GA4 (Google Analytics) Audit

OVERVIEW

Total users	New users	Average session duration	Bounce rate	Sessions	Views
2.9K	2.7K	05:45	34.6%	4.2K	20.5K

Sessions & Pageviews

Legend: Sessions, Views

TOP Sources *(by sessions)*
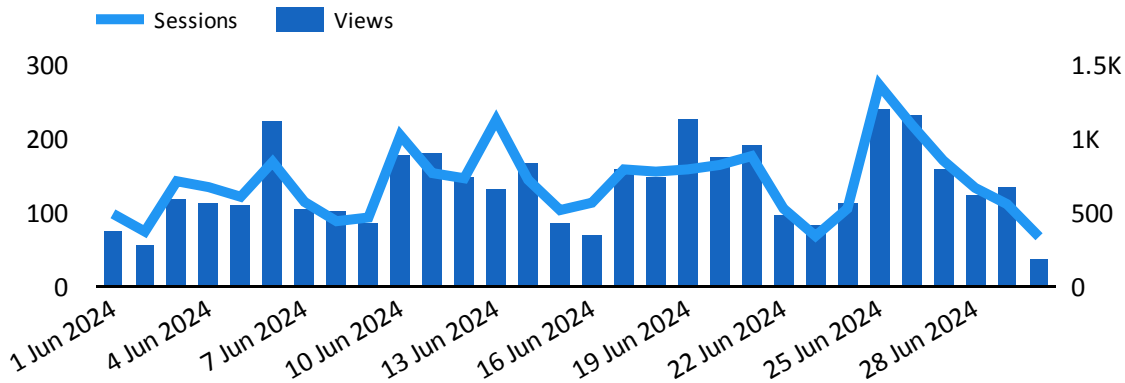
- 43.1% ● google / organic
- 40.8% ● (direct) / (none)
- ● Klaviyo / campaign
- ● google / cpc
- ● Others
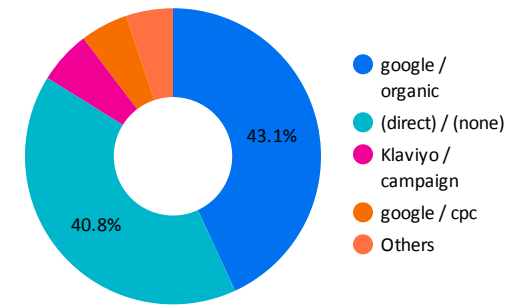
Browser *(by sessions)*

Legend: Sessions
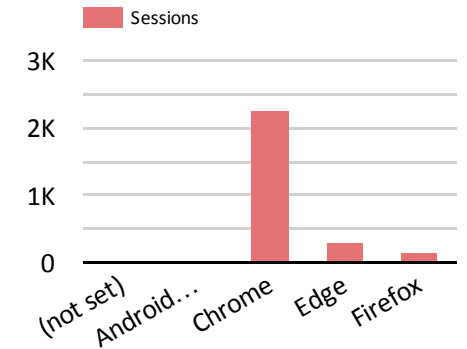
	Page path	Total users ▾	Sessions	Bounce rate
1.	/en/	1,489	2,024	18%
2.	/en/cart/	359	477	11%
3.	/fr/	318	368	11%
4.	/en/bouquets/	316	359	5%
5.	/en/checkout/	263	329	6%

1 - 50 / 1075 ‹ ›

	Device category	Total users ▾	Views	Bounce rate
1.	desktop	1,431	12,376	36%
2.	mobile	1,367	7,678	34%
3.	tablet	62	420	20%

1 - 3 / 3 ‹ ›

| Total Traffic | | 1 Jan 2024 - 31 Jul 2024 ▾ | |

Year month ▾	New users	Total users	Bounce rate
1.. Jul 2024	2,611	2,761	35.89%
2.. Jun 2024	2,712	2,857	34.61%
3.. May 2024	6,117	6,410	39.85%
4.. Apr 2024	1,476	1,514	33.65%
5.. Mar 2024	732	814	40.71%
6.. Feb 2024	4,407	4,434	34.78%

1 - 6 / 6 ‹ ›

Observations:

1. Highest New Users
May 2024 had the highest number of new users (6,117) and total users (6,410).

2. Lowest New Users
March 2024 had the lowest number of new users (732) and total users (814).

3. Bounce Rate
The bounce rate varies each month, with the highest in March 2024 (40.71%) and the lowest in April 2024 (33.65%).

Recommendations:

1. There are several factors affecting the drop in June as May is a season of demand due to Spring season.

2. We recommend early promotions and special offers for pre ordering Thanksgiving and Christmas, Valentine's Day events

Total Traffic (By Country)

	Country	New users	% Δ	Total users ▾	% Δ	Bounce rate	% Δ
1.	Canada	1,795	-55.1% ⬇	1,875	-55.8% ⬇	30.06%	-13.0% ⬇
2.	United States	397	-67.0% ⬇	401	-67.8% ⬇	62.79%	11.4% ⬆
3.	India	125	-6.0% ⬇	145	-2.0% ⬇	29.58%	-10.0% ⬇
4.	France	87	-28.1% ⬇	89	-33.6% ⬇	32.63%	-11.8% ⬇
5.	United Kingdom	36	-50.0% ⬇	37	-50.0% ⬇	47.62%	-4.8% ⬇
6.	Germany	15	-11.8% ⬇	34	78.9% ⬆	85.29%	56.4% ⬆

1 - 85 / 85   ‹ ›

Observations:

1. The data indicates a significant decline in both new and total users across all listed countries, with an average decrease of around 55.8% for new users and 55.9% for total users.

2. The United States experienced the most considerable decrease, with a 67% drop in new users and a 67.8% drop in total users.

Recommendations:

1. Examine external factors such as market conditions, competitor activities, or seasonal trends that might have affected user engagement.

2. Review any changes made to the product, marketing strategies, or user experience during the period.

Total Traffic (By Device)

	Device category	New users	% Δ	Total users ▾	% Δ	Bounce rate	% Δ
1.	desktop	1,317	-65.5% ⬇	1,431	-65.2% ⬇	36.28%	-16.6% ⬇
2.	mobile	1,333	-36.6% ⬇	1,367	-36.9% ⬇	33.72%	4.7% ⬆
3.	tablet	62	-8.8% ⬇	62	-15.1% ⬇	20.27%	-38.6% ⬇

1 - 3 / 3 ‹ ›

Observations:

1. Mobile
Desktop traffic saw a significant decrease in new users by 65.5%, with the total users also dropping by a similar percentage. Despite this drop, the bounce rate decreased by 16.6%, suggesting that while fewer desktop users are visiting, those who do are engaging more with the content.

2. Desktop
Mobile traffic experienced a 36.6% drop in new users and a 36.9% decrease in total users. The bounce rate increased by 4.7%, indicating that mobile users are finding the content less engaging or relevant, leading to a higher abandonment rate.
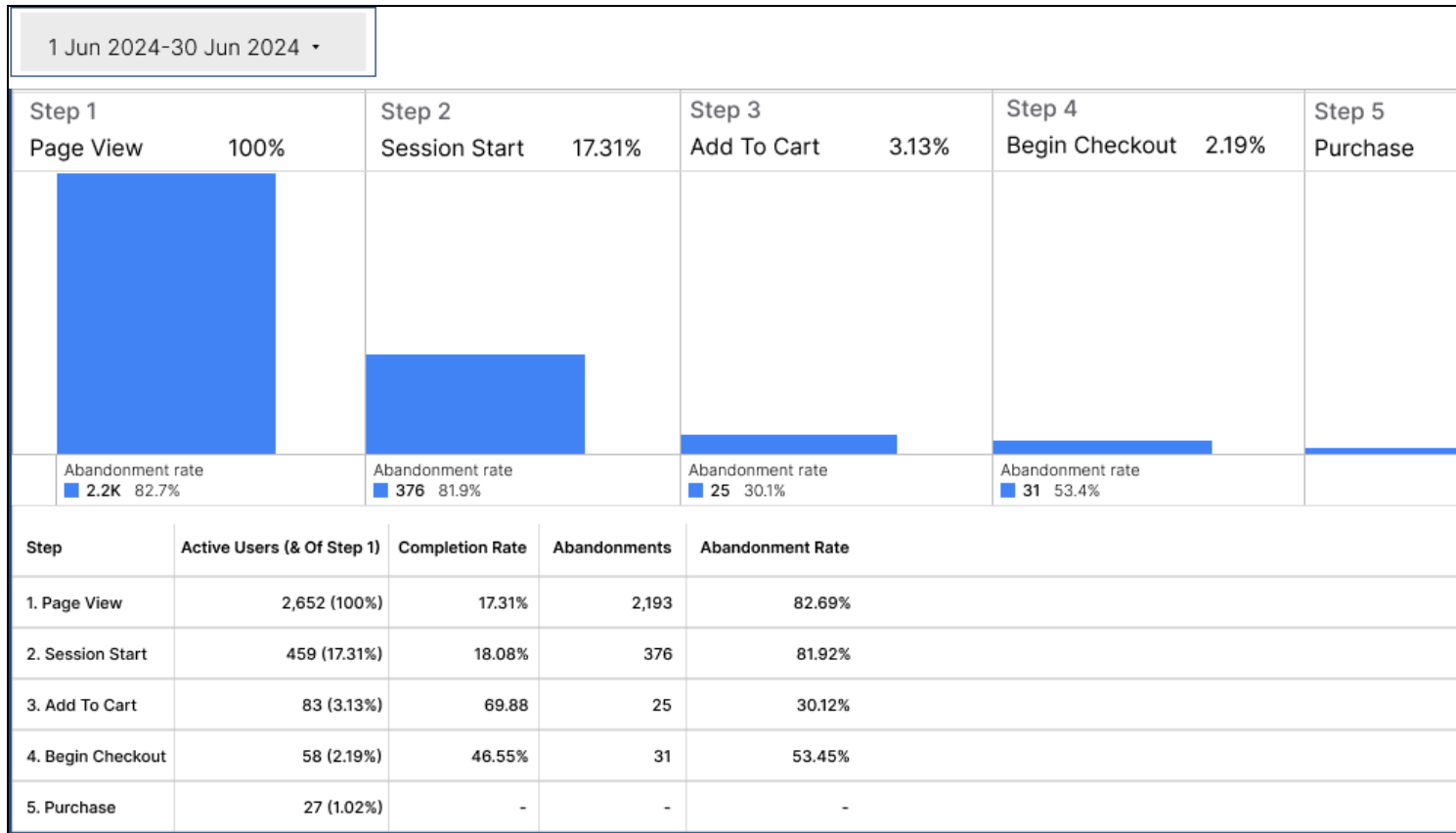
3. Tablet
Tablet traffic showed a decline in new users by 8.8%, with the total users also decreasing. However, the bounce rate improved significantly, dropping by 38.6%. This suggests that while there are fewer tablet users, those who visit are more engaged and less likely to leave immediately.

Recommendations:

1. Leverage the high engagement from tablet users by tailoring specific content and marketing strategies for this audience.

2. Simplify the checkout process by reducing the number of steps and incorporating mobile-friendly payment options such as Apple Pay, Google Wallet, etc.

Funnel Exploration (Closed)

Step	Active Users (& Of Step 1)	Completion Rate	Abandonments	Abandonment Rate
1. Page View	2,652 (100%)	17.31%	2,193	82.69%
2. Session Start	459 (17.31%)	18.08%	376	81.92%
3. Add To Cart	83 (3.13%)	69.88	25	30.12%
4. Begin Checkout	58 (2.19%)	46.55%	31	53.45%
5. Purchase	27 (1.02%)	-	-	-

*A closed funnel in GA4 helps to understand and optimize the path users take to complete a specific goal, ensuring they follow a predetermined sequence of steps. So the number of orders here can be different from the overall orders of the store, since it counts the order only which are in a specific order of steps.

Observations:

1. Page View

Out of the total 2,652 users who visited the page, only a small percentage moved forward. A whopping 82.69% of users left the site after just viewing the page, indicating that most users are not finding the content or call-to-action compelling enough to continue.

2. Session Start

Of those who viewed the page, only 459 users (17.31% of the initial total) proceeded to start a session. The abandonment rate here is still very high at 81.92%, suggesting that users may be experiencing barriers such as slow loading times, unclear navigation, or lack of interest.

3. Add to Cart

Only 83 users (3.13% of the initial total) added items to their cart. While the completion rate is higher here compared to the previous step, about 30.12% of users still abandon the process at this stage. This indicates potential issues with the product selection process.

4. Begin Checkout

Just 58 users (2.19% of the initial total) began the checkout process. The abandonment rate jumps to 53.45% at this stage, pointing to potential problems with the checkout process itself, such as complicated forms, lack of payment options, or concerns about security.

5. Purchase

Finally, only 27 users (1.02% of the initial total) completed their purchase. This final conversion rate shows that only a very small fraction of the original visitors make it to the end, highlighting the need for optimizing each step to retain more users and guide them towards completing their purchase.

1 Jun 2024-30 Jun 2024 ▾

	Step 1		Step 2		Step 3		Step 4		Step 5	
	Page View	100%	Session Start	76%	Add To Cart	12.1%	Begin Checkout	73.3%	5. Purchase	47%

	Abandonment rate		Abandonment rate		Abandonment rate		Abandonment rate		Abandonment rate
	6	24%	2.4K	89.7%	96	26.7%	140	53%	

Step	Elapsed Time	Active Users (& Of Step 1)	Completion Rate	Abandonments	Abandonment Rate
1. Session Start	-	2,769 (100.0%)	12.0%	2,373	87.92%
2. Add To Cart	11h 48m	359 (12.9%)	73.5%	92	26.74%
3. Begin Checkout	3h 46m	264 (9.5%)	47.7%	134	53.0%
4. Purchase	3h 42m	124 (4.5%)	-	-	-

* An open funnel in GA4 refers to tracking the user journey toward a specific goal without requiring a fixed sequence of steps. As open funnel not follow specific steps, the order count is more here, than compare to closed funnel.

Observations:

1. Session Start

2,769 users proceeded to start a session. The abandonment rate here is very high at 87.92%, suggesting that users may be experiencing barriers such as slow loading times, unclear navigation, or lack of interest.

2. Add to Cart

359 users added items to their cart. While the completion rate is higher here compared to the previous step, about 26.74 of users still abandon the process at this stage. This indicates potential issues with the product selection process.
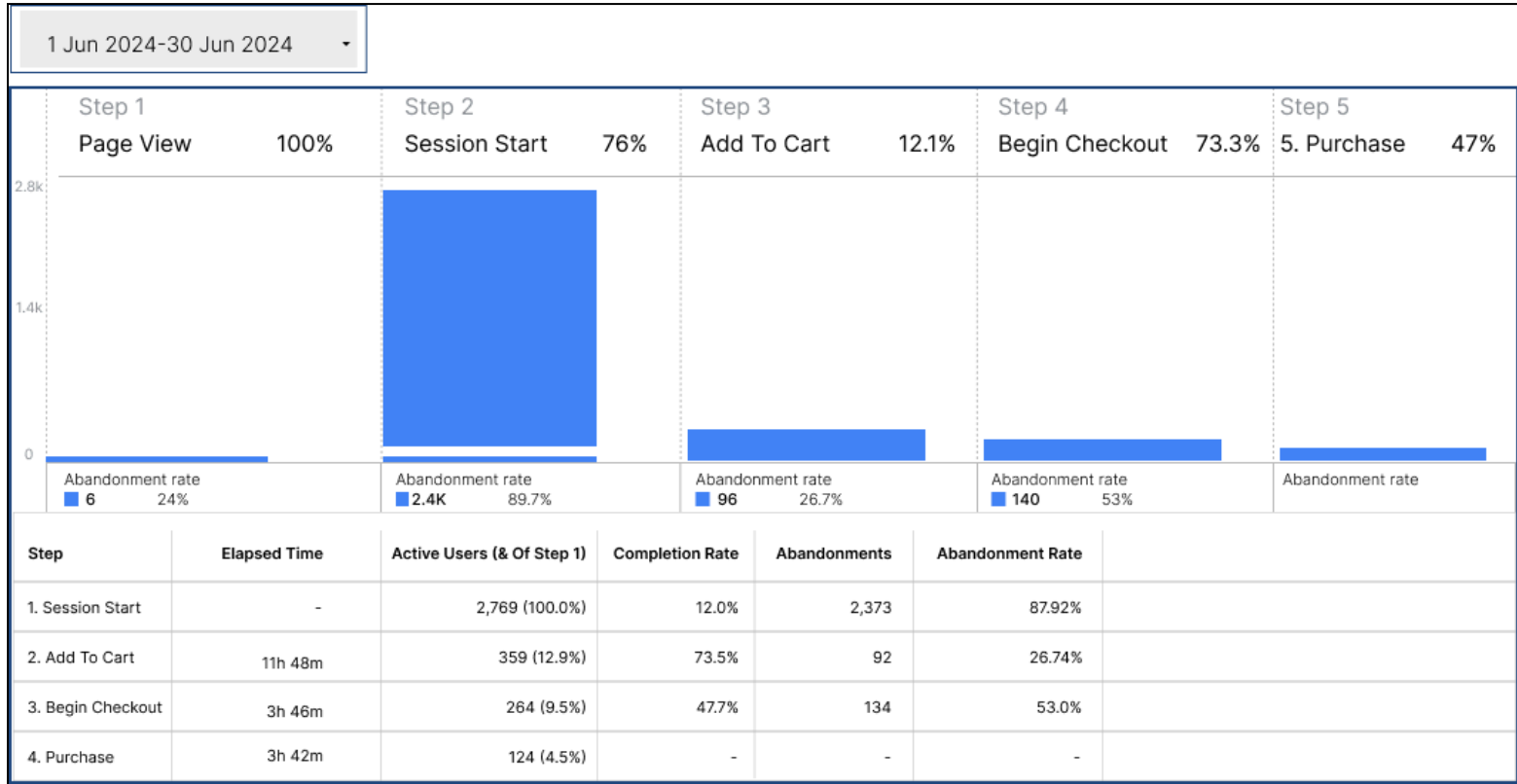
3. Begin Checkout

264 users began the checkout process. The abandonment rate jumps to 53.03% at this stage, pointing to potential problems with the checkout process itself, such as complicated forms, lack of payment options, or concerns about security.

4. Purchase

Finally, 124 users completed their purchase. This final conversion rate is low, make it to the end.

Recommendations:

1. Page View
Use clear and compelling calls-to-action (CTAs) like "Explore Our Bouquets" or "Find Your Perfect Flowers" to guide users further into the site.

2. Session Start
Provide informative content about flower care, arrangement ideas, and the meaning of different flowers to keep users interested.
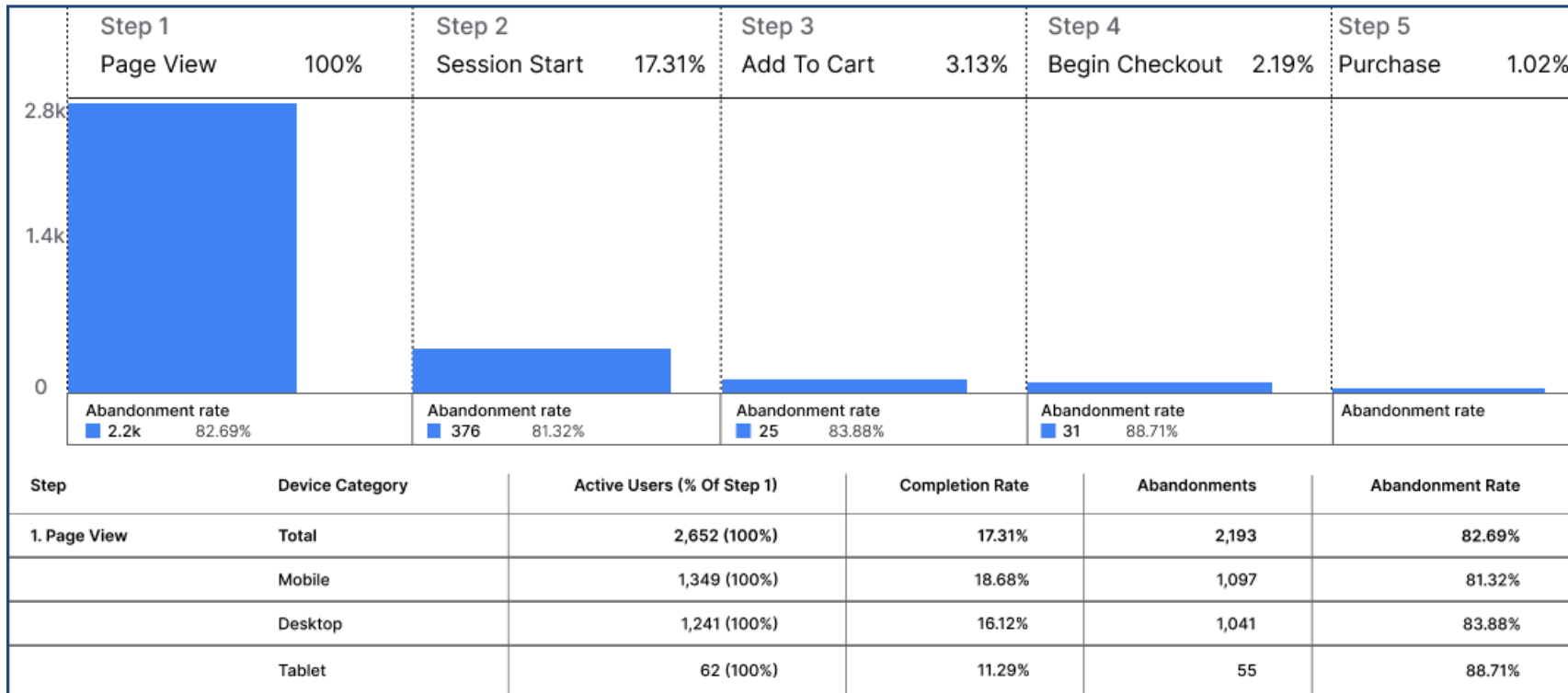
3. Add to Cart
Suggest complementary products like vases, chocolates, or greeting cards to encourage additional purchases.

4. Begin Checkout
Send cart abandonment emails to users who leave without completing their purchase, offering assistance or incentives to complete the purchase.

1 Jun 2024-30 Jun 2024 ▾

Step 1		Step 2		Step 3		Step 4		Step 5	
Page View	100%	Session Start	17.31%	Add To Cart	3.13%	Begin Checkout	2.19%	Purchase	1.02%

Abandonment rate		Abandonment rate		Abandonment rate		Abandonment rate		Abandonment rate	
■ 2.2k	82.69%	■ 376	81.32%	■ 25	83.88%	■ 31	88.71%		

Step	Device Category	Active Users (% Of Step 1)	Completion Rate	Abandonments	Abandonment Rate
1. Page View	Total	2,652 (100%)	17.31%	2,193	82.69%
	Mobile	1,349 (100%)	18.68%	1,097	81.32%
	Desktop	1,241 (100%)	16.12%	1,041	83.88%
	Tablet	62 (100%)	11.29%	55	88.71%

Observations:

1. Mobile Devices Perform Best

Mobile devices show the highest completion rate at 18.68% and the lowest abandonment rate at 81.32%. This indicates that users are more engaged and likely to complete the desired actions on mobile devices compared to other platforms.

2. Desktop and Tablet Challenges

Desktop users have a lower completion rate (16.12%) and a higher abandonment rate (83.88%) than mobile users, while tablets perform the worst with a completion rate of only 11.29% and an abandonment rate of 88.71%. This suggests that there may be user experience or engagement issues on desktop and tablet devices.

Recommendations:

1. Improve Tablet Experience

Ensure that the website layout adjusts smoothly to different tablet screen sizes.
Provide special offers or discounts tailored for tablet users to encourage them to complete their purchase.
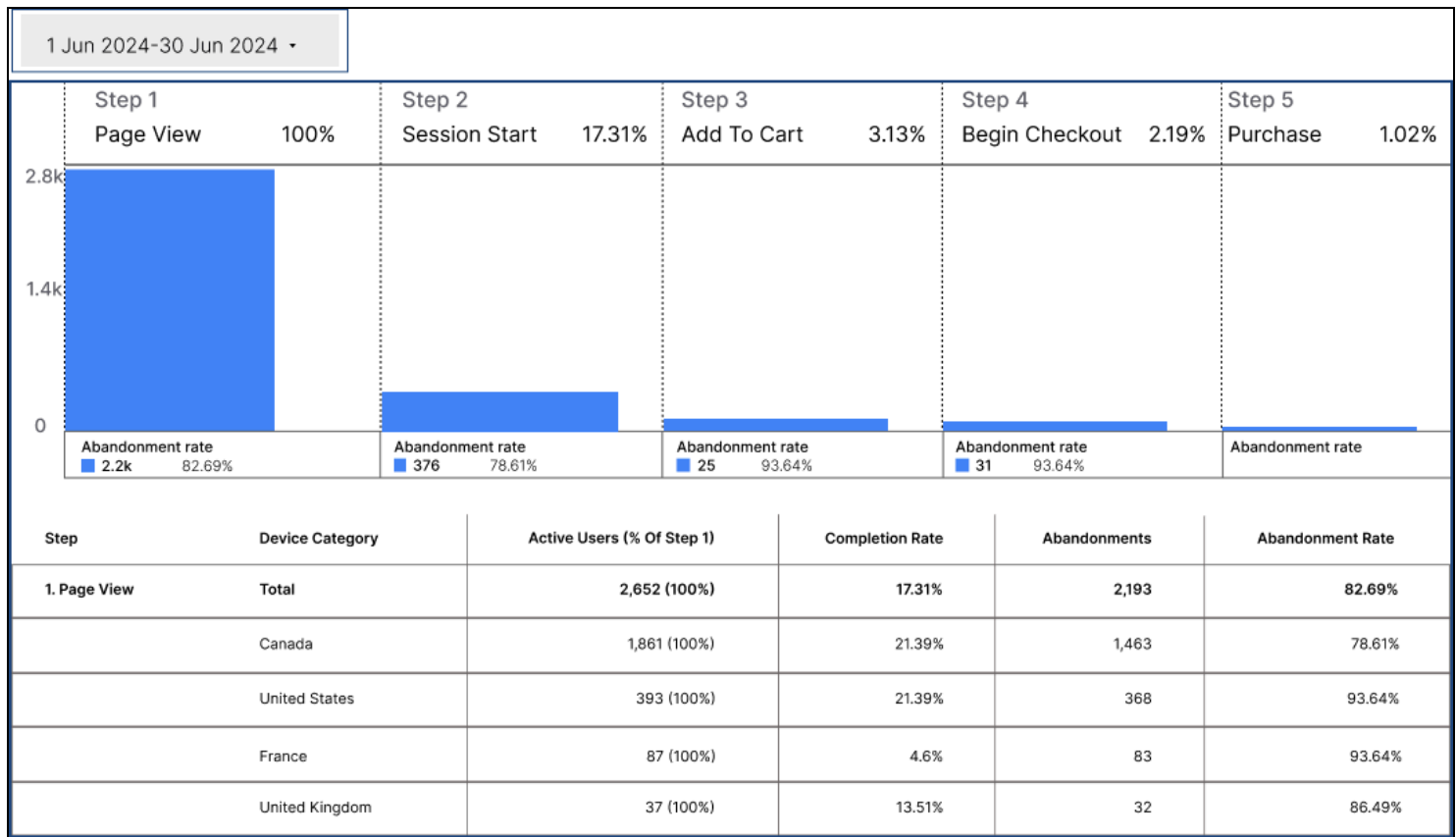Optimize the website for touch interactions with larger touch targets and swipe-friendly navigation.

2. For Mobile Users

Include mobile-friendly payment options like Apple Pay, Google Pay, and PayPal One Touch.
Implement auto-fill for address and payment information to speed up the checkout process.
Use push notifications to remind users of their abandoned carts and encourage them to complete their purchase.

Funnel Exploration (By Country)

1 Jun 2024-30 Jun 2024 ▾

	Step 1 Page View 100%	Step 2 Session Start 17.31%	Step 3 Add To Cart 3.13%	Step 4 Begin Checkout 2.19%	Step 5 Purchase 1.02%
Abandonment rate	2.2k 82.69%	376 78.61%	25 93.64%	31 93.64%	

Step	Device Category	Active Users (% Of Step 1)	Completion Rate	Abandonments	Abandonment Rate
1. Page View	Total	2,652 (100%)	17.31%	2,193	82.69%
	Canada	1,861 (100%)	21.39%	1,463	78.61%
	United States	393 (100%)	21.39%	368	93.64%
	France	87 (100%)	4.6%	83	93.64%
	United Kingdom	37 (100%)	13.51%	32	86.49%

Observations:

1. Canada
Despite better engagement, 78.61% of Canadian users abandon the site after the initial page view, indicating that there is still significant room for improvement in retaining these users.

2. United States
The abandonment rate is extremely high at 93.64%, indicating a major issue in capturing and maintaining the interest of U.S. visitors.

3. France
With a 95.4% abandonment rate, nearly all French users leave the site after the initial page view, pointing to a significant disconnect with this demographic.

4. United Kingdom
The abandonment rate for U.K. users is 86.49%, indicating that while some users do engage, the majority still leave after viewing the page.

Funnel Exploration (By Country)

Recommendations:

1. For Canada

Emphasize Canadian holidays, seasons, and events in your content. Create special collections for Canada Day, Thanksgiving, and other local celebrations.

2. For France

Highlight special French holidays and events, such as Bastille Day, and create bouquet collections for these occasions.

3. For USA

Create dedicated landing pages for U.S. users with localized content and currency.

Popular Pages

	Page path	Views	% Δ	Total user...	% Δ	Bounce rate	% Δ	Average s...	% Δ
1.	/en/	3,025	-25.9% ⬇	1,489	-32.0% ⬇	18.33%	12.3% ⬆	00:02:12	35.8% ⬆
2.	/en/cart/	1,109	-57.5% ⬇	359	-53.9% ⬇	10.69%	38.6% ⬆	00:01:12	-23.9% ⬇
3.	/fr/	545	-22.9% ⬇	318	-12.9% ⬇	11.41%	-4.8% ⬇	00:01:28	-16.6% ⬇
4.	/en/bouque...	466	-70.0% ⬇	316	-76.5% ⬇	4.74%	-71.5% ⬇	00:00:47	110.1% ⬆
5.	/en/checko...	708	-65.5% ⬇	263	-58.7% ⬇	6.08%	-12.7% ⬇	00:05:59	-7.9% ⬇
6.	/en/roses/	555	25.3% ⬆	205	-15.3% ⬇	8.46%	-20.9% ⬇	00:01:33	43.1% ⬆
7.	/en/my-acc...	591	-49.9% ⬇	189	-51.8% ⬇	7.39%	-9.5% ⬇	00:00:51	-18.8% ⬇
8.	/en/flowers/	292	-2.7% ⬇	188	0.0%	3.96%	0.5% ⬆	00:00:43	40.5% ⬆
9.	/en/arrange...	280	-8.8% ⬇	172	-20.7% ⬇	1.08%	-75.3% ⬇	00:00:58	28.0% ⬆
10.	//en/flowers/	229	-46.6% ⬇	166	-48.9% ⬇	5.65%	48.2% ⬆	00:00:19	-23.1% ⬇
11.	/fr/roses-fr/	250	-27.1% ⬇	165	-22.2% ⬇	24.74%	-1.1% ⬇	00:00:53	8.9% ⬆
12.	/en/search-...	464	-3.1% ⬇	157	-24.5% ⬇	6.75%	-8.1% ⬇	00:01:05	-14.3% ⬇
13.	/en/individu...	188	-38.0% ⬇	126	-37.6% ⬇	2.07%	-58.6% ⬇	00:00:42	-7.0% ⬇
14.	/en/pretty-...	178	229.6% ⬆	122	190.5% ⬆	21.33%	37.1% ⬆	00:02:16	3.3% ⬆
	Grand total	**20,474**	**-46.4% ⬇**	**2,857**	**-54.6% ⬇**	**34.61%**	**-13.1% ⬇**	**00:05:45**	**36.6% ⬆**

Popular Pages

Observations:

1. Overall Performance Decline
Total page views dropped by 46.4% to 20,474, and total users decreased by 54.6% to 2,857.

2. Increased Bounce Rate
The overall bounce rate increased by 34.61%, indicating more users leaving after viewing only one page.

3. Reduced Engagement
Average session duration decreased by 13.1% to 5 minutes and 45 seconds, showing less time spent on the site.

4. Landing Page
This page saw 3,025 views (-25.9%) and 1,489 users (-32.0%), with a bounce rate increase to 18.33% (+12.3%). The bounce rate for this page increased by 12.3% to 18.33%. This suggests that a larger proportion of users are leaving after viewing this page without interacting further

5. /en/cart/
The /en/cart/ page experienced a steep decline, with views dropping by 57.5% to 1,109 and users decreasing by 53.9% to 359.The bounce rate for the cart page increased by 38.6% to 10.69%.

Recommendation:

1. Promote bright and vibrant summer bouquets. Highlight arrangements that evoke the essence of summer.

2. August is a popular month for weddings. Promote wedding bouquet collections and offer special packages for bridesmaids, centerpieces, and decor.

3. Promote corporate gifting options for Thanksgiving and Halloween. Offer special discounts for bulk orders and corporate clients.

4. Feature testimonials from satisfied Canadian customers.

5. Offer virtual previews of bouquets to help users visualize how the arrangement will look.

6. Add interactive polls and quizzes about flower preferences, seasonal favorites, or fun floral facts.

Popular Pages (Google Ads)

	Page path	Views	% Δ	New users	% Δ	Total users	% Δ
1.	/fr/	128	16.4% ⬆	89	11.3% ⬆	93	13.4% ⬆
2.	/en/	73	-15.1% ⬇	40	-25.9% ⬇	48	-21.3% ⬇
3.	/fr/funeraire/	62	31.9% ⬆	39	11.4% ⬆	42	20.0% ⬆
4.	/fr/fleurs/	24	60.0% ⬆	0	-	18	50.0% ⬆
5.	/fr/bouquets-2/	25	400.0% ⬆	0	-	16	300.0% ⬆
6.	/en/cart/	34	-17.1% ⬇	0	-	14	16.7% ⬆
7.	/en/bouquets/	15	0.0%	0	-	11	0.0%
8.	/fr/arrangements-pou...	16	220.0% ⬆	0	-	11	450.0% ⬆
9.	/fr/panier/	29	11.5% ⬆	0	-	11	22.2% ⬆
10.	/en/checkout/	24	-33.3% ⬇	0	-	10	-9.1% ⬇
	Grand total	**960**	**8.7% ⬆**	**174**	**-1.7% ⬇**	**177**	**-1.1% ⬇**

1 - 100 / 183 ‹ ›

Popular Pages (Google Ads)

Observations:

1. The website saw an 8.7% increase in views but a slight decrease in new users (1.7%) and total users (1.1%), indicating more page views but fewer new user acquisitions.

2. The French Home page performed best, with increases in views (16.4%), new users (11.3%), and total users (13.4%), showing strong engagement with the French audience.

3. The main landing page, Home Page experienced a decline with a 15.1% drop in views and a 21.3% decrease in total users, indicating a need for improvement.

4. French pages /fr/funeraire/ and /fr/fleurs/ saw significant growth, with increased views (31.9% and 60.0%) and more new and total users. Pages /fr/bouquets-2/ and /fr/arrangements-pour/ indicate rising user engagement.

5. The /en/cart/ and /en/checkout/ pages faced declines, with no new users recorded, highlighting critical drop-offs in the conversion funnel.

6. Mixed performance across pages suggests targeted improvements are needed, especially for pages like /en/panier/ which saw increased views but decreased total users.
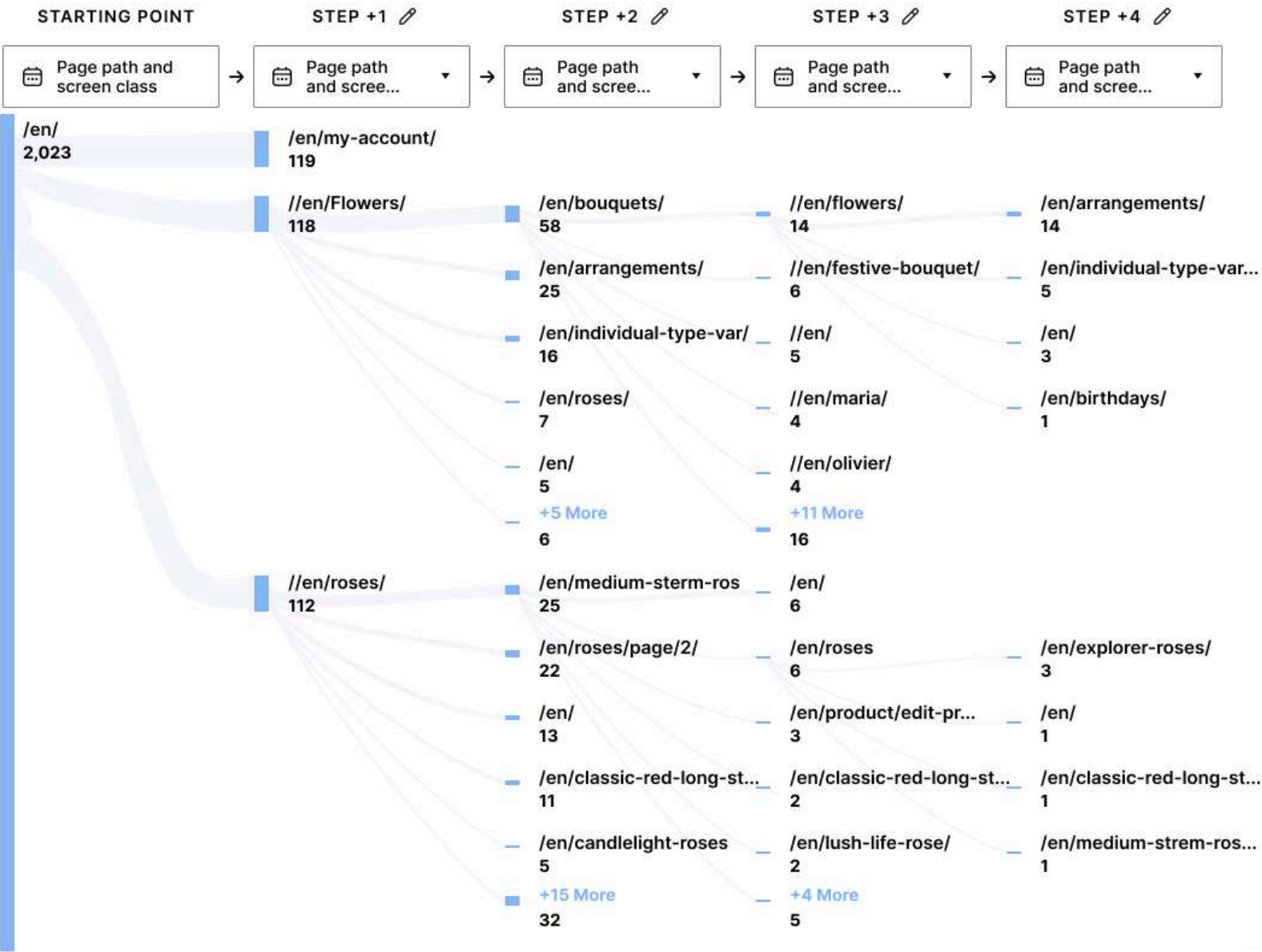
Recommendation:

1. For Google ads, allocate a higher budget for promotional campaigns around major holidays and events to maximize visibility.

2. Increase ad spend during peak shopping periods, such as the weeks leading up to major holidays and events.

3. Invest in retargeting campaigns to bring back users who visited your site but did not make a purchase.

Path Exploration

	STARTING POINT	STEP +1	STEP +2	STEP +3	STEP +4

1 Jun 2024-30 Jun 2024 ▾   Comparison With May 2024 ▾

STARTING POINT → **STEP +1** ✎ → **STEP +2** ✎ → **STEP +3** ✎ → **STEP +4** ✎

Page path and screen class → Page path and scree... ▾ → Page path and scree... ▾ → Page path and scree... ▾ → Page path and scree... ▾

- /en/ 2,023
  - /en/my-account/ 119
  - //en/Flowers/ 118
    - /en/bouquets/ 58 → //en/flowers/ 14 → /en/arrangements/ 14
    - /en/arrangements/ 25 → //en/festive-bouquet/ 6 → /en/individual-type-var... 5
    - /en/individual-type-var/ 16 → //en/ 5 → /en/ 3
    - /en/roses/ 7 → //en/maria/ 4 → /en/birthdays/ 1
    - /en/ 5 → //en/olivier/ 4
    - +5 More 6 → +11 More 16
  - //en/roses/ 112
    - /en/medium-sterm-ros 25 → /en/ 6
    - /en/roses/page/2/ 22 → /en/roses 6 → /en/explorer-roses/ 3
    - /en/ 13 → /en/product/edit-pr... 3 → /en/ 1
    - /en/classic-red-long-st... 11 → /en/classic-red-long-st... 2 → /en/classic-red-long-st... 1
    - /en/candlelight-roses 5 → /en/lush-life-rose/ 2 → /en/medium-strem-ros... 1
    - +15 More 32 → +4 More 5

Path Exploration

Observations:

1. Main Landing Page (Home Page)

The primary landing page received a total of 2,023 visits. From here, users navigate to various sections of the site. A significant number of visitors (119) go to the "My Account" page, suggesting that managing accounts or logging in is a common action. The "Flowers" section also attracts a substantial amount of traffic with 118 visits, indicating a strong interest in browsing through different flower options. Similarly, the "Roses" section garners 112 visits, showing that specific flower categories are highly appealing to users.

2. 2nd Most Visited Page (/en/flowers/)

This landing page received 118 visits. From here, the most common next step is to the "Bouquets" section, with 58 users continuing in this direction. This indicates that pre-arranged bouquets are particularly popular among visitors. Another notable path is towards the "Arrangements" section, with 25 visits, highlighting interest in various flower arrangements.

3. 3rd Most Visited Page (/en/roses/)

This page had 112 visits. Many users (25) proceed to the "Medium Stem Roses" section, suggesting that these roses are a preferred choice for many. Another significant portion of users (22) explore the second page of roses, indicating a high level of engagement with the rose products. We have views on other pages as well but we are showing only the top 3 pages data.

Recommendations:

1. Use visually appealing banners or buttons to highlight the "Flowers" and "Roses" sections, as these attract substantial traffic.

2. Highlight popular rose options like medium stem roses prominently on the page with detailed descriptions and high-quality images.

Summary

Observations:

1. Some product images are missing. Some images are not high-resolution or do not show the bouquets from multiple angles. This limits the customer's ability to see the quality and detail of the arrangements.

2. Customer reviews are not prominently displayed, making it difficult for users to find and read them. Reviews may be buried in tabs or at the bottom of product pages, where users are less likely to notice them.

3. Slow page load times can frustrate users and increase bounce rates. As users abandon the site due to slow loading, the bounce rate increases, leading to lost potential sales and decreased user engagement.

4. Website is not having specific promotions for upcoming events that can result in missed sales opportunities and lower customer engagement.

Recommendation:

1. Enhance product pages with high-quality images, and videos to better inform customers. Detailed descriptions and high-quality images help customers make informed decisions, increasing their confidence in their purchase.

2. Place customer reviews near the top of each product page, just below the product description and images. Use a prominent heading like "Customer Reviews" to draw attention.

3. Use tools like Google PageSpeed Insights, GTmetrix, and Pingdom to monitor page load times and identify bottlenecks. Continuously test website performance and make necessary adjustments to maintain optimal load times.

4. Engaging customers with relevant offers keeps them coming back and improves brand loyalty.Targeted promotions for upcoming events can drive higher sales and revenue.

Summary

Additional Recommendation:

1. Local SEO

Optimize your website for local search terms like "bouquet delivery in Canada" or "flower shops in Toronto" to attract more Canadian users.

2. Social Media Engagement

Leverage social media platforms like Instagram, Facebook, Pinterest and google ads to showcase your bouquets and engage with potential customers. Run targeted ads and promotions on these platforms.

3. Email Marketing

Build an email list and send regular newsletters featuring new products, special offers, and flower care tips. Personalize emails based on user preferences and behavior.

4. Customer Support

Provide excellent customer support through live chat, phone, and email to assist users at any stage of their journey.