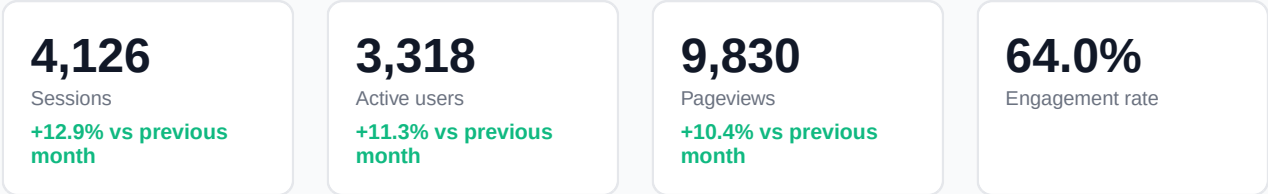


EXECUTIVE SUMMARY



Detailed Metrics



New vs. Returning Users



Traffic Quality

Engagement rate

Excellent

64%

Sessions with real interaction (>10s, a click, or a conversion)

Bounce rate

Low · good

36%

Sessions with no detected interaction

Comparison with Previous Month

Sessions		+12.9%	4,126
Previous month			3,655
This month			4,126
Active users		+11.3%	3,318
Previous month			2,980
This month			3,318
Pageviews		+10.4%	9,830
Previous month			8,905
This month			9,830
Engaged sessions		+16.6%	2,640
Previous month			2,265
This month			2,640

Monthly Analysis

Executive summary

August closes with 212 leads for the restaurant, between bookings made on the website and calls from the phone button: +17.1% on July (181) and +8.2% on August last year (196). It is a good month, and not only because of the season. Visits grew less than leads, so the site converts better than it did a year ago.

The rise coincides with the “Book” button going live on your Google profile on the 5th, which was our first recommendation in July, although a single month cannot separate its effect from August’s. The weak spot is mobile: it brings three out of four visits, converts noticeably worse than desktop and the site takes almost 6 seconds to appear on a phone. That is where next month’s room to grow is.

Traffic and engagement analysis

Your site had 4,126 sessions from 3,318 people, +12.9% and +11.3% on July, with 9,830 pageviews (+10.4%). A good part of that growth is the season: the last twelve months rise without a break from January, and August last year was already the highest month. Against it, traffic grows only +3.7%.

What does belong to this year is quality. Engaged sessions rise faster than visits (+16.6%, to 2,640), the engagement rate stands at 64.0% and bounce falls from 39.0% to 36.0% (-7.7%). For a restaurant that means more people looking at the menu, the opening hours or the directions instead of leaving on the first screen, which are exactly the visits that end at a table.

User behavior

76.7% of the people who came are new (2,544) and 23.3% returned (774). In August that is to be expected: it is the month of tourists and of people finding the restaurant for the first time, so discovery is the stage that dominates. Average duration rises to 1:58 (+5.4%) with 1.24 sessions per person, so the decision is made in one or two visits.

The landing pages confirm it. Most people arrive on the home page (1,960 sessions), but those who land straight on the bookings page are the most decided: 510 sessions, 78.4% engaged and 55 leads, 10.8% of them. The menu also works as a way in, with 820 sessions and 72% staying. The lunch menu draws a different audience, the midday one: 290 entries and only 6 leads.

Traffic sources and geographic reach

Organic search, your priority channel, brings 1,812 sessions (44%) and 104 leads, almost half the month, with 68% of visits engaged: it performs well and carries the business. Next come direct traffic, with 986 sessions (24%) and 58 leads, and social media, with 702 (17%) but only 21 leads and half the visits leaving straight away. Other websites linking to yours bring little volume, 318 sessions, and are the channel that converts best: 22 leads, 6.9%.

On Google the site appeared 61,400 times and got 1,960 clicks, +14.6% on July. Just over a third come from people already searching for the restaurant by name; the rest are new customers searching for “restaurante frente al mar” or “arroz a banda”. 188 unassigned sessions (4%) keep arriving, almost always untagged campaign links. By country, 71% of traffic is from Spain and the rest comes from abroad.

Content and conversions

This month's leads are of two kinds: 168 bookings confirmed on the website and 44 calls from the phone button. Over all sessions that is a 5.14% rate, good for a restaurant that lives on bookings and better than August last year. The home page (3,380 views), the menu (2,610) and the bookings page (1,540) make up the whole journey: people arrive, look at what is on and book. Directions (640) and groups and events (390) are support pages consulted before deciding.

Two brakes are in plain sight. The menu linked from the home page is a PDF, opened 610 times: on a phone it is slow to read and leads to no booking button. And the booking form asks for nine fields, seven of them required: 260 were started and 168 confirmed, so one in three people who start to book does not finish.

Strategic recommendations

1 Recommended action

Simplify booking on mobile: we propose cutting the form, which today asks for first name, surname, email, phone, date, time, party size, comments and a privacy tick, down to date, time, party size and phone, and lightening the home page, which takes almost 6 seconds to appear on a phone. The reason is in the data: mobile brings 3,160 sessions, 77% of the total, but converts at 4.4%, against 7.8% on desktop. Someone looking for a restaurant on their phone is deciding where to eat today, and if booking is a hassle they try the place next door. At this volume, every point of conversion gained is around 30 more leads a month. We make the change; we only need you to decide which details are essential to manage a table. Next month we will check the mobile conversion rate, which today is 4.4%.

2 Recommended action

Finish the English version with the menu as a web page and the booking button translated. We are keeping this recommendation from July, and this time with the figure in front of us: France, Germany, the United Kingdom, the Netherlands and Italy add up to 1,168 sessions, but only 260 land on the English version, where barely 51.9% stay and 7 leads come out. The tourists looking for somewhere to eat on the coast already find you; what they do not find is a site that lets them book in their language without guessing. Every visitor from abroad who leaves without booking is a table of the season that does not come back. To do it we need you to send or review the translation of the dishes, the one thing we cannot write ourselves. Next month we will check entries on the English version and their leads, today 260 and 7.

3 Recommended action

Get the groups and events page ready for autumn now, with its own form and written for the search “comida de empresa restaurante playa”. You appear for that search 1,600 times a month, but at position 13.5, on Google’s second page, and it brings only 14 clicks; and the page, which already gets 390 visits in the middle of summer, has no form at all, so today we cannot tell how many end in a request. Last year’s series shows why it matters: after August, visits fall to 1,960 in November. A company lunch fills the dining room in one of the quietest months of the year. We propose the form, with date, party size and an indicative budget, marked as a conversion, and rewriting the page for that search. We need you to confirm the group menus and their prices. Next month we will check its position, today 13.5, and group requests.

Top Pages

#	Page	Views
1	/	3,380
2	/carta	2,610
3	/reservas	1,540
4	/menu-del-dia	780
5	/como-llegar	640
6	/grupos-y-eventos	390
7	/en/	360
8	/galeria	130

Landing Pages

Landing page	Sessions
/	1,960
/carta	820
/reservas	510
/menu-del-dia	290

/en/	260
/como-llegar	150

Traffic Sources

Búsqueda orgánica	1,812 (44%)
Directo	986 (24%)
Redes sociales	702 (17%)
Referencia	318 (8%)
Sin asignar	188 (4%)
Email	120 (3%)

Google Search

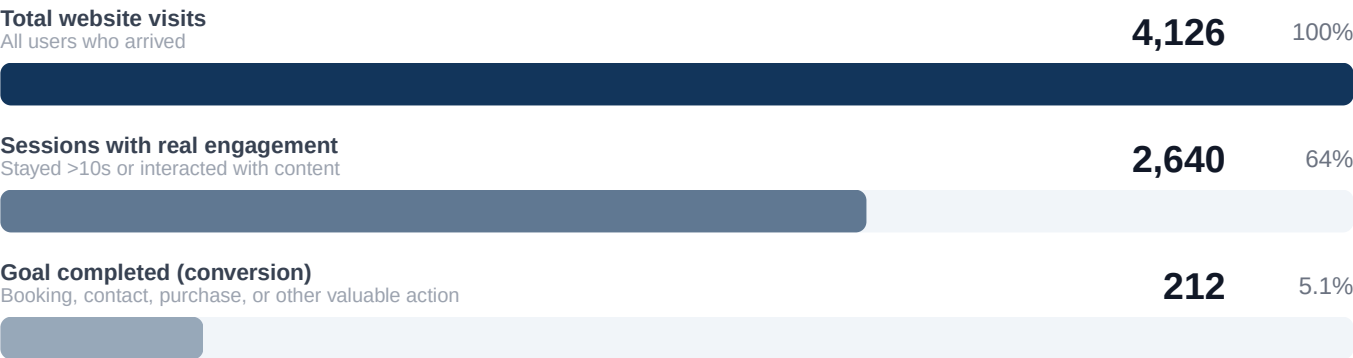
1,960 Clicks from Google +14.6% vs previous	61,400 Times it appeared +11.2% vs previous	3.2% Click-through rate +0.1 pts vs previous	10.8 Average position 0.8 places better
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Search	Clicks	Impressions	Position
restaurante el mediterraneo	520	1,180	1.1
el mediterraneo restaurante	190	520	1.3
restaurante frente al mar	96	5,200	7.4
arroz a banda	71	3,900	8.9
restaurante con terraza en la playa	64	2,700	6.8
menu del dia cerca de mi	52	4,400	11.2
paella en la playa	48	1,300	4.6
comida de empresa restaurante playa	14	1,600	13.5

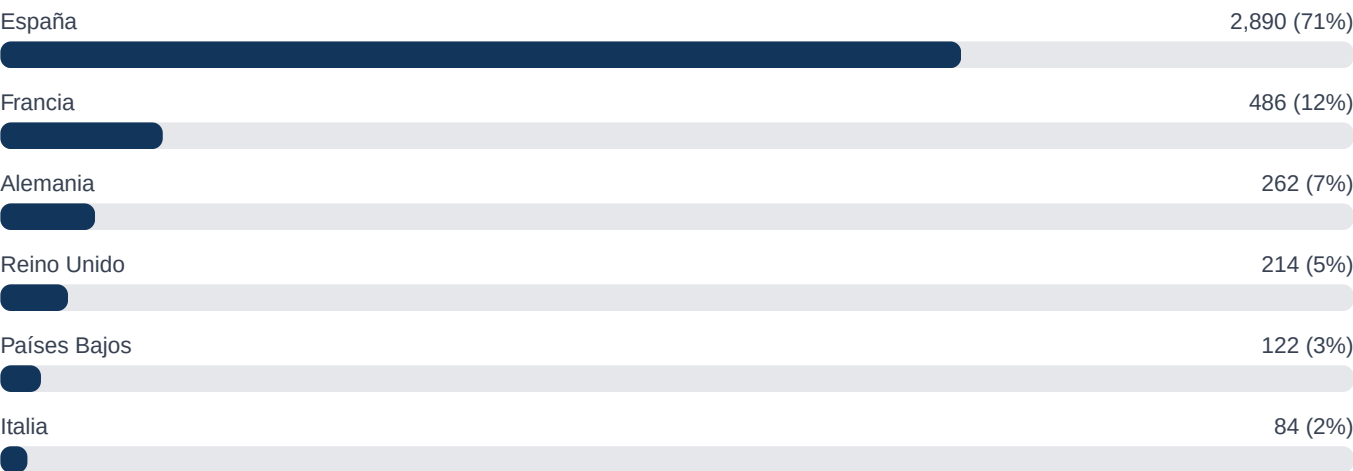
Opportunities: already showing, but far from the top

Search	Clicks	Impressions	Position
restaurante frente al mar	96	5,200	7.4
menu del dia cerca de mi	52	4,400	11.2
arroz a banda	71	3,900	8.9
restaurante con terraza en la playa	64	2,700	6.8
comida de empresa restaurante playa	14	1,600	13.5

Conversion Funnel



Geography — Top Countries



Devices

