

ACTIVE USERS (GA4)

142,850

+18.4% MoM vs. baseline

SEARCH CLICKS (GSC)

48,200

+22.5% MoM vs. baseline

ENGAGEMENT RATE

6840.0%

+4.2% MoM Benchmark: 54.0%

GOOGLE ANALYTICS 4 · TRAFFIC & SESSIONS

Total Monthly Sessions	52,400	+12.1%
New User Influx	28,120	+15.3%
Average Session Duration	3m 42s	+8.0%
Bounce / Exit Rate	31.6%	-4.2%
Returning Visitor Ratio	38.2%	+5.1%

ACQUISITION CHANNELS · PROPORTION

1. Organic Search	28,450 (54.3%)
2. Direct Traffic	12,100 (23.1%)
3. Referral Partners	7,450 (14.2%)
4. Email Marketing	4,400 (8.4%)

SEARCH CONSOLE · ORGANIC SEARCH & TOP RANKING KEYWORDS

Total Organic Impressions: 482,000 (+14.8%) · Average CTR: 3.1% (+6.7%) · Average Position: 8.4

SEARCH QUERY / TARGET PHRASE	ORGANIC CLICKS	IMPRESSIONS	AVG GOOGLE RANK
industrial hydraulic valves oklahoma	2,450	42,000	#2.1
heavy equipment hose fittings supply	1,920	38,500	#3.4
pembrook supply catalog 2026	1,640	12,800	#1.0
emergency mechanical replacement parts	1,280	31,000	#4.2
commercial fluid line maintenance	940	24,500	#6.8

STRATEGIC EXECUTIVE SYNTHESIS & INSIGHTS

- Search clicks surged +22.5% MoM driven by dominant top-3 positions across high-intent agency keywords.
- Conversion efficiency achieved a 68.4% engagement rate, outperforming the SaaS industry baseline by 420 bps.
- Action Item: Double down on bottom-of-funnel content targeting the "1 page google analytics pdf" cluster.