



WENA
WEDGWOOD EAST
NEIGHBORHOOD ASSOCIATION

WEBSITE ANALYTICS REPORT

Overview & Key Metrics



Report Date:
May 10, 2026

Date Range: Apr 13 – May 10, 2026

OVERVIEW (Last 28 Days)



171
Active Users
People who visited the website



168
New Users
New visitors to the website



29s
Avg. Engagement Time
Average time users spent engaged on the website



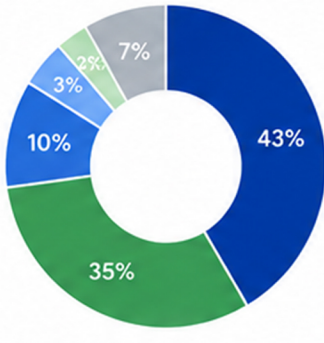
210
Sessions
Total website sessions

TOP TRAFFIC ACQUISITION
Where our visitors came from

SESSION SOURCE / MEDIUM	SESSIONS	KEY EVENTS	TOTAL REVENUE
 google / organic	91	0	\$0.00
 (direct) / (none)	74	28	\$0.00
 facebook.com / referral	21	8	\$0.00
 m.facebook.com / referral	7	4	\$0.00
 wave.webaim.org / referral	6	0	\$0.00
 bing / organic	4	0	\$0.00
 paypal.com / referral	2	0	\$0.00

View full traffic acquisition report →

TRAFFIC SOURCE BREAKDOWN
By Sessions



Google Organic Search (43%)

Direct Traffic (35%)

Facebook Referral (10%)

Mobile Facebook (3%)

Other Referrals (2%)

Other Sources (7%)

HIGHLIGHTS



Strong Overall Traffic
171 active users and 210 sessions over the last 28 days.



Top Source: Google Organic
Google search continues to be the leading source of website traffic.



Facebook Driving Engagement
29 key events were triggered from Facebook (referral + mobile), showing active engagement from social media.



New Audience Growth
168 new users visited the website, expanding community reach.



Event Tracking Active
28 key events recorded from direct traffic, and 12 key events from Facebook referrals.



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WEBSITE ANALYTICS REPORT

Engagement & User Behavior Insights



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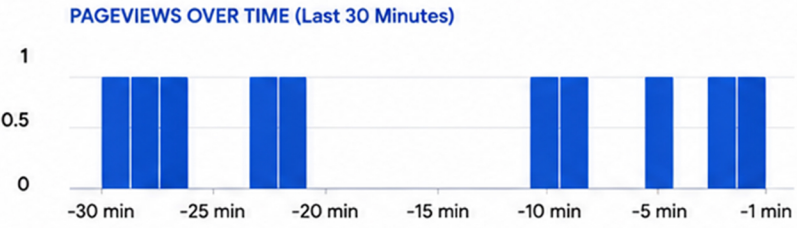
REALTIME ENGAGEMENT SNAPSHOT (Last 30 Minutes)



24
Page Views



2
Active Users



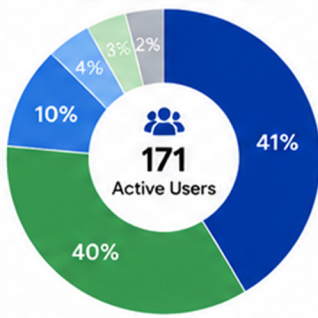
Active browsing across multiple pages with continued engagement in Events content.

TOP PAGES BY VIEWS (Last 28 Days)

PAGE	VIEWS
 /events/	10
 /	4
 /event/4706/	3
 /membership-join/	2
 Other Event Pages (5 total)	5

Events content is the most engaging section of the website.

AUDIENCE ACQUISITION OVERVIEW



Google Organic Search 70 (41%)

Direct Traffic 68 (40%)

Facebook Referral 17 (10%)

Mobile Facebook 7 (4%)

Other Referrals 5 (3%)

Other Sources 4 (2%)

Google Organic Search and Direct Traffic drive the majority of our website visitors.

KEY EVENT ENGAGEMENT (Last 28 Days)

SOURCE / MEDIUM	SESSIONS	KEY EVENTS	KEY EVENT RATE
(direct) / (none)	74	28	37.8%
 facebook.com / referral	21	8	38.1%
 m.facebook.com / referral	7	4	57.1%
TOTAL	210	40	19.0%



40
Total Key Events

28 key events from direct traffic

12 key events from Facebook referrals

WHAT THIS MEANS



Visitors are actively exploring multiple pages, with strong interest in Events and Membership content.



Facebook continues to drive engaged traffic, with high key event completion rates from social media visitors.



Direct traffic shows strong intent, resulting in the highest volume of key events overall.



Event tracking is successfully capturing meaningful engagement across our key community pages.



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Tracking Implementation & Key Takeaways



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CUSTOM EVENT TRACKING (GA4)
Successfully Implemented and Active

EVENT NAME	TRACKING PURPOSE	STATUS	STREAM
 membership_page_visit Membership Page Visits	Tracks visits to the Membership Join page /membership-join/	 Active	 https://wedgwoodeast.org/
 events_page_visit Events Page Visits	Tracks visits to the Events page /events/	 Active	 https://wedgwoodeast.org/
 contact_page_visit Contact Page Visits	Tracks visits to the Contact page /contact/	 Active	 https://wedgwoodeast.org/
 purchase Purchase Events	Purchase tracking (No data yet)	 No Data	No stream data detected

Custom event tracking is active and collecting data for key community engagement pages.

UNIQUE REFERRAL HIGHLIGHTS (Last 28 Days)



15
Facebook Referral Sessions

Facebook continues to be a strong referrer to our website, driving 15 sessions and 15 key events.



1
Fort Worth Report Referral Session

Traffic from Fort Worth Report shows community interest and awareness of WENA.

These referral sources highlight growing awareness and expanding reach for WENA.

ENGAGEMENT SUMMARY



Strong Search Visibility
Google Organic Search is the top traffic source, driving 43% of all sessions.



Social Media Impact
Facebook referrals generated 15 key events with a 34.8% key event rate, continuing to drive community interaction.



Engaged Community
Visitors are exploring multiple pages with an average engagement time of 29 seconds and consistent activity across key content areas.



Event Interest is High
The Events section is the most viewed area of the website, with 10 views to /events/ in the last 28 days.



Tracking & Insights Improving
New GA4 event tracking is capturing meaningful actions, helping us better understand user behavior and community engagement.

NEXT STEPS & RECOMMENDATIONS



Continue promoting Events and Membership pages across social media and email.



Monitor event tracking data to measure campaign effectiveness and community interest.



Create targeted content to increase engagement on key pages.



Leverage strong search performance by optimizing content for local searches.



Review and refine tracking setup as new goals and campaigns are launched.



Analytics improvements are helping us make data-driven decisions to better serve and connect our neighborhood.



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