

Business Website & Local SEO Analytics Report

Website Key Events

Website key events are the button and link clicks that matter most to your business. They're the foundation for making this website portion of this report valuable. You must be subscribed to a [business website plan](#) to receive this information.

Event value
\$1,800
↑ 5.3%

Key event users
326
↑ 12.4%

User key event rate
20%
↓ -41.1%

	Key event name	Event value	Active users
1.	zaraz_start_booking	\$0	303
2.	click_message	\$0	6
3.	contact_text_click	\$0	6
4.	purchase	\$1,800	5
5.	click_availability	\$0	4
6.	click_book	\$0	2
7.	click_book_morning_glory	\$0	1
8.	click_book_now	\$0	1
9.	click_book_primrose	\$0	1
10.	click book sweet briar	\$0	1

1 - 14 / 14 < >

Total users
1,623
↑ 90.9%

New users
1,584
↑ 90.8%

Returning users
33
↑ 94.1%

GBP Key Events

Google Business Profile (GBP) overview shows key customer actions such as calls, bookings, direction requests, and website visits. Your GBP is one of the best ways to receive organic leads for your business. You must be subscribed to a [local SEO plan](#) to receive this information.

Website clicks
54
↑ 14.9%

Phone calls
5
↑ 400.0%

Chat clicks
0
N/A

Directions requests
89
↑ 34.8%

Appointments
0
N/A

Total impressions
2,346
↑ 21.9%

GBP Reviews

Google Business Profile (GBP) visibility factors include relevance, distance, and prominence. You influence your relevance & prominence by having a well optimized GBP, receiving ongoing reviews, having consistent citations, and the content & authority of your web pages.

New reviews
0
N/A

Total reviews
52
0.0%

Average rating
5
0.0%



Platform Report

Most valuable sources of traffic

	Where they came from	Event value	Key event users	Active users	User key event rate
1.	(direct) / (none)	\$338.2	155	416	37.26%
2.	google / cpc	\$1,075	74	694	10.66%
3.	GBP / organic	\$0	32	129	24.81%
4.	virginiascenicrailway.com / referral	\$0	13	76	17.11%
5.	google / organic	\$119	12	63	19.05%
6.	m.facebook.com / referral	\$0	9	86	10.47%
7.	(data not available)	\$0	5	16	31.25%
8.	bing / organic	\$0	4	10	40%
9.	vahorsecenter.org / referral	\$0	4	20	20%
10.	ig / social	\$0	4	11	36.36%
11.	l.facebook.com / referral	\$0	3	6	50%
12.	lexingtonvirginia.com / referral	\$0	2	23	8.7%
13.	yahoo / organic	\$0	2	7	28.57%
14.	duckduckgo / organic	\$268.2	2	5	40%
15.	l.instagram.com / referral	\$0	2	4	50%
16.	leecebachman.wixsite.com / referral	\$0	1	3	33.33%
17.	url.emailprotection.link / referral	\$0	1	2	50%
18.	secure.thinkreservations.com / ref...	\$0	1	1	100%
19.	(not set)	\$0	0	17	0%
20.	lm.facebook.com / referral	\$0	0	15	0%
21.	google.com / free	\$0	0	14	0%
22.	facebook.com / referral	\$0	0	2	0%
23.	webmail.rockbridge.net / referral	\$0	0	2	0%
24.	webmail1.earthlink.net / referral	\$0	0	2	0%



Page Report

Most valuable website pages

Note: The page path that is just a forward slash (/) is the homepage

	Page path	Event value	Key event users	Active users	User key event rate	Engagement rate
1.	/	\$0	154	1,403	10.98%	66.42%
2.	/rooms/	\$0	94	385	24.42%	93.17%
3.	/carriage-rooms/	\$0	71	265	26.79%	95.27%
4.	/gallery/	\$0	8	228	3.51%	85.95%
5.	/about/	\$0	8	70	11.43%	91.67%
6.	/contact/	\$0	5	40	12.5%	80%
7.	/blueridgeabbey/reservations/confirmation	\$1,800.4	5	5	100%	83.33%
8.	/reviews/	\$0	4	37	10.81%	89.19%
9.	/founders/	\$0	3	37	8.11%	90.7%
10.	/weddings/	\$0	2	49	4.08%	81.97%
11.	/blueridgeabbey/reservations/availability	\$0	0	108	0%	87.1%
12.	/blueridgeabbey/reservations	\$0	0	101	0%	90.91%
13.	/blueridgeabbey/reservations/upsell	\$0	0	16	0%	95.24%
14.	/blueridgeabbey/reservations/registration	\$0	0	7	0%	100%
15.	/blueridgeabbey/reservations/search	\$0	0	6	0%	100%
16.	/search/	\$0	0	6	0%	50%
17.	/blog/easy-spring-getaway-in-the-blue-ridge/	\$0	0	2	0%	100%
18.	/blog/fall-in-buena-vista/	\$0	0	2	0%	50%
19.	/blog/holiday-magic-in-the-blue-ridge/	\$0	0	2	0%	100%
20.	/test	\$0	0	2	0%	100%
21.	/thank-you/	\$0	0	1	0%	100%



Location Report

Most valuable cities for your website

	City	Event value ①	Key event users ②	Active users ③	User key event rate
1.	Poolesville	\$636.8	2	3	66.67%
2.	(not set)	\$606.4	30	297	10.1%
3.	Blue Springs	\$438.2	2	2	100%
4.	Fredericksburg	\$119	4	10	40%
5.	Ashburn	\$0	10	93	10.75%
6.	Buena Vista	\$0	10	42	23.81%
7.	Virginia Beach	\$0	9	23	39.13%
8.	Richmond	\$0	9	22	40.91%
9.	Lexington	\$0	7	30	23.33%
10.	Roanoke	\$0	6	19	31.58%
11.	Baltimore	\$0	5	21	23.81%
12.	Phoenix	\$0	5	19	26.32%
13.	Washington	\$0	5	17	29.41%
14.	Lynchburg	\$0	5	15	33.33%
15.	Denver	\$0	4	14	28.57%
16.	Salt Lake City	\$0	4	7	57.14%
17.	Norfolk	\$0	4	7	57.14%
18.	New York	\$0	3	36	8.33%
19.	Pittsburgh	\$0	3	10	30%
20.	Raleigh	\$0	3	8	37.5%
21.	Pleasant Grove	\$0	3	7	42.86%
22.	Innsbrook	\$0	3	6	50%
23.	Winston-Salem	\$0	3	5	60%
24.	Los Angeles	\$0	2	15	13.33%

Click Report

Website areas with the most interest

	Event name	Active users
1.	click_rooms	199
2.	click_play_video	113
3.	click_main_house	100
4.	click_main_house_rooms	100
5.	click_carriage_house	90
6.	click_availability	88
7.	click_photo_gallery	80
8.	click_carriage_rooms	74
9.	click_about	68
10.	click_gallery	60
11.	click_book	51
12.	click_book_now	41
13.	click_book_sweet_briar	37
14.	click_the_abbey	34
15.	click_weddings	33
16.	click_book_maple_grove	26
17.	click_download_avif	26
18.	click_directions	24
19.	click_link	23
20.	click_book_daylily	20
21.	click_close_menu	20
22.	click_reviews	20
23.	click_book_primrose	19
24.	click_blue_ridge_abbey	18