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# Website Analytics & Conversion Optimization Report

PRESENTATION - 2025-2026

CONVERSION ANALYSTS | COURSE: DATA ANALYTICS

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# Business Overview

CN Canada is an emerging digital news and community platform that delivers news updates, career guidance information, and community-focused content. The website acts as the primary digital channel for audience engagement and brand visibility. Its strategic objective is to increase website traffic, improve user engagement, and convert visitors into inquiries and community participants.



# Analysis Objectives

- Evaluate 12 months of website performance.
- Identify traffic and engagement trends.
- Diagnose user drop off behavior .
- Identify growth drivers and weakness
- Provide actionable recommendations to improve growth.

**“Data-driven diagnostic methodology to identify conversion gaps.”**

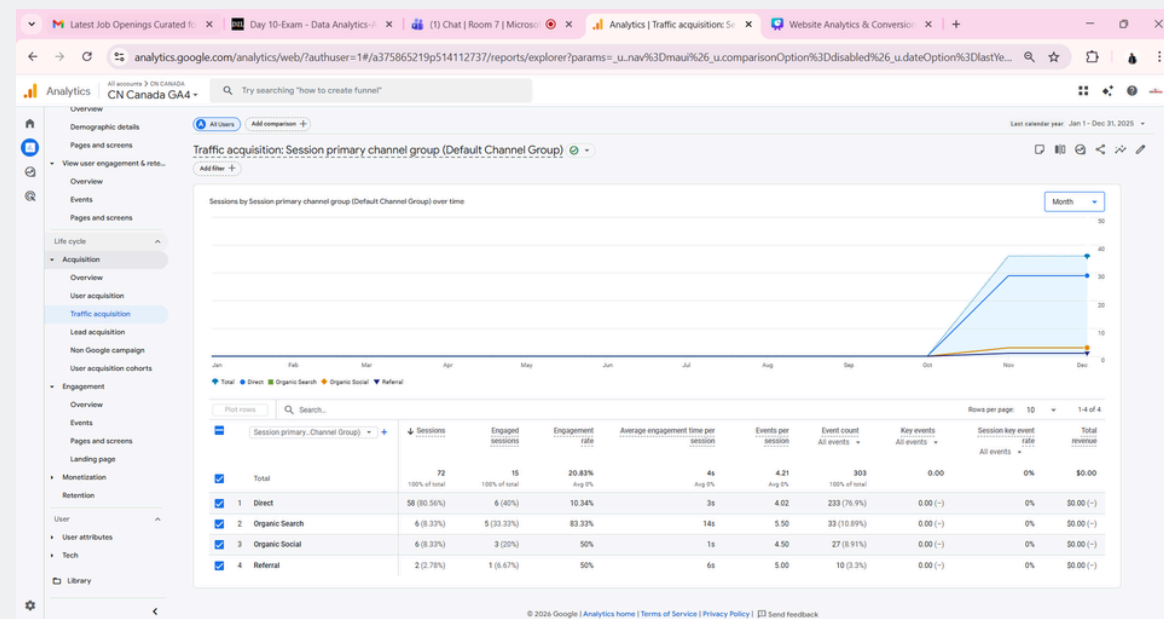


# 12-Month Traffic Trend / Traffic Channel Breakdown / Engagement Overview (Quality of Traffic)

Data Source: **Google Analytics 4** | Property: **CN Canada GA4**

## 12-Month Traffic Trend

GA4 → Acquisition → Traffic acquisition  
 Date Range: **Last calendar year (Jan 1 – Dec 31, 2025)**  
 View: **Monthly trend**



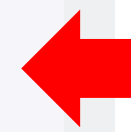
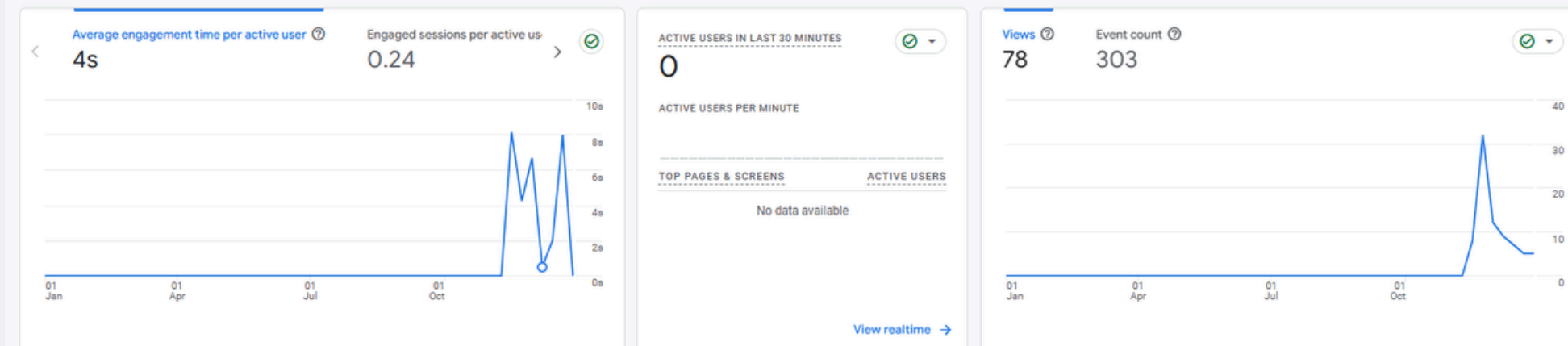
## Traffic Channel Breakdown

GA4 → Acquisition → Traffic acquisition  
**Organic Search, Organic Social, Referral**

Session primary_Channel Group	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 revenue
Total	72 (100% of total)	15 (100% of total)	20.83% (Avg 0%)	4s (Avg 0%)	4.21 (Avg 0%)	303 (100% of total)	0.00	0%	\$0.00
1 Direct	58 (80.56%)	6 (40%)	10.34%	3s	4.02	233 (76.9%)	0.00 (-)	0%	\$0.00 (-)
2 Organic Search	6 (8.33%)	5 (33.33%)	83.33%	14s	5.50	33 (10.89%)	0.00 (-)	0%	\$0.00 (-)
3 Organic Social	6 (8.33%)	3 (20%)	50%	1s	4.50	27 (8.91%)	0.00 (-)	0%	\$0.00 (-)
4 Referral	2 (2.78%)	1 (6.67%)	50%	6s	5.00	10 (3.3%)	0.00 (-)	0%	\$0.00 (-)

- Social and referral channels underdeveloped
- Growth opportunity exists in SEO and social expansion
- Direct traffic dominates overall acquisition
- Organic search contribution remains limited

## Engagement overview



## Engagement Overview (Quality of Traffic)

GA4 → Engagement → Overview : Last Calendar Year, 12 months range.

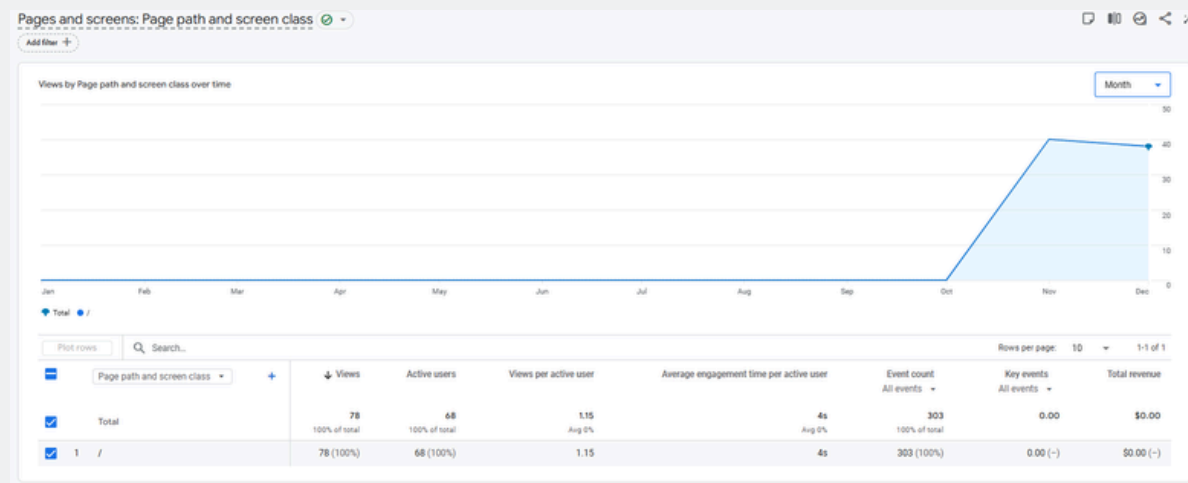
- Average engagement time is very low (4 seconds)
- Engaged sessions per user remain minimal
- Indicates shallow content interaction
- Users are visiting but not deeply engaging

# Pages & Screens Performances / Geographic Audience Distribution / Events & Funnel Behavior Analysis

Data Source: **Google Analytics 4** Property: **CN Canada GA4**

## Pages & Screens Performance

GA4 → Engagement → Pages and screens



Page Performance Analysis

- 100% of traffic concentrated on homepage
- No internal page exploration observed
- Views per user remain low (1.15)
- Indicates weak content depth and navigation flow



## Geographic Audience Distribution

Where users are coming from and Whether audience is diversified

GA4 → User → Demographic details

Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count	Key events	User key event rate	Total revenue
Total	68 (100% of total)	68 (100% of total)	15 (100% of total)	20.83% (Avg 0%)	0.22 (Avg 0%)	4s (Avg 0%)	303 (100% of total)	0.00	0%	\$0.00
1 United States	22 (32.35%)	22 (32.35%)	5 (33.33%)	22.73%	0.23	4s	92 (30.36%)	0.00 (-)	0%	\$0.00 (-)
2 China	14 (20.59%)	14 (20.59%)	0 (0%)	0%	0.00	0s	55 (18.15%)	0.00 (-)	0%	\$0.00 (-)
3 Canada	8 (11.76%)	8 (11.76%)	7 (46.67%)	63.64%	0.88	17s	50 (16.5%)	0.00 (-)	0%	\$0.00 (-)
4 Ireland	6 (8.82%)	6 (8.82%)	0 (0%)	0%	0.00	2s	30 (9.9%)	0.00 (-)	0%	\$0.00 (-)
5 India	4 (5.88%)	4 (5.88%)	1 (6.67%)	20%	0.25	5s	24 (7.92%)	0.00 (-)	0%	\$0.00 (-)
6 (not set)	2 (2.94%)	2 (2.94%)	0 (0%)	0%	0.00	0s	6 (1.98%)	0.00 (-)	0%	\$0.00 (-)
7 Brazil	2 (2.94%)	2 (2.94%)	0 (0%)	0%	0.00	0s	8 (2.64%)	0.00 (-)	0%	\$0.00 (-)
8 Germany	2 (2.94%)	2 (2.94%)	1 (6.67%)	50%	0.50	7s	9 (2.97%)	0.00 (-)	0%	\$0.00 (-)
9 Poland	2 (2.94%)	2 (2.94%)	0 (0%)	0%	0.00	0s	6 (1.98%)	0.00 (-)	0%	\$0.00 (-)
10 Vietnam	2 (2.94%)	2 (2.94%)	0 (0%)	0%	0.00	0s	7 (2.31%)	0.00 (-)	0%	\$0.00 (-)

- Traffic distributed across multiple countries
- United States generates highest user volume
- Canada shows stronger engagement rate (63%)
- Opportunity to strengthen presence in high-engagement regions

Event name	Event count	Total users	Event count per active user	Total revenue
Total	303 (100% of total)	68 (100% of total)	4.46 (Avg 0%)	\$0.00
1 page_view	78 (25.74%)	68 (100%)	1.15	\$0.00 (-)
2 session_start	72 (23.76%)	68 (100%)	1.06	\$0.00 (-)
3 first_visit	68 (22.44%)	68 (100%)	1.00	\$0.00 (-)
4 scroll	55 (18.15%)	51 (75%)	1.08	\$0.00 (-)
5 user_engagement	30 (9.9%)	24 (35.29%)	1.25	\$0.00 (-)



## Events & Funnel Behavior Analysis

GA4 → Engagement → Events

- Page\_view events are highest (78)
- Scroll events moderately lower (55)
- User\_engagement events significantly lower (30)
- No tracked conversion events (form\_submit, contact\_click) present
- Indicates clear drop-off from visit to meaningful interaction

# Key Observations

- **Traffic growth concentrated in Q4, indicating campaign-driven spike.**
- **Majority of traffic acquired through direct channel.**
- **100% of page views concentrated on homepage.**
- **Engagement time remains very low (4 seconds average).**
- **Clear drop-off between page views and deeper interaction events.**



# Growth Insights

## Campaign-Driven Growth Opportunity

Data: Traffic spike observed in Q4

Meaning: Growth occurs when marketing activity increases

Impact: Scalable opportunity through structured campaigns

## Weak Organic Acquisition

Data: Majority traffic from Direct channel

Meaning: SEO and discoverability underdeveloped

Impact: Strong long-term growth potential through search optimization

## Funnel Drop-Off Issue

Data: 78 page views vs 30 user\_engagement events

Meaning: Users visit but do not deeply interact

Impact: Conversion leakage and missed engagement opportunities

## Insight 4 – Inconsistent Traffic Trend

Data: Traffic remained flat for most of the year

Meaning: Lack of sustained marketing strategy

Impact: Need for consistent monthly growth planning

## Insight 5 – High-Engagement Geographic Opportunity

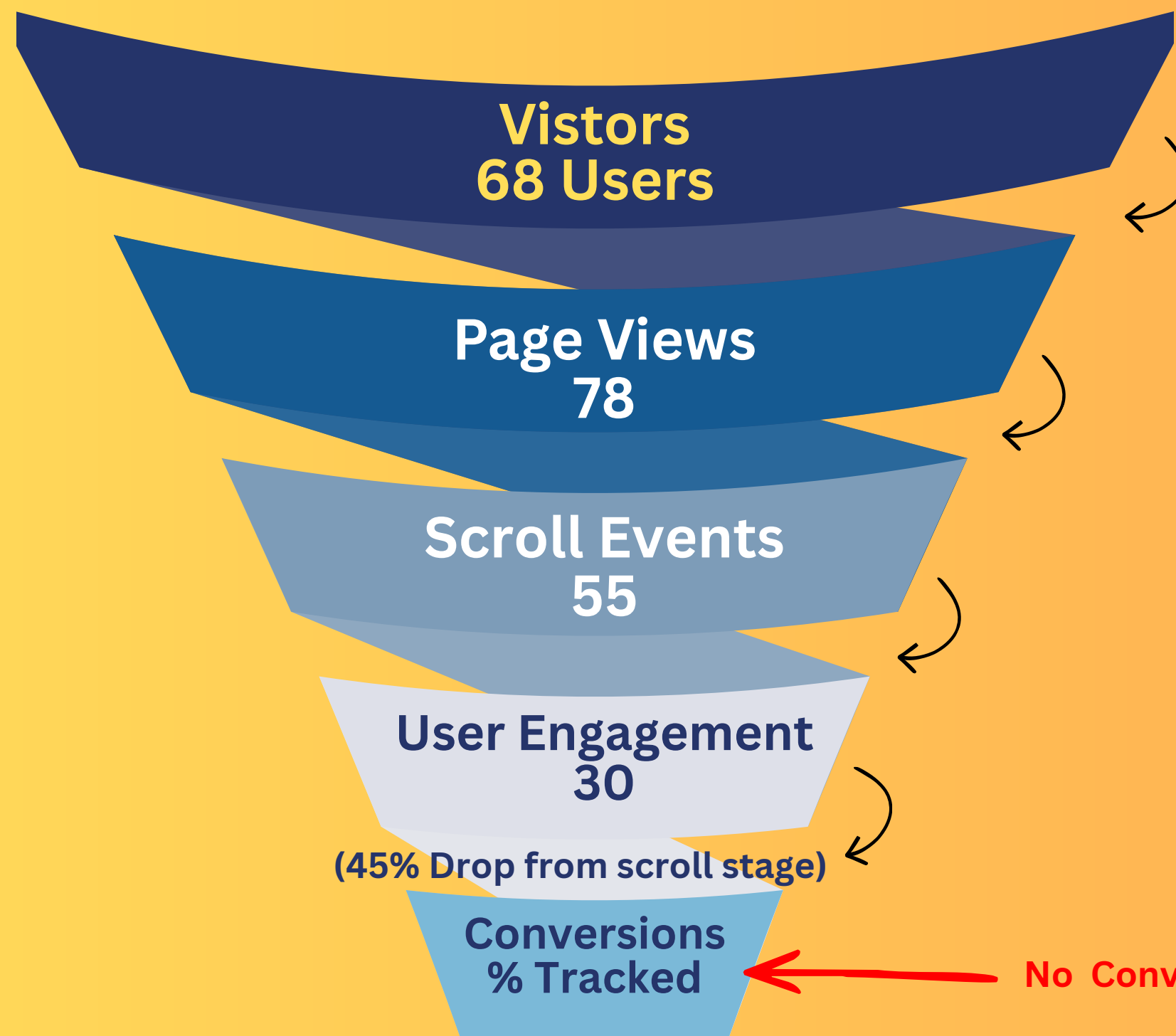
Data: Canada shows highest engagement rate (63%)

Meaning: Smaller audience but higher content interaction

Impact: Opportunity to focus targeting on high-quality regions



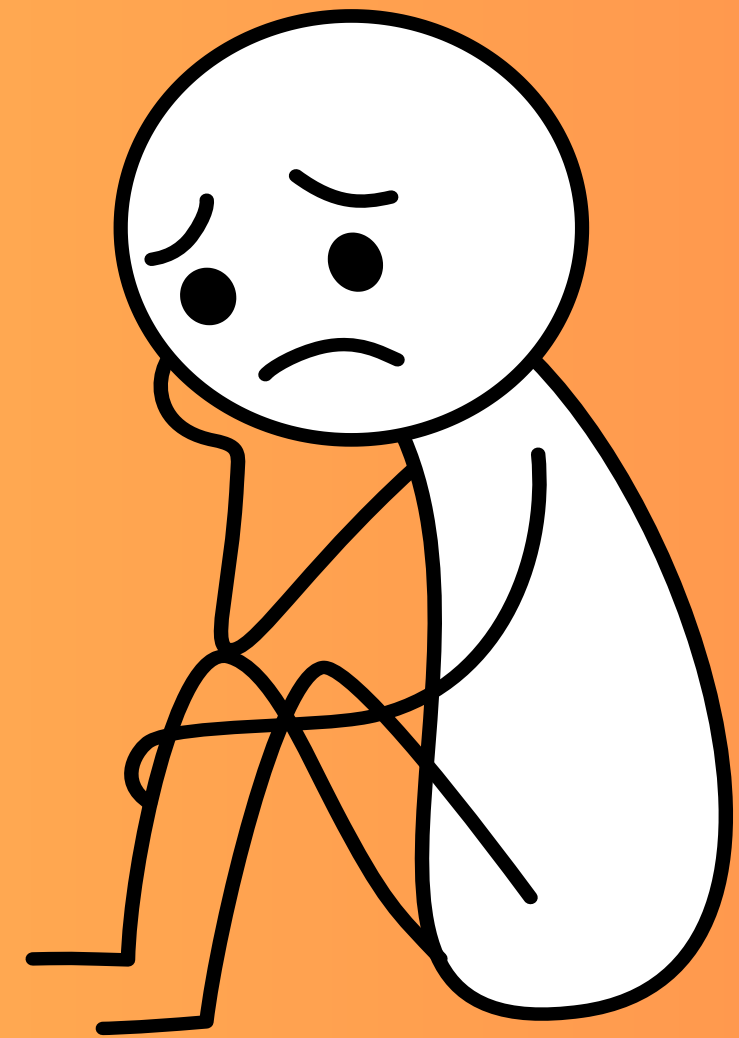
# Website Conversion Funnel Analysis



- Significant drop-off between scroll and engagement
- No measurable conversion tracking implemented
- Funnel currently unstructured

# Drop-Off Diagnosis

- 68 users entered the website
- 55 users scrolled (19% drop from entry)
- 30 users engaged deeply (45% drop from scroll stage)
- 0 measurable conversion events tracked



**Primary drop-off occurs between scroll and meaningful engagement.**

## Conversion Barriers Identified



- No structured call-to-action on homepage
- No form submission or contact click tracking
- Low average engagement time (4 seconds)
- Users mostly browse only the homepage
- Overdependence on direct traffic

**Conversion leakage is caused by weak engagement structure and missing tracking implementation.**

# Conversion Optimization Strategy Framework

## Acquisition Optimization

- Strengthen SEO implementation
- Expand organic social visibility
- Reduce overdependence on direct traffic

## Engagement Optimization

- Improve homepage call-to-action placement
- Increase content depth and internal linking
- Enhance user journey structure

## Conversion Tracking Implementation

- Configure form submission tracking
- Implement contact click event tracking
- Set up scroll depth conversion triggers

**This strategy shifts the website from passive presence to measurable conversion growth.**

## Performance Measurement & KPI Targets

Metric	Current Performance	6-Month Target
Users	68	150+
Engagement Rate	20%	45%
Average Engagement Time	4 sec	20+ sec
Scroll Events	55	90+
Conversion Events	0	30+

**Targets are based on structured SEO implementation, improved engagement design, and full conversion tracking setup.**

# Performance Measurement & KPI Targets

**Right Now !!!!**



## PHASE 1 (0–3 Months)

### Tracking & Structural Setup

- Configure form submission tracking
- Implement contact click event tracking
- Improve homepage call-to-action visibility
- Optimize mobile responsiveness

## PHASE 2 (3–6 Months)

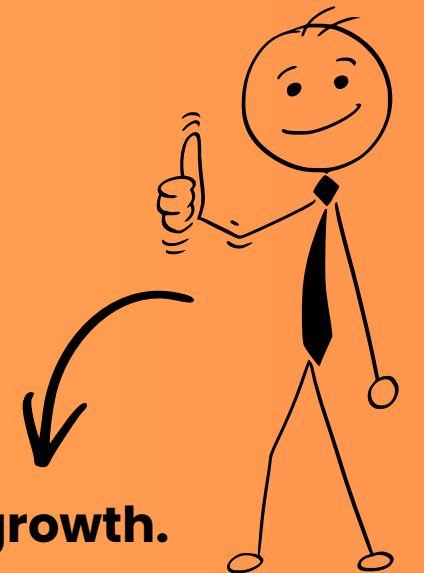
### Engagement & SEO Optimization

- Strengthen on-page SEO structure
- Develop consistent content calendar
- Improve internal linking strategy
- Enhance content depth

## PHASE 3 (6–12 Months)

### Acquisition & Scaling Strategy

- Launch targeted social media campaigns
- Expand geographic audience targeting
- Analyze performance data monthly
- Scale high-performing traffic channels



Implementation is structured to move from technical setup to engagement improvement and finally to scalable growth.

# Risk & Mitigation Analysis

## Risks

- **Low marketing budget**
- **Inconsistent content publishing**
- **Incomplete event tracking setup**
- **Slow SEO results**
- **Audience retention challenges**

## Mitigation Actions

- **Focus on low-cost organic SEO strategy**
- **Establish structured monthly content calendar**
- **Complete GA4 tracking configuration**
- **Monitor performance using monthly KPI reviews**
- **Introduce newsletter and returning visitor strategy**

**Proactive risk management ensures sustainable and measurable growth implementation.**

# Competitive Opportunity & Market Positioning



## Growing Digital News Demand

- Increasing preference for online local news
- Rising mobile-based content consumption
- Community-driven digital platforms gaining traction

## SEO & Content Gap Opportunity

- Limited optimization among small local competitors
- Opportunity to rank for niche community keywords
- Underutilized long-tail search visibility

## Strategic Positioning Advantage

- Focus on community + career guidance niche
- Ability to build loyal returning audience
- Opportunity to dominate a defined digital segment

**Strategic positioning combined with structured optimization can create sustainable competitive advantage.**

### **Build Returning Audience Base**

- Introduce newsletter subscription strategy
- Encourage repeat visits through content updates
- Develop audience loyalty programs

### **Strengthen Brand Authority**

- Publish consistent community-focused content
- Improve SEO ranking for targeted keywords
- Increase social credibility

### **Diversify Acquisition Channels**

- Expand organic search visibility
- Strengthen social media traffic
- Explore referral partnerships

### **Implement Data-Driven Optimization**

- Monitor KPIs monthly
- Conduct A/B testing on homepage
- Refine funnel tracking continuously



## **Long-Term Digital Growth Vision**

**Sustainable growth will be driven by structured acquisition, deeper engagement, and continuous performance measurement.**

# Recommendations

- Optimize mobile UX / improve loading speed and article layout to reduce bounce rate
- Implement content recommendation widget /add related articles and trending now section to increase pages per session
- Develop email newsletter strategy /encourage subscription to increase returning users
- Increase social media distribution/promote content consistently to reduce reliance on organic search
- Introduce evergreen content strategy/ balance breaking news with long term searchable content



# Executive Summary & Expected Impact

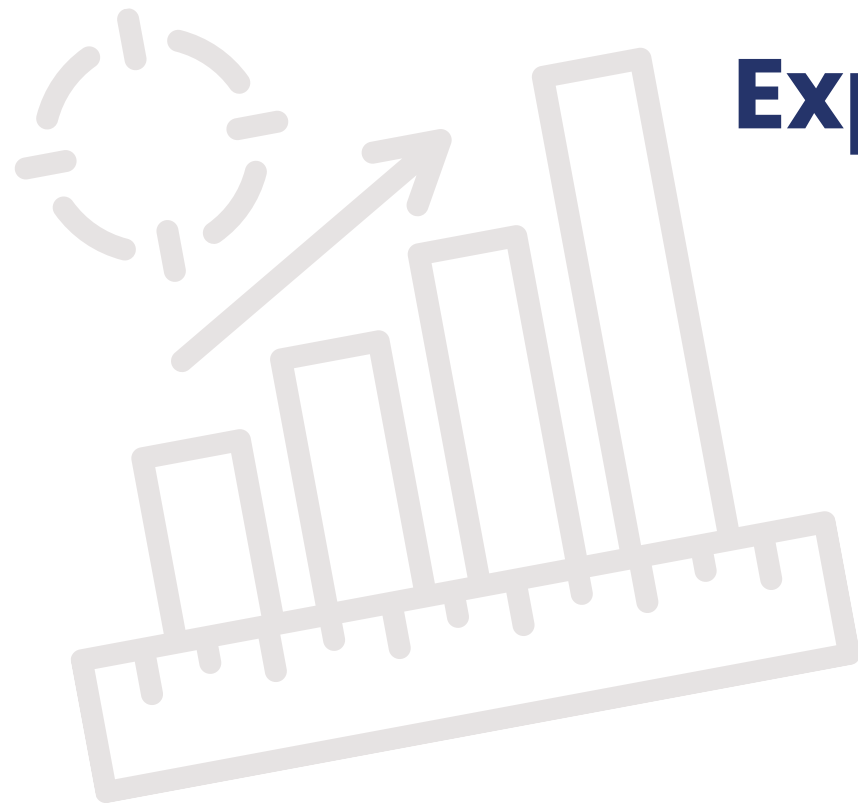
## Executive Summary

- Website performance is currently under-optimized but highly scalable
- Engagement and funnel gaps are limiting conversion potential
- Lack of structured tracking prevents measurable growth visibility
- Direct traffic dependency creates unstable acquisition patterns
- With structured optimization, performance can significantly improve within 6 months



## Expected Impact

- Increased returning user rate
- Lower bounce rate
- Higher average engagement time
- Measurable conversion tracking in GA4
- Improved acquisition channel diversification
- Stronger long-term traffic stability



# Ethics & Limitations

## Ethical Considerations:

User data must remain anonymized.  
No personally identifiable information was used.  
Data collection complies with GA4 privacy standards

## Limitations:

Analysis based only on website behavioral data.  
No demographic deep dive included.  
External competitor data not analyzed.

## Future Analysis Recommendations:

Cohort analysis  
Content category comparison  
Heatmap behavioral analysis  
A/B testing for mobile UX





# Thank You

FOR YOUR ATTENTION



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