

GC4W High Level Scorecard

Overall User Traffic Analysis

Sessions
71,773

Total users
44,569

Active users
44,554

Key Takeaway.

1. There are 71,773 sessions, which is more than the 44,569 total users. This means that there are about 1.6 sessions per user. This means that people came back to the site more than once during the reporting window, not just once.

2. Active users (44,554) closely mirror total users (44,569), suggesting that nearly all recorded users were active during the selected time period. This indicates that engagement is current rather than driven by dormant historical traffic.

Overall User Engagement Analysis

Views
83,565

Views per session
1.16

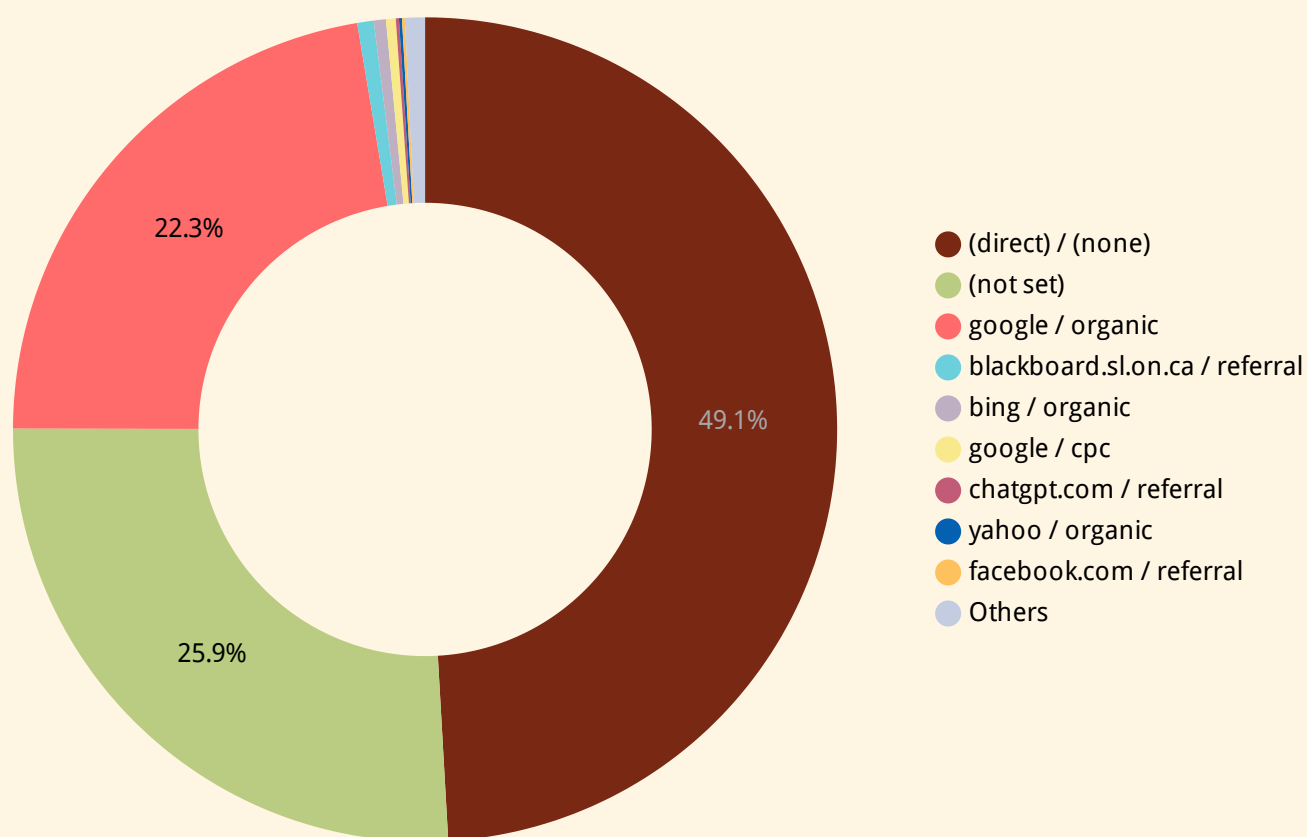
Engagement rate
13.59%

Key Takeaway.

1. Views per session is 1.16, indicating that most sessions consist of a single-page interaction. While this reflects consistent traffic volume, it also suggests limited multi-page navigation within a given visit.

2. The engagement rate of 13.59% indicates that approximately one in seven sessions results in measurable interaction (e.g., scrolls, clicks, or additional actions). While interaction is present, the majority of sessions do not progress beyond basic page viewing.

Report: Most visited Traffic Source



Key Takeaway.

1. Direct traffic accounts for 49.1% of total sessions, with an additional 25.9% categorized as "not set." Combined, over 75% of traffic lacks clear referral attribution.

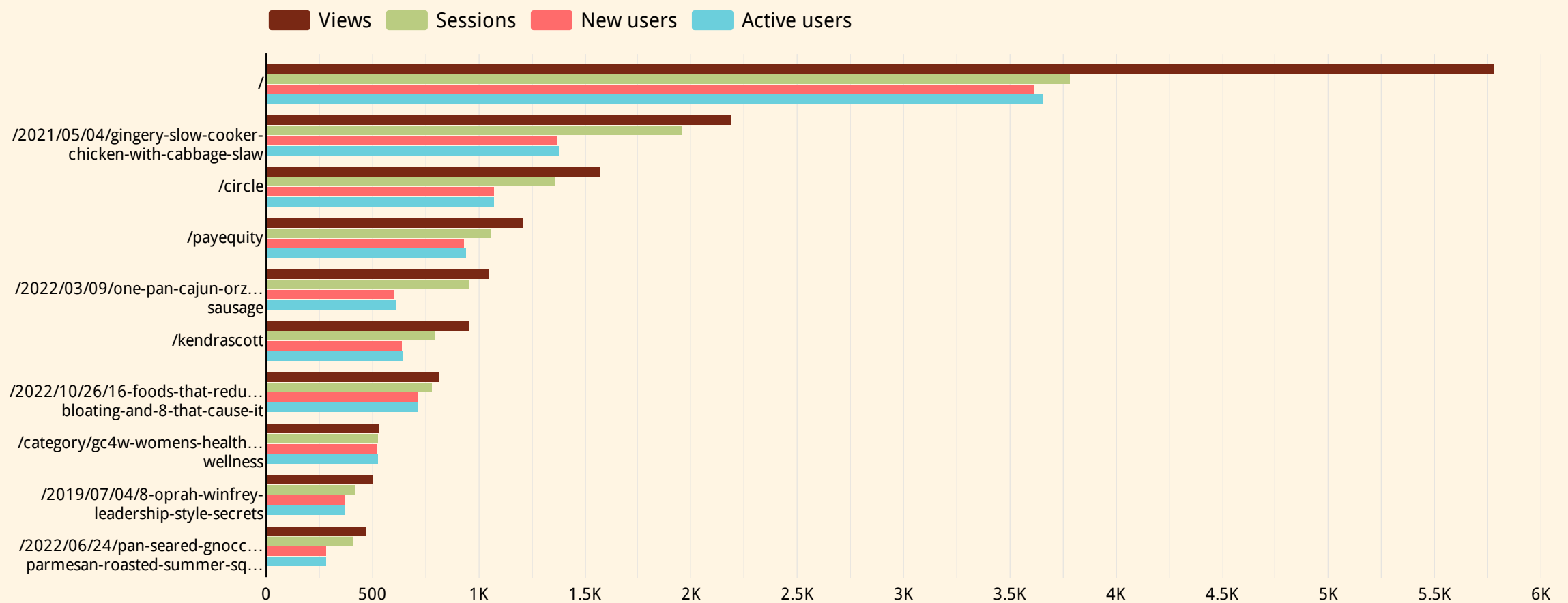
Interpretation: Traffic acquisition appears highly concentrated in direct and unattributed sources, limiting visibility into specific channel performance and acquisition pathways.

Brand Health Signal: Strong brand recall or offline visibility may be present, but channel diversification and tracking precision appear underdeveloped.

2. Google organic contributes 22.3% of total traffic, making it the largest identifiable external acquisition channel. All other referral and paid channels contribute marginally.

Interpretation: Organic search functions as the primary scalable discovery mechanism, while paid and social channels currently have limited measurable impact.

Report: Most Visited - Top 10 Pages



Key Takeaway

1. The homepage generates the highest volume across all four metrics, views, sessions, new users, and active users, significantly outperforming all other pages.

Interpretation: As the primary entry point, homepage performance has a disproportionate influence on overall traffic and engagement outcomes.

Brand Health Signal: Strong central entry visibility.

2. Lifestyle-oriented articles (e.g., food and wellness content) show relatively high new-user volumes compared to mission- or program-specific pages.

Interpretation: Search-optimized, informational content appears to function as a stronger acquisition channel for first-time visitors than organizational or program pages.

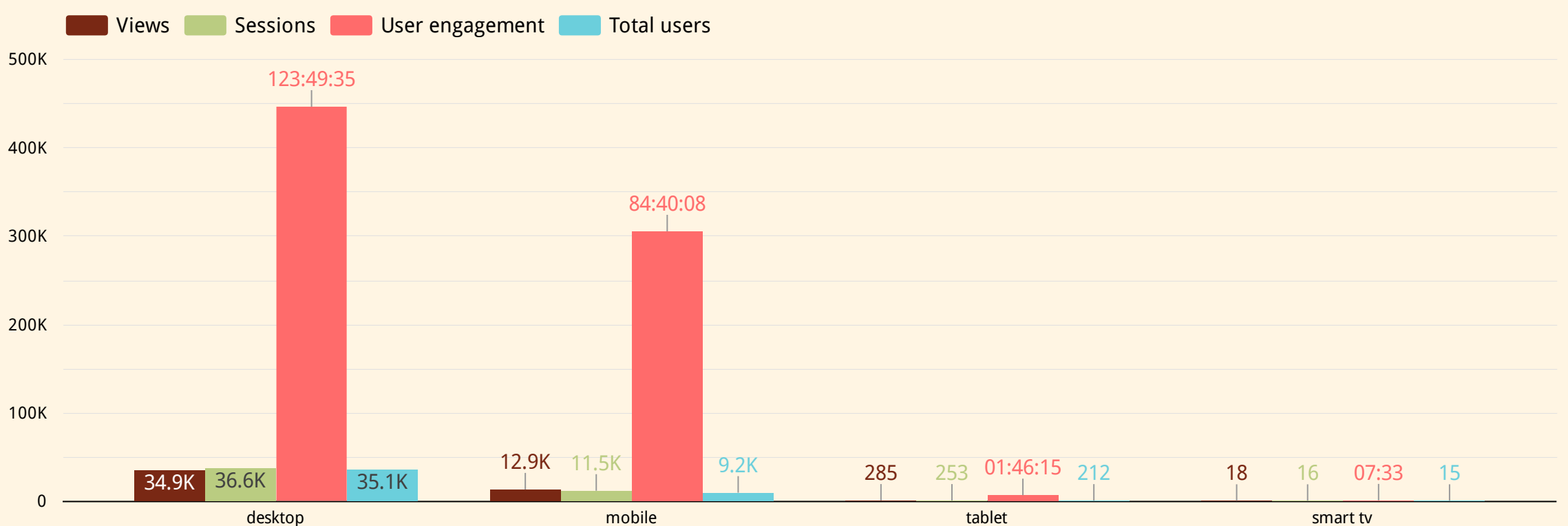
3. Several top-performing articles show new-user counts that closely track total sessions, indicating that users are entering directly through individual content pages rather than navigating from broader site categories.

Interpretation: Content discovery (likely through search) drives entry, while cross-site navigation may be limited.

4. Across top pages, the gap between views and active users suggests limited cross-page movement beyond the initial article visit.

Interpretation: Internal linking and structured pathways may influence session depth and content progression.

Devices



Key Takeaway

1. Desktop accounts for the majority of sessions (36,649) and total users (38,107), significantly outperforming mobile (11,453 sessions; 9,248 users). Additionally, total engagement time on desktop (123 hours) exceeds mobile engagement time (84 hours), indicating stronger sustained interaction on larger-screen devices.

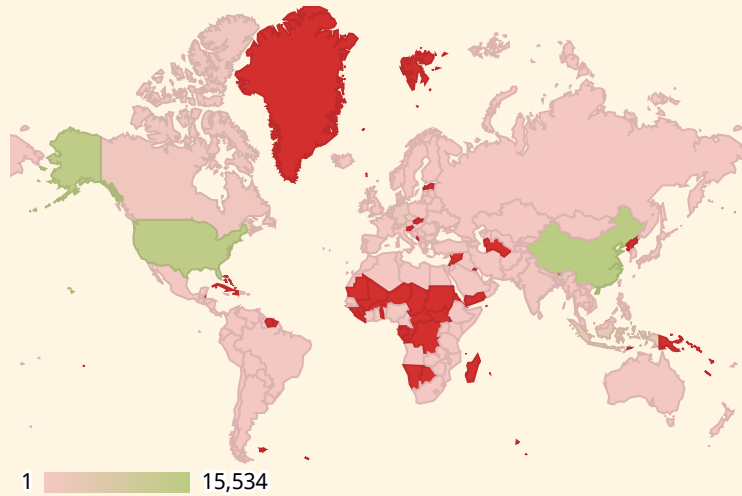
Brand Health Signal: The site currently performs strongest in desktop environments, suggesting that long-form content consumption and navigation depth are more optimized for desktop users.

2. Although mobile generates 12,844 views and 11,453 sessions, total engagement time (84 hours) is proportionally lower relative to desktop when compared against session volume.

Interpretation: Mobile traffic is substantial but may experience shorter session depth or reduced interaction intensity compared to desktop.

3. Tablet (253 sessions) and Smart TV (16 sessions) represent minimal user activity and do not materially impact overall performance metrics.

Country Report



Country	Event name / Active users				
	page_view	session_start	first_visit	user_engag...	sci
China	██████████	██████████	██████████		
United States	██████████	██████████	██████████	██	
Indonesia	██	██	██	██	
Germany	██	██	██	██	
Singapore				██████	
Canada					
Bulgaria					
Grand total	39,004	38,899	38,828	19,034	2

Key Takeaway

1. Users originate from more than 100 countries, reflecting significant international visibility. However, total user engagement events (19,034) represent roughly half of session starts (38,899), indicating that while reach is geographically broad, interaction depth varies across regions.

Brand Health Signal: Strong global awareness, inconsistent engagement intensity.

2. First visits (38,828) nearly mirror session starts (38,899), indicating that the majority of sessions originate from new users rather than repeat visitors.

Interpretation: Geographic growth is occurring at the awareness level, with limited evidence of returning-user concentration across regions.

3. Although traffic spans over 100 countries, measurable activity is concentrated among a small number of high-volume regions (e.g., China, United States, Indonesia, Germany, Singapore).

Interpretation: Engagement performance is uneven globally, suggesting that targeted regional activation strategies may yield stronger returns than uniform global outreach.

Strategic Recommendations

1. Increase Session Depth Through Structured Content Pathways (Short-Term, High Impact)

Data Insight: Views per session (1.16) and a 13.59% engagement rate indicate shallow navigation patterns. Users are primarily viewing a single page per visit, limiting exposure to broader mission-driven content.

Recommendation:

- Integrate "Related Articles" modules on top-performing lifestyle pages
- Add internal linking between informational content and program pages
- Introduce clear CTA placements guiding users from awareness content to deeper engagement

Impact Goal: Increase views per session and improve exposure to mission-aligned content beyond entry pages.

2. Diversify Acquisition Channels & Improve Attribution Clarity (Mid-Term Growth Priority)

Data Insight: Nearly half of traffic originates from direct sources, with a significant portion labeled as "not set." This limits clarity into which channels are driving growth.

Recommendation:

- Standardize UTM tracking across all campaigns and partnerships
- Strengthen SEO strategy around high-performing organic content
- Expand measurable social media distribution tied to top articles

Impact Goal: Improve channel visibility, scale discoverability, and reduce reliance on unattributed traffic sources.

3. Optimize Mobile Experience to Close Engagement Gap (UX Optimization Opportunity)

Data Insight: Mobile accounts for 11,453 sessions but generates lower engagement duration compared to desktop users (84:40:08 vs. 123:49:35 aggregate engagement time).

Recommendation:

- Improve mobile page load performance
- Simplify navigation hierarchy for smaller screens
- Enhance mobile CTA visibility and placement

Impact Goal: Increase mobile engagement quality and improve cross-device consistency.

4. Prioritize High-Performing Geographic Markets for Deeper Activation (Focused Resource Allocation Strategy)

Data Insight: While traffic spans over 100 countries, a small number of regions drive the majority of measurable activity and engagement events.

Recommendation:

- Develop localized content or partnerships in top-performing regions
- Run targeted campaigns in high-volume markets before expanding globally
- Test region-specific engagement initiatives to improve retention

Impact Goal: Strengthen activation in high-performing markets rather than distributing resources evenly across low-activity regions.