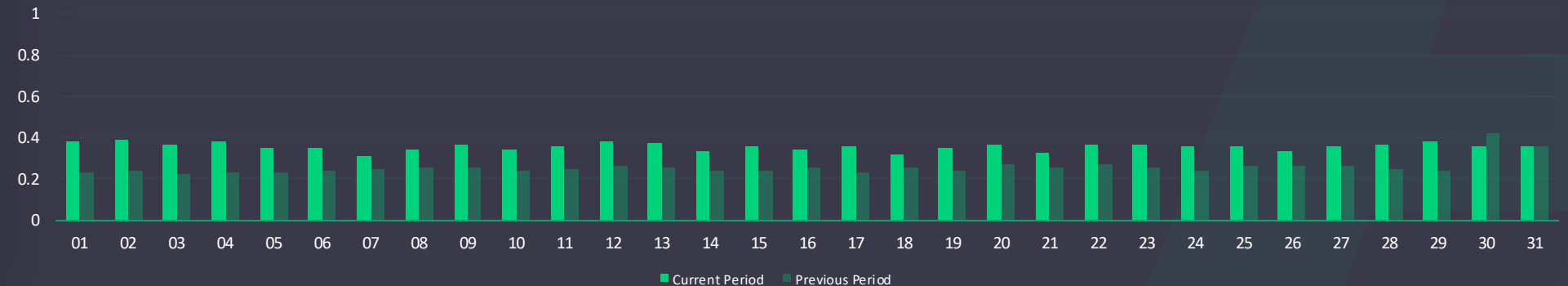
Site Content

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TOTAL VIEWS	CONVERSIONS	VIEWS PER SESSION	BOUNCE RATE %	SESSIONS PER USER
824K	**41K**	**7**	**10**	**1**
-12%	-8%	+17%	N/A	0%

MOBILE OVER DESKTOP PAGEVIEWS

Desktop — Mobile

CONTENT GROUPING

■ (not set)

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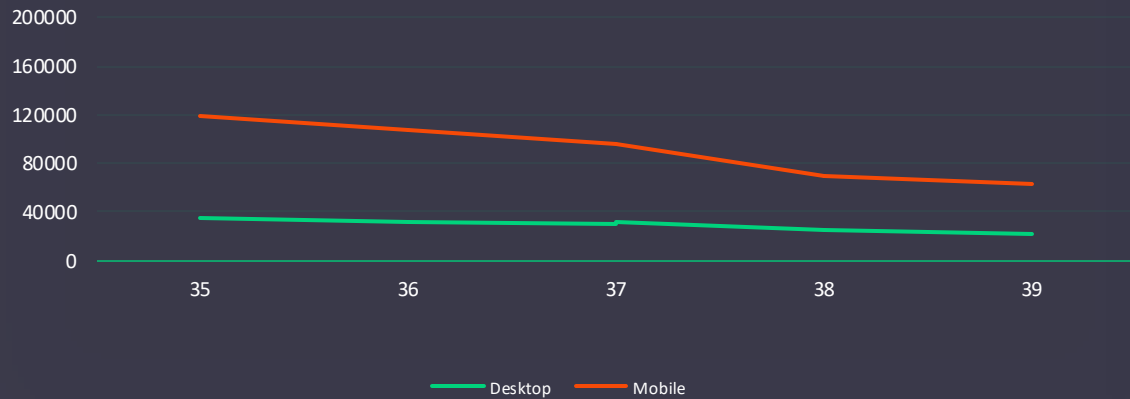
22 Most Visited Pages Top 10
Your most visited pages

Page Title	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Events Count	Conversions	Total Revenue
Page Title or URL	80K +58%	93K +48%	64K +60%	0,69 +7%	16 -32%	1M +50%	543 +24%	0 N/A
Page Title or URL	34K -30%	38K -31%	20K -9.4%	0,52 +33%	9 -6%	284K -15%	3K -38.2%	0 N/A
Page Title or URL	22K -37%	25K -38%	19K +28%	0,79 +104%	7 -25%	246K +3%	68 -98.3%	0 N/A
Page Title or URL	20K -36%	22K -38%	11K -53.6%	0,5 -24.1%	12 +104%	162K -35%	2K +2,232%	0 N/A
Page Title or URL	15K -23%	17K -24%	8K +756%	0,49 +1,036%	8 -76%	123K -16%	1K +389%	0 N/A
Page Title or URL	13K +4%	15K +10%	7K +10%	0,45 -0.4%	35 +188%	113K +8%	256 -79%	0 N/A
Page Title or URL	12K -2%	14K -5%	7K +7.8%	0,5 +13%	9 +47%	95K -9%	1K +6,772%	0 N/A
Page Title or URL	12K +7%	13K +9%	10K +3,881%	0,76 +3,536%	6 -86%	115K +20%	19 -94%	0 N/A
Page Title or URL	10K -4%	11K -3%	5K +23%	0,49 +28%	12 +44%	87K +15%	1K -16%	0 N/A
Page Title or URL	10K -4%	11K -13%	5K -18.6%	0,52 -6%	7 +23%	84K +5%	1K +7,056%	0 N/A

Sorted by: Pageviews, Order: Descending

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Demographics

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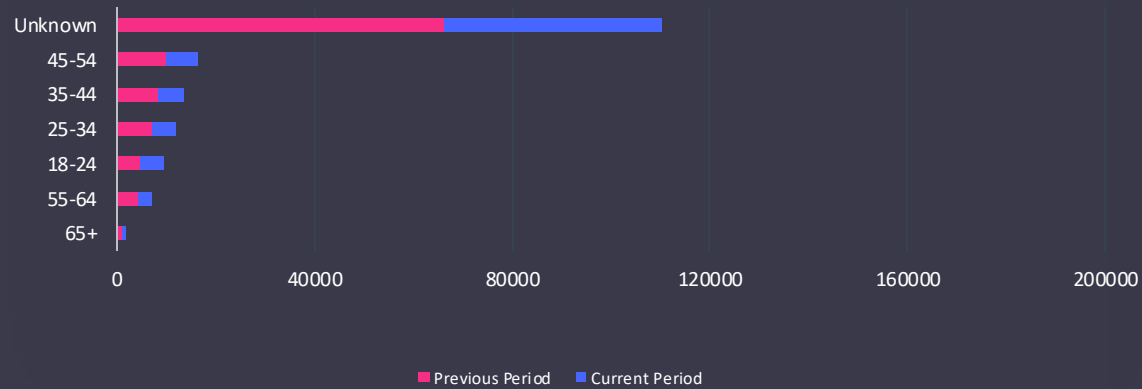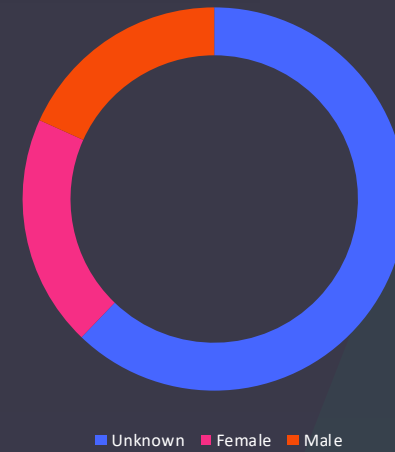
25 Age Performance
Performance breakdown of visitors by age brackets

Age Group	Users	Sessions	Engaged Sessions	Engagement Rate %	AVG Engage Time (SEC)	Event Count	Conversions	Total Revenue (TRY)
unknown	44K -33.7%	66K -28.6%	61K -30.2%	92 -2.3%	114 +37.2%	1M -16%	24K -8.2%	0 N/A
45-54	6K -32.6%	10K -22.5%	9K -23%	90 -0.6%	145 +62.1%	266K -4.7%	4K -5.1%	0 N/A
35-44	5K -35.8%	9K -24.6%	8K -26.8%	88 -3%	140 +36.5%	217K -21.5%	3K -15.5%	0 N/A
25-34	4K -27.8%	10K -14.6%	9K -18.3%	84 -4.3%	174 +30.9%	312K -5%	3K -7.7%	0 N/A
18-24	4K -2.7%	11K +2.2%	9K +0.4%	83 -1.8%	210 +3.2%	360K -0.6%	4K +8%	0 N/A
55-64	2K -40.3%	3K -34%	3K -34%	93 -0%	116 +51.2%	80K -24.8%	1K -23.1%	0 N/A
65+	622 -41.7%	965 -31.7%	890 -32.3%	92 -1%	159 +58.6%	23K -21.5%	357 -25.6%	0 N/A

Sorted by: Users, Order: Descending

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Insights

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27 Insights

Here are some insights that we have found and recommendations on how to solve them and grow your audience

Issue No	Platform	Issue	Recommendation	Priority	Section	Category	Status	Dated Issued
1	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	Check ou the screenshot: https:xyz.url/tyn.xlm	Low	Campaigns	Engage with your customer	On going	01.04.2025
2	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Behavior	On going	01.04.2025
3	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	High	Campaigns	Campaigns	On going	01.04.2025
4	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Mid	Traffic Quality	Engagement	On going	01.04.2025
5	Website	It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.	The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here'	Low	Traffic Quality	Reach	On going	01.04.2025

Sorted by: Users, Order: Descending

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Glossary

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29 Google Analytics Glossary

Name	Description	Section
Acquisition	The Acquisition section tells you where your visitors originated from, such as search engines, social networks or website referrals.	Overview
Average Position	The average ranking of your website URLs for the query or queries.	Search Console
Average Purchase Revenue	The average purchase revenue over the selected time frame.	E-commerce
Average Purchase Revenue Per User	The sum of the purchase revenue per user.	E-commerce
Average Session duration	total duration of all sessions (in seconds) / number of sessions. Individual session duration is calculated differently depending on whether there are engagement hits on the last page of a session.	Overview
Average Time on Page	Average time on page is simply the average amount of time all users spend on a single page.	Traffic Quality
Bounce Rate	The percentage of sessions that were not engaged sessions. Bounce rate is the inverse of engagement rate.	Traffic Quality
Click	When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.	Google Ads
Click Through Rate	CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR.	Search Console
Content Grouping	Content Grouping lets you group content into a logical structure that reflects how you think about your site or app, and then view and compare aggregated metrics by group name in addition to being able to drill down to the individual URL, page title, or screen name.	Users & Behaviour

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30 Google Analytics Glossary

Name	Description	Section
Conversion	A conversion is reported whenever a user completes a goal or makes a purchase during a session	E-commerce
Cost per Click (CPC)	Cost-per-click (CPC) bidding means that you pay for each click on your ads.	Google Ads
Device Breakdown	Device category allows you to view performance based on the different devices people are using to experience your website.	Overview
Engagement Rate	Engagement rate and bounce rate are important metrics in Google Analytics that enable you to measure and analyze user engagement with your website.	Overview
Event Count	The number of times users triggered an event.	Technology
Event Value	The sum of all value parameters supplied with an event. You can use this context-sensitive metric to capture data that's important to you.	Events
Events	Events are user interactions with content that can be measured independently from a web-page or screen load.	Events
Events Per Session	The average number of events per session.	Traffic Quality
First Time Purchasers	The number of users who made their first purchase in the selected time frame.	Google Ads
GA Key Indicators	A Google Analytics KPI is an objectively measurable performance indicator used to monitor, analyze and optimize user behaviors on websites.	Overview

Name	Description	Section
Google Ads Ad Network Type	The location where your ad was shown (google.com, search partners, display network) that led to a conversion event.	Google Ads
Google Ads Query	The search query that led to a conversion event.	Google Ads
Impression	Each time your ad appears on Google or the Google Network, it's counted as one impression.	Google Ads
Interests	Google Analytics tells you your users' interests on other parts of the internet. This will help you identify a more specific target audience, cross or upselling opportunities, better blog content ideas, and more.	Demographics
Item List Name	A name that you specify for a list of items (e.g., products you sell). A name for a list of products. For example, you can set a name of 'Related Products' for an item list in a related-products section.	E-commerce
Item Performance	It allows you to track how clusters of products are performing in your online store.	E-commerce
Item Revenue	The total revenue from items only, excluding tax and shipping, subtracted by refunds.	E-commerce
Items Added to Cart	The number of items that were added to cart.	E-commerce
Keyword	In search engine optimization, the particular word or phrase that describes the contents of a web page. Keywords serve as clues or shortcuts that summarize the content of a page and help search engines match pages with searches.	Traffic Quality
Landing Page	A landing page is the first page viewed in a session.	Traffic Quality

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32 Google Analytics Glossary

Name	Description	Section
New User	People that visit your website for the first time in the selected date range. Since users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who cleared their cookies or access your website using a different device will be reported as a new user.	Overview
Organic Search	Describes search that generates results that are not paid advertisements.	Traffic Quality
Organic Traffic	The term organic traffic refers to all visits to your website that are triggered by unpaid search results.	Traffic Quality
Pages per Session	Pages per session is the average number of pages a person views in a given session.	Traffic Quality
Per User	Per user means the total count of that metric divided by the cohort size.	Overview
Promotion clicks	The number of times an item promotion was clicked.	E-commerce
Promotion views	The number of times an item promotion was viewed.	E-commerce
Quantity	Number of units sold in ecommerce transactions.	E-commerce
Referral	Visitors referred by links on other websites.	Traffic Quality
Refund Amount	Currency amount refunded for a transaction.	E-commerce

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Name	Description	Section
Return on Investment (ROI)	How much profit you've made from your ads and free product listings compared to how much you've spent on them.	E-commerce
Returning Visitor	A visitor who can be identified with multiple visits, through cookies or authentication.	Overview
Revenue	Total revenue from ecommerce transactions; depending on your implementation, this can include tax and shipping.	E-commerce
Revenue Per User	Total revenue divided by the number of users shows the average amount generated for each user.	E-commerce
Session	The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.	Users & Behaviour
Session Conversion Rate	The total revenue from items only, excluding tax and shipThe percentage of sessions that converted. This metric is calculated as the number of sessions in which a conversion happened divided by the total number of sessions.	E-commerce
Shipping	Total shipping charges for ecommerce transactions.	E-commerce
Shopping Abandonment	Shopping Abandonment is used to describe the situation when a visitor on a web page leaves that page before completing the desired action.	E-commerce
Social Referrals	A count of all referrals from social networks during a selected time period.	Traffic Quality
Source	Source is one of the four main dimensions (along with medium, campaign and channel) for reporting and analyzing how people found your website.	Overview

34 Google Analytics Glossary

Name	Description	Section
Tax	Total tax charges for ecommerce transactions.	E-commerce
Transactions	Transaction data is made up of the information collected about each transaction that occurs on your site or app.	E-commerce
Transation Value	Transaction value measures how much, on average, customers are spending on each purchase.	E-commerce
User	A user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user.	Users & Behaviour
Views	The number of web pages your users saw. Repeated views of a single page are counted.	Users & Behaviour
Views per User	The average number of web pages viewed per user.	Users & Behaviour

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