

SAMPLE ANALYTICS REPORT

February 2026

JUSTIN BREWER

ANALYTICS

WEBSITE PERFORMANCE

Total users

6,238

↓ -1.6%

Sessions

7,976

↑ 0.8%

Views

11,976

↓ -7.1%

Engagement rate

58.84%

↓ -7.5%

Avg. session duration

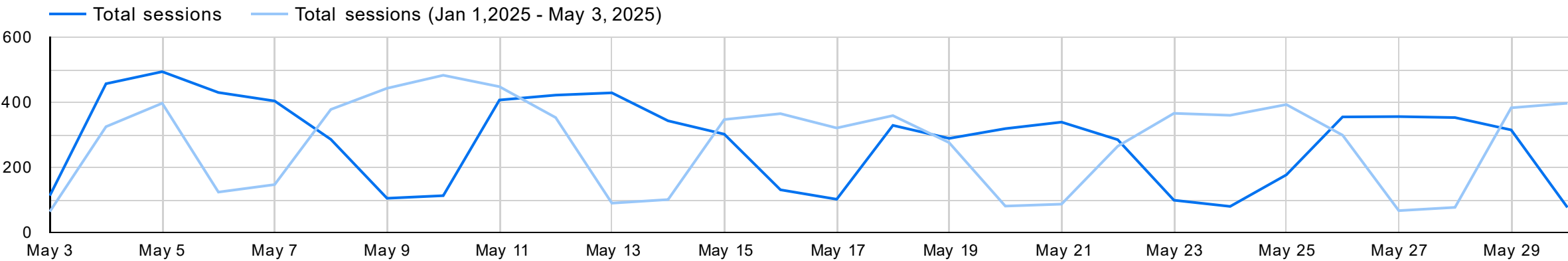
00:04:12

↑ 47.8%

Leads

210

↓ -8.7%



Event Name		Event Count ▾	% Δ
1.	Request a Quote Main	81	-
2.	Request a Quote Sidebar	65	-
3.	Contact Us	27	-
4.	Configurator Request	24	-20.0% ↓

Grand total

197

556.7% ↑

CHANNEL BREAKDOWN

Organic

Organic Sessions

2,512

↓ -3.3%
y/y

Organic Leads

58

↓ -9.4%
y/y

Referral

Referral Sessions

268

↑ 0.8%
y/y

Referral Leads

5

↓ -58.3%
y/y

Paid Search

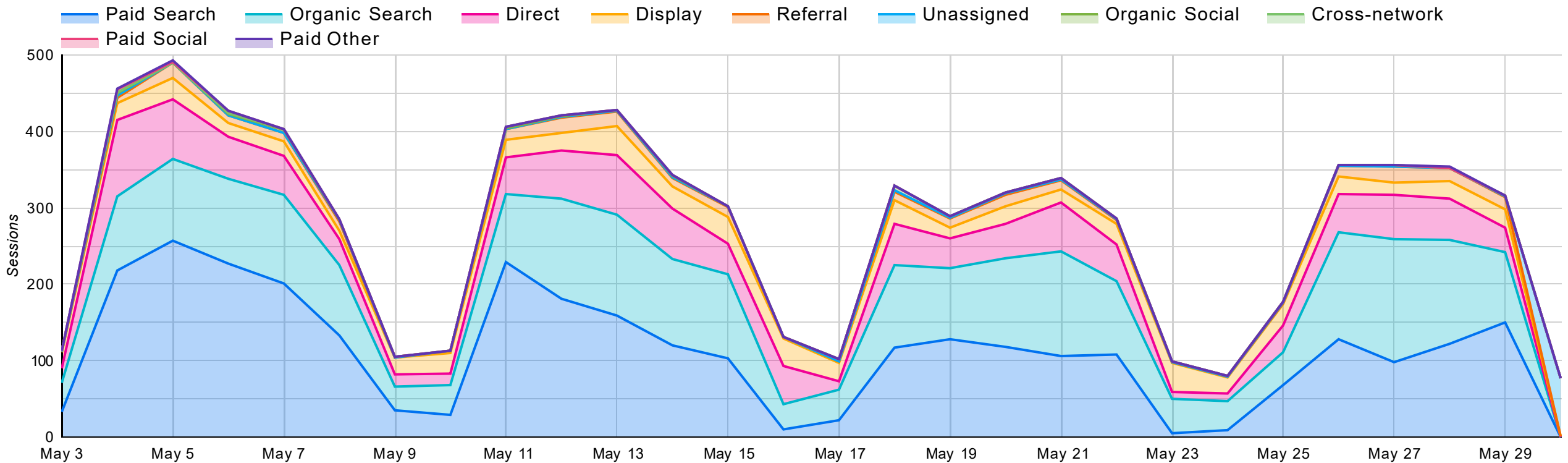
PPC Sessions

3,185

↓ -23.6%
y/y

Paid Leads

113

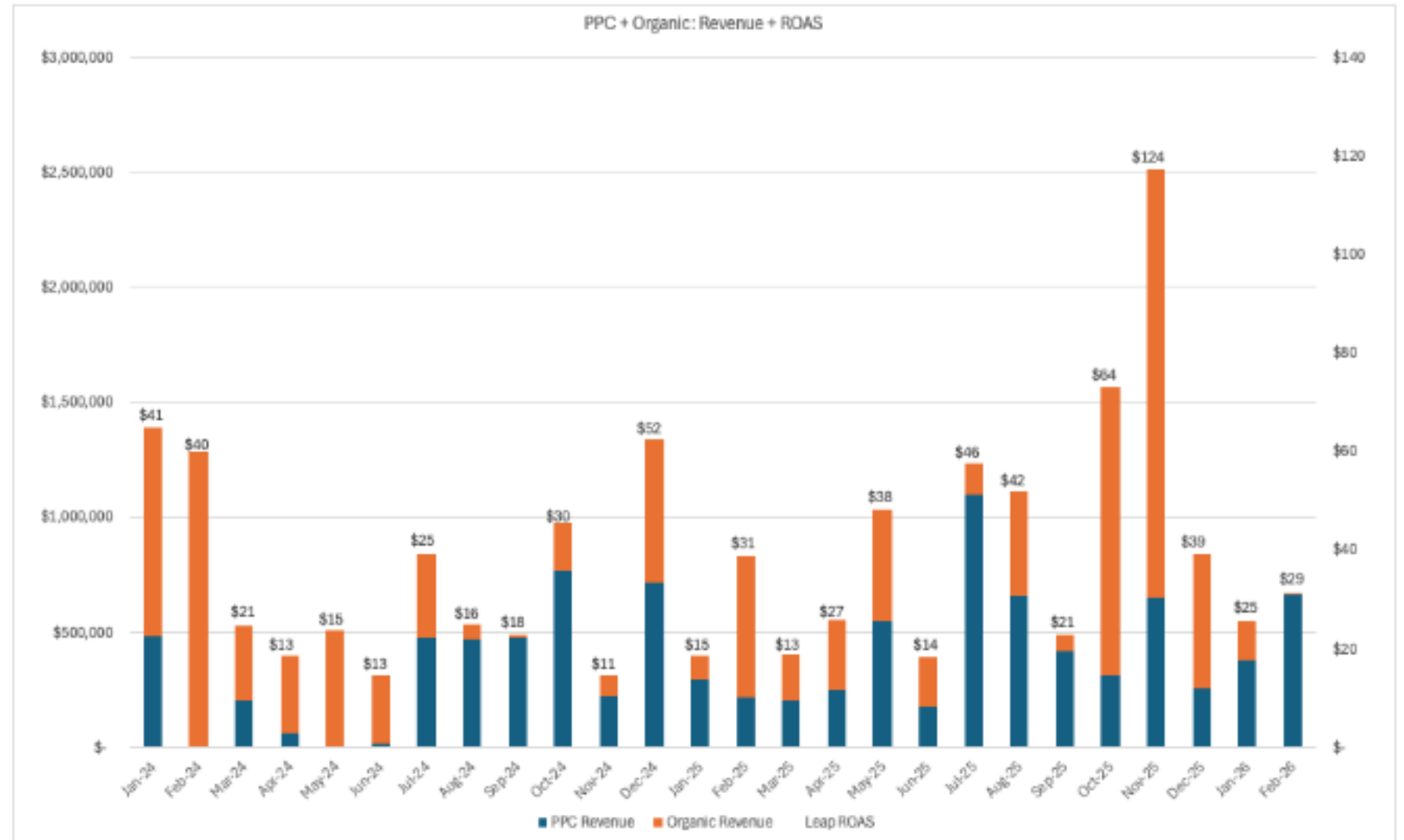
↓ -8.1%
y/y

PERFORMANCE MARKETING REVENUE AND ROAS

ROAS for the performance marketing program was \$29 last month, which was 5% decrease YoY.

Total program revenue contribution was \$674K; -19%YoY (PPC = \$665K, +206% YoY; Organic = \$9K).

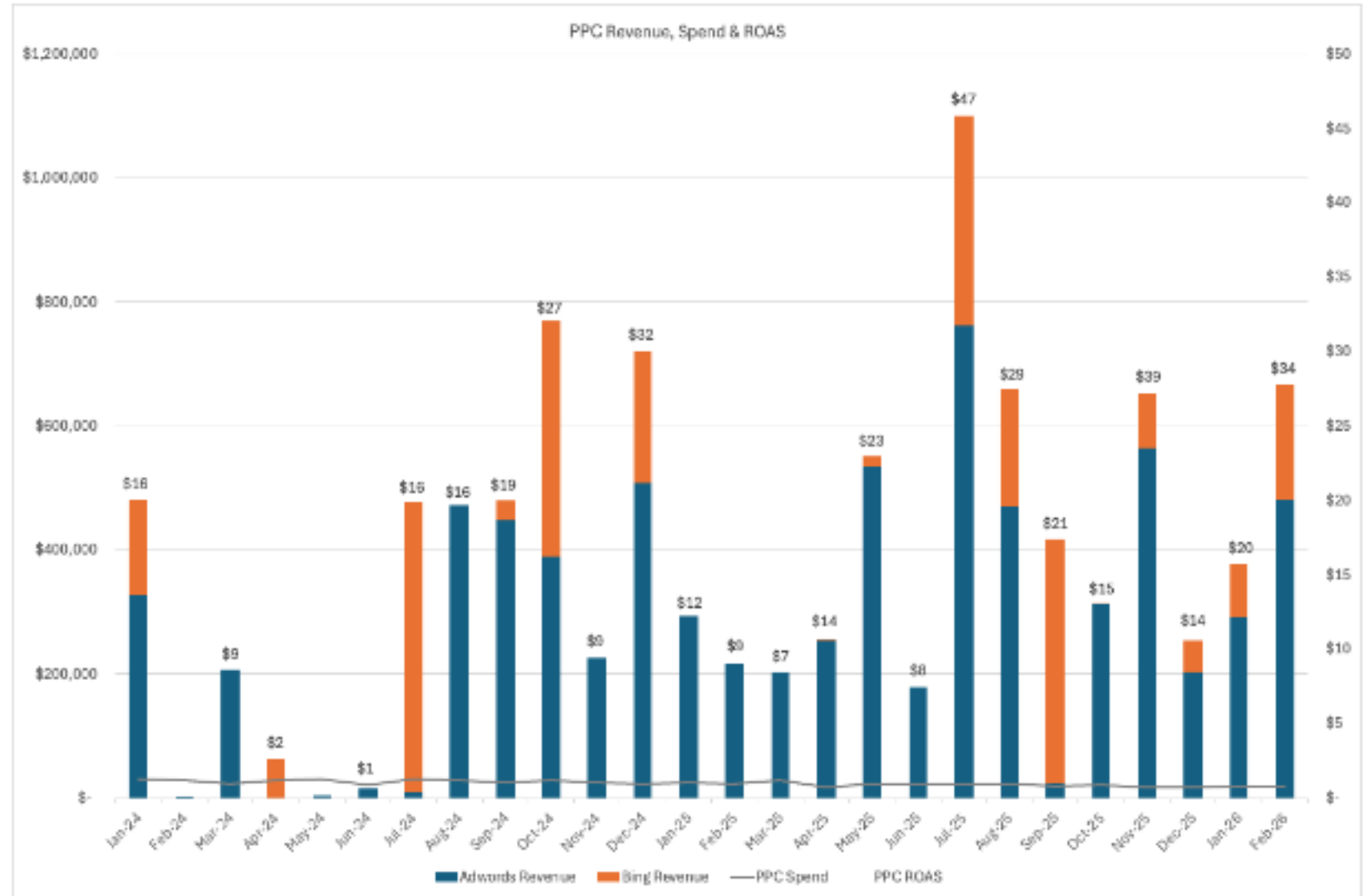
NOTE:Nov. 2025 organic accounts for a sale derived from a ChatGPT lead



PPC PROGRAM REVENUE AND ROAS

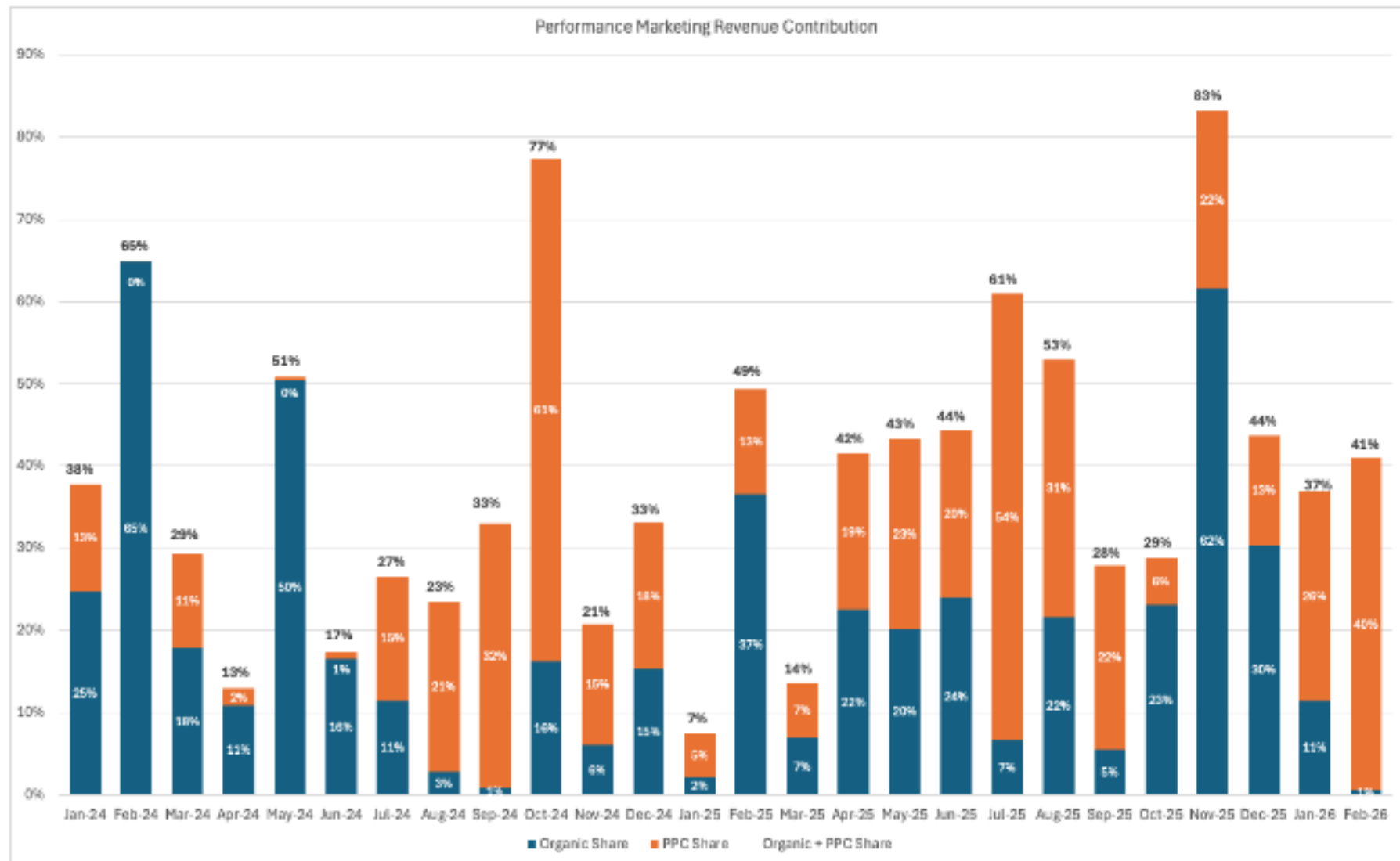
PPC ROAS was \$34 last month (+269% YoY) with total revenue of \$655K, +206% YoY (Google = \$482K, +122% YoY; Bing = \$183K, there was \$0 in Bing revenue last February).

Note: Google PPC revenue was flat YoY, and Bing was up infinity as there was \$0 attributed to Bing in January 2025.



Performance Marketing Revenue Contribution

Performance marketing contributed 41% of total revenue last month, down 8% points YoY, with PPC accounting for 40% (+27% points) and organic accounting for 1% (-36% points).



FORECAST: TOTAL SESSIONS

2026 goal: 10%increase in total website sessions

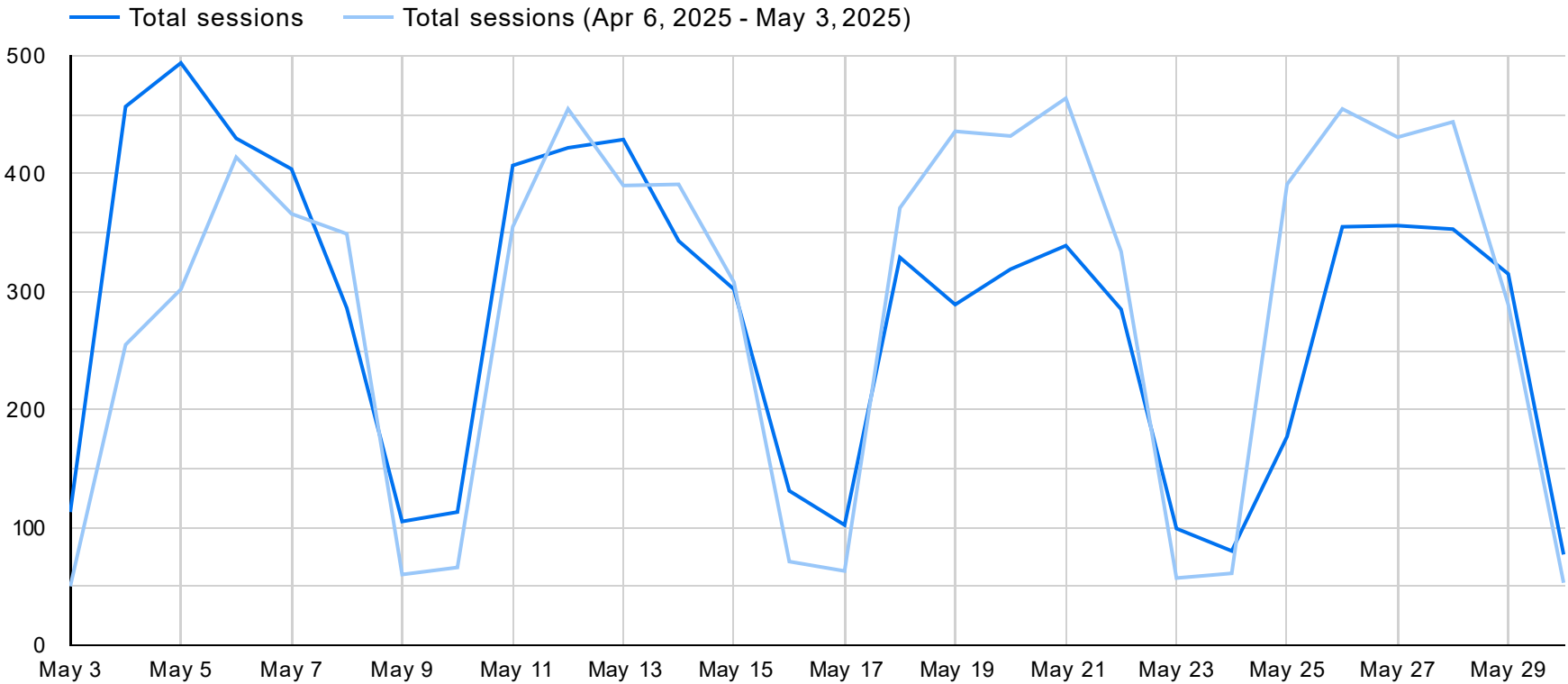
2025 Total Sessions

102,460

Total Sessions YTD

44,319

39.3% of target 2026 value 112,706



FORECAST: TOTAL LEADS

2026 goal: 5.5%increase in total website leads

2025 Total Leads

2,412

Total Leads YTD

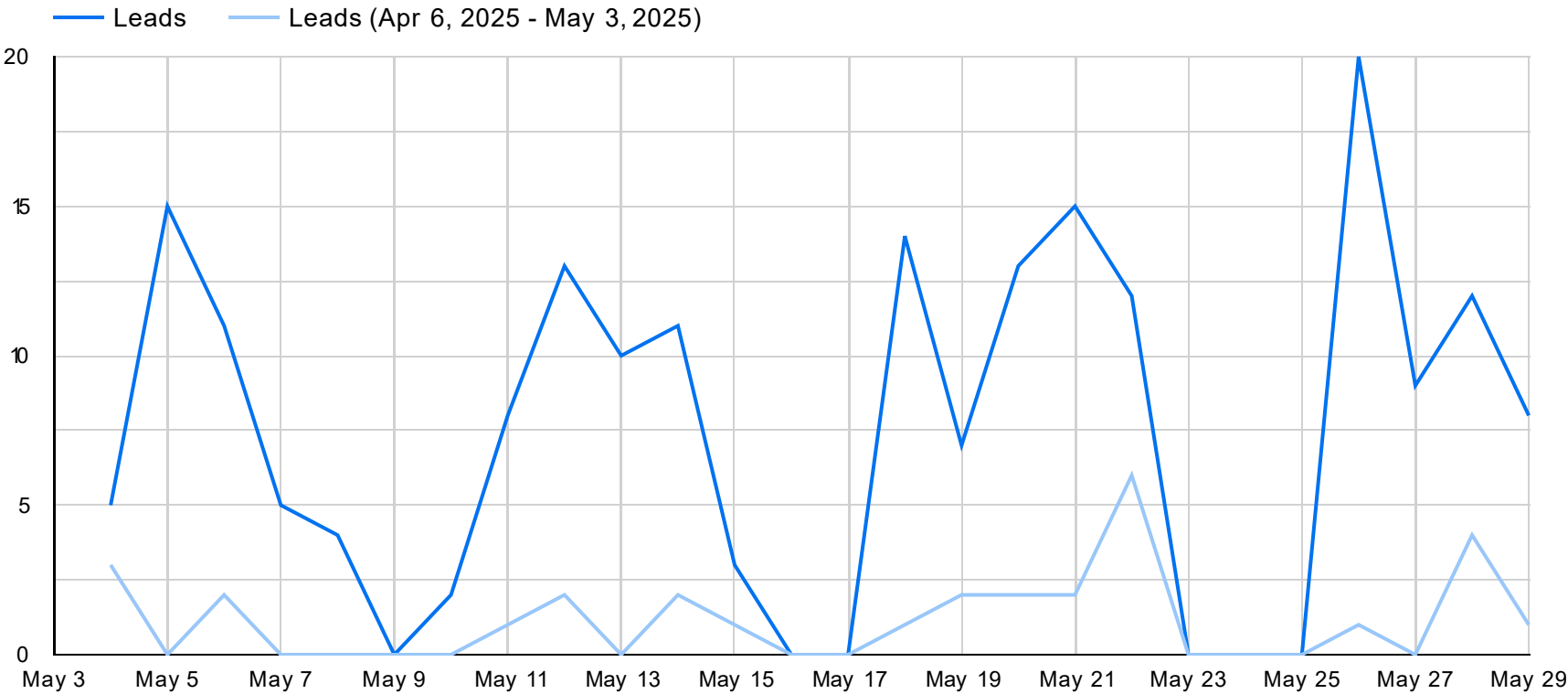
998

39.2% of target 2026 value 2,545



BEHIND GOAL of 41%YTD

2,545



ORGANIC LEADS FORECAST

2026 goal: 10%increase in total organic leads

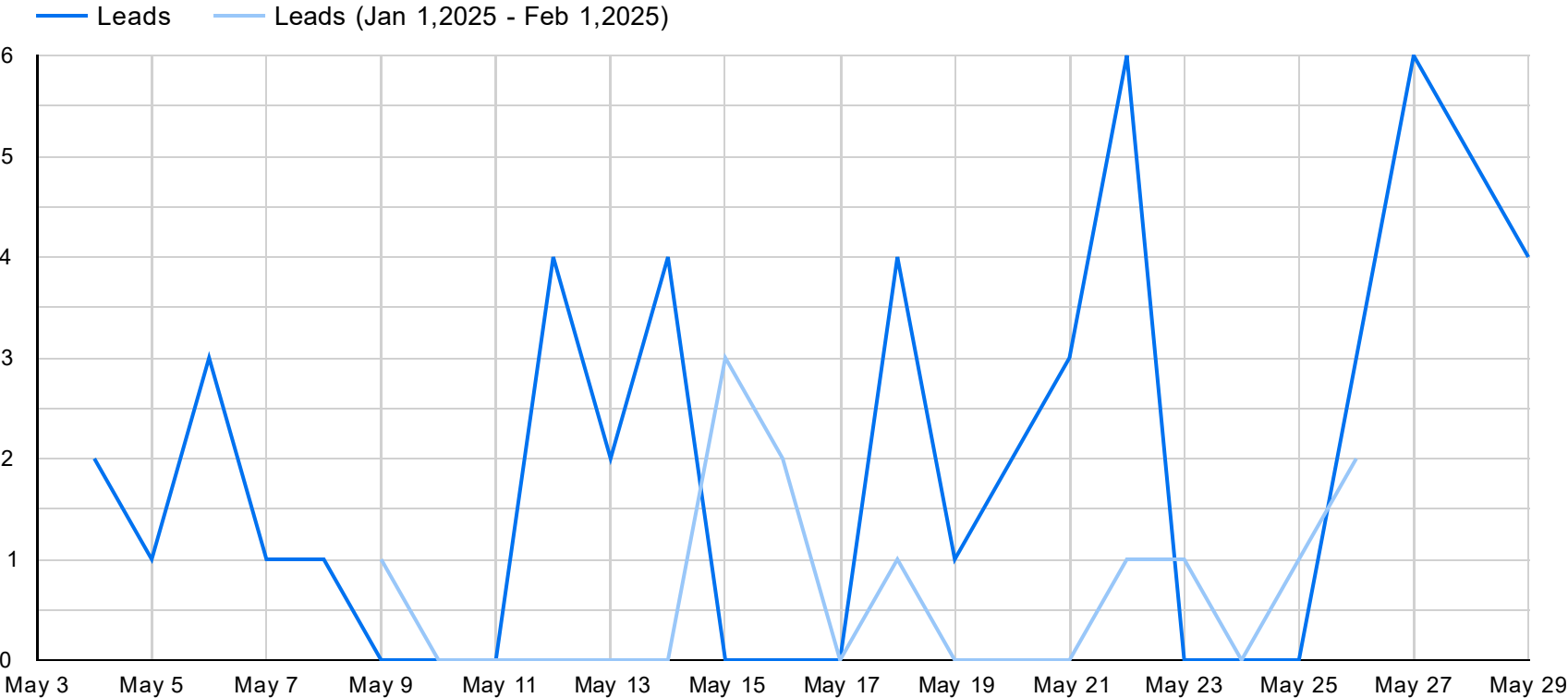
2025 Total Leads

738

Total Organic Leads YTD

313

38.5% of target 2026 value 812



PAID LEADS FORECAST

2026 goal: 10% increase in total paid leads

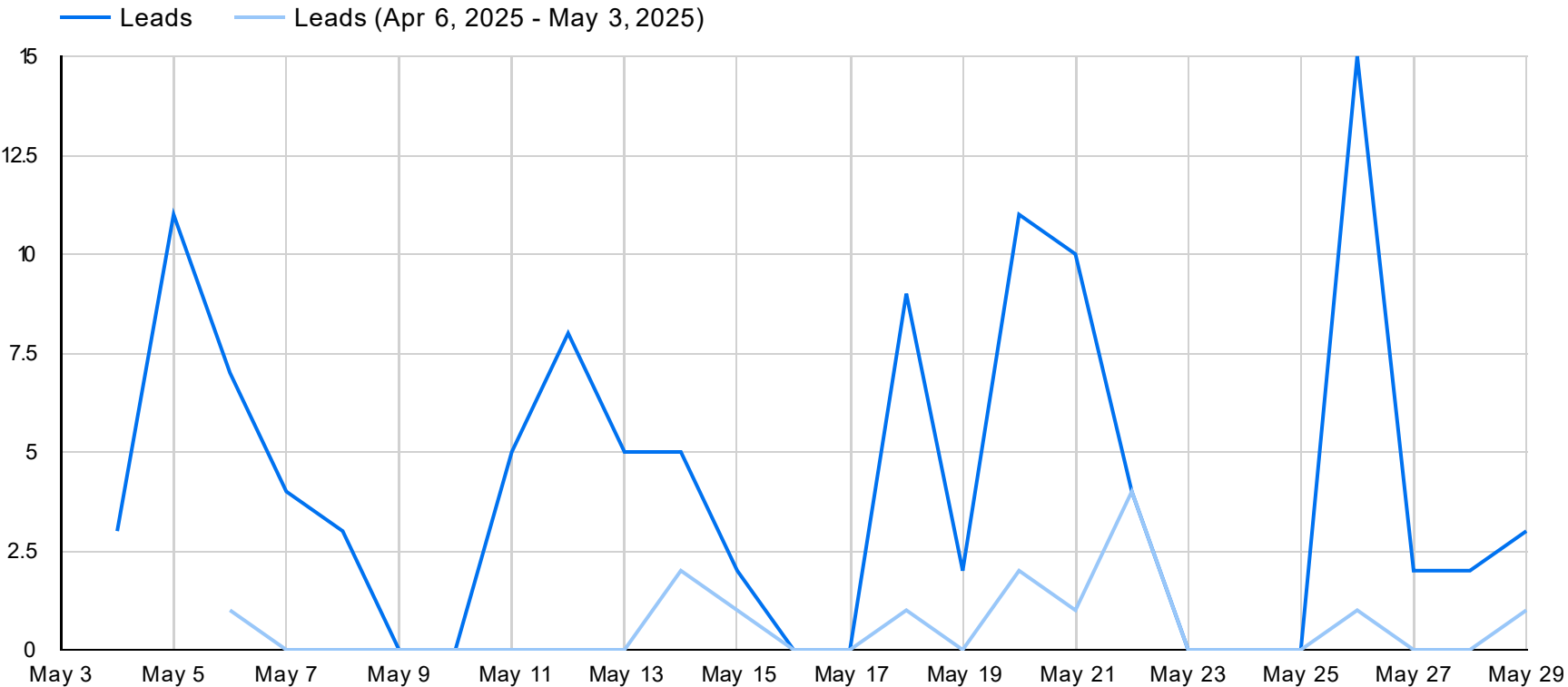
2025 Total Leads

1,306

Total Paid Leads YTD

499

34.7% of target 2026 goal 1,437



PAID SEARCH

AGGREGATE PAID SEARCH TOTALS

May 3 - 30, 2026

	Cost	Im pressions	Clicks	CTR	CPC	Conversions	Conversion rate %	Cost / conv.
Google Ads	\$14.28K	24,922	1,632	6.55%	\$8.75	57	3.49%	\$250.59
Microsoft Ads	\$5.05K	97,408	1,129	1.16%	\$4.47	98	8.68%	\$51.53
Totals	\$19.33K	122,330	2,761	2.26%	\$7.00	154	5.58%	\$125.54
	↓ -11.6%	↑ 23.7%	↓ -29.7%	↓ -43.1%	↑ 25.7%	↑ 49.0%	↑ 111.9%	↓ -40.7%

May 4 - 31,2025

	Cost	Im pressions	Clicks	CTR	CPC	Conversions	Conversion rate %	Cost / conv.
Google Ads	\$17.26K	27,736	2,031	7.32%	\$8.50	68.33	3.36%	\$252.53
Microsoft Ads	\$4.61K	71,163	1,894	2.66%	\$2.43	35	1.85%	\$131.62
Totals	\$21.86K	98,899	3,925	3.97%	\$5.57	103.33	2.63%	\$211.58

GOOGLE ADS

Impressions

24,922

↓ -10.1%

Clicks

1,632

↓ -19.6%

CTR

6.55%

↓ -10.6%

Conversions

57

↓ -16.6%

Conversion Rate %

3.49%

↑ 3.8%

Cost

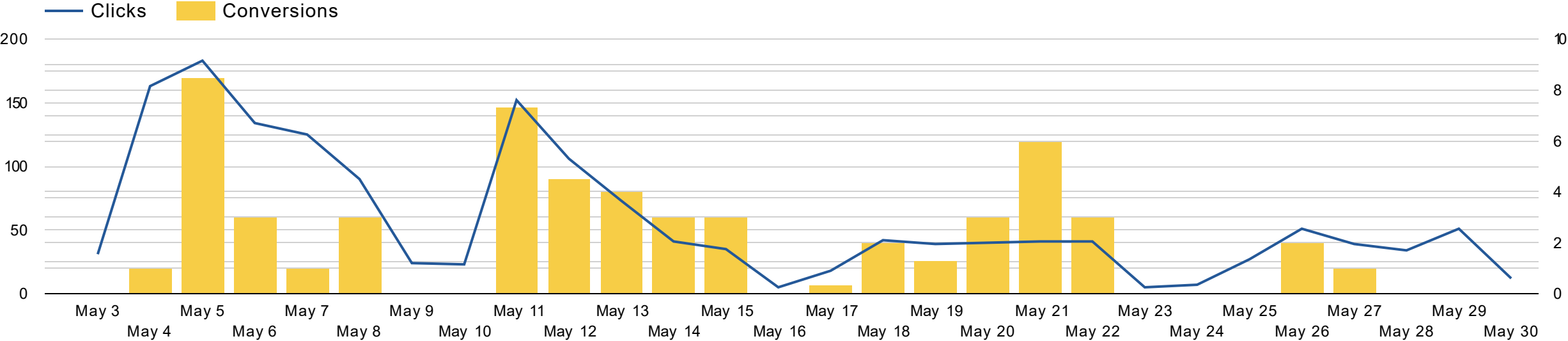
\$14.28K

↓ -17.2%

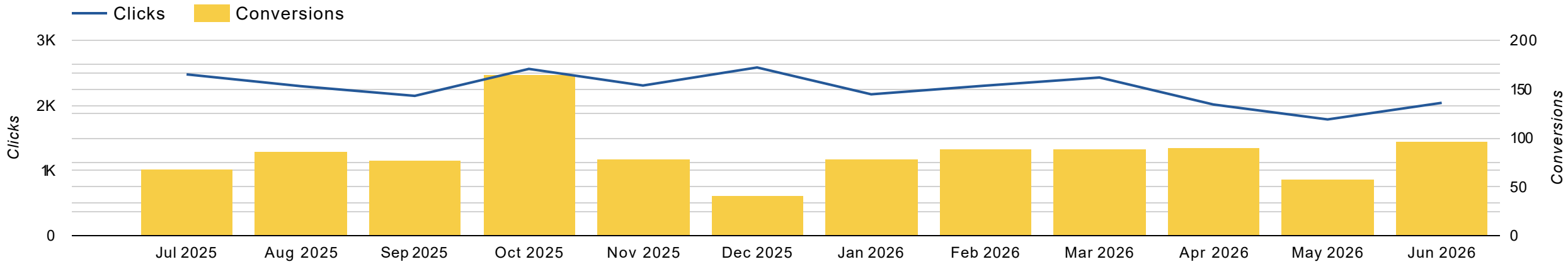
Cost Per Conversion

\$250.59

↓ -0.8%



GOOGLE ADS 365-DAY TREND



Matched search term	Cost	Clicks	CPC	Conversions ▾
REDACTED FOR PRIVACY	\$7,577	1,309	\$6	77
	\$1,254	77	\$16	31
	\$780	50	\$16	15
	\$1,539	116	\$13	13
	\$405	34	\$12	11
	\$1,886	151	\$12	9
	\$397	24	\$17	9
	\$797	48	\$17	8
Grand total	\$192,928	27,113	\$7	1,021

MICROSOFT ADS

Impressions

97,408

↑ 36.9%

Clicks

1,129

↓ -40.4%

CTR

1.16%

↓ -56.5%

Conversions

97

↑ 177.1%

Conversion Rate %

8.59%

↑ 364.9%

Cost

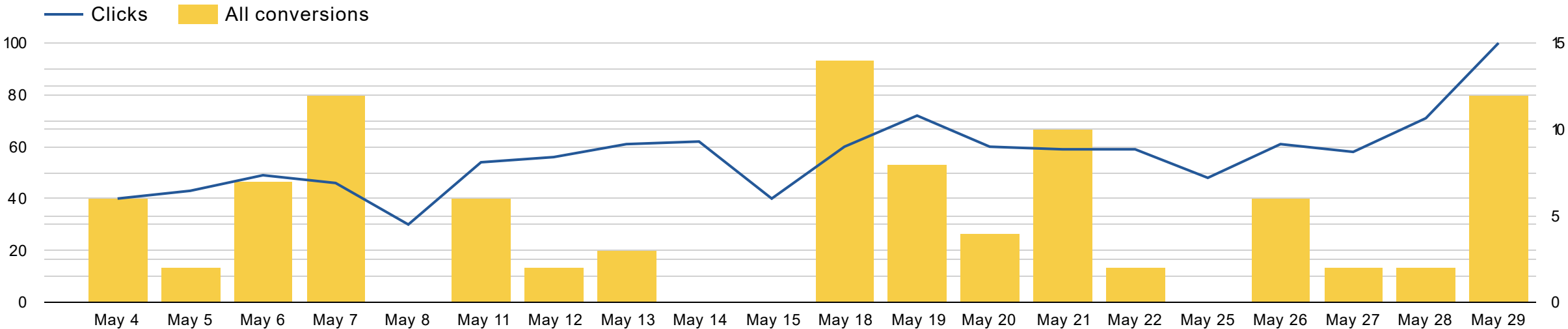
\$5.05K

↑ 9.6%

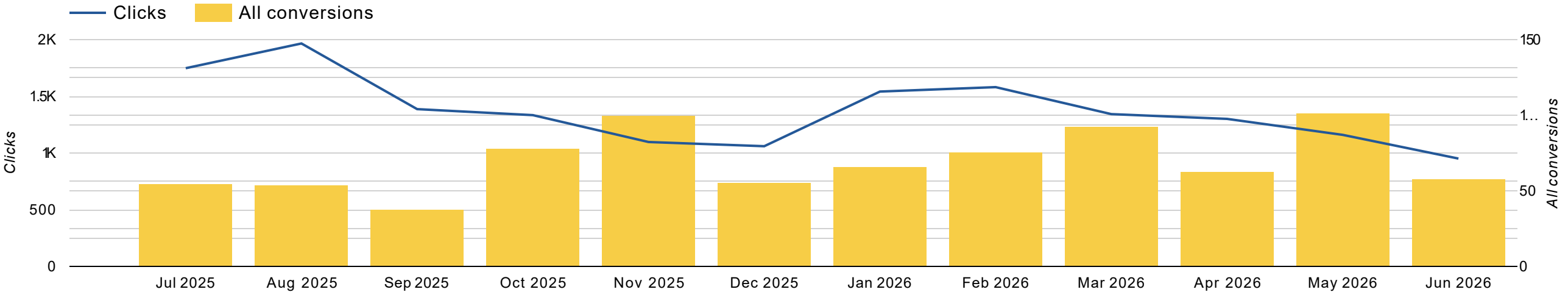
Cost Per Conversion

\$52.06

↓ -60.4%



MICROSOFT ADS 365-DAY TREND



Keyw ord	Cost	Clicks	CPC	All conversions ▾
	\$9,676.51	2,833	\$3.42	207
	\$8,337.53	2,731	\$3.05	139
	\$3,790	947	\$4	93
	\$5,589.97	1,927	\$2.9	81
	\$2,381.97	706	\$3.37	48
	\$2,523.36	829	\$3.04	45
	\$1,332.15	481	\$2.77	38
	\$5,105.45	2,087	\$2.45	38
Grand total	\$51,070.58	16,470	\$3.1	839

Technical Check-In (Continued)

404 Errors

Currently the USCSsite has 42 pages that are resulting in 404 errors.

Solution:

Permanently (301)redirect the 404 error pages to relevant live (200 status) pages.

Pages with 404 Errors

Current URL (404 Errors)	Redirect Type - 301	Recommended Destination URL (200 Status)
https://www.uschemicalstorage.com/wp-content/uploads/2022/04/DynaLac_General_Sell-Sheet_v3-WEB-2022.pdf	301	https://www.uschemicalstorage.com/magazine-for-explosive-storage/
https://www.uschemicalstorage.com/company/testimonials.html	301	https://www.uschemicalstorage.com/us-chemical-storage/
https://www.uschemicalstorage.com/staging/military-lithium-battery-buildings-2/	301	https://www.uschemicalstorage.com/lithium-battery-buildings/
https://www.uschemicalstorage.com/fire-suppression.html	301	https://www.uschemicalstorage.com/chemical-storage-fire-suppression/
https://www.uschemicalstorage.com/mechanical-ventilation.html	301	https://www.uschemicalstorage.com/ventilation-accessories/
https://www.uschemicalstorage.com/how-to-store-lithium-batteries-5/	301	https://www.uschemicalstorage.com/how-to-store-lithium-batteries/
https://www.uschemicalstorage.com/sensors.html	301	https://www.uschemicalstorage.com/sensors/
https://www.uschemicalstorage.com/electrical-accessories-199/	301	https://www.uschemicalstorage.com/electrical-accessories/
https://www.uschemicalstorage.com/custom-accessories/	301	https://www.uschemicalstorage.com/chemical-storage-building-accessories/
https://www.uschemicalstorage.com/?page_id=18123&preview=true	301	https://www.uschemicalstorage.com/
https://www.uschemicalstorage.com/Literature_pdfs/USCSTradeshows2012.pdf	301	https://www.uschemicalstorage.com/literature-and-downloads/
https://www.uschemicalstorage.com/Literature_pdfs/USCS2012Manual4web.pdf	301	https://www.uschemicalstorage.com/literature-and-downloads/
https://www.uschemicalstorage.com/brochures/us-chemical-storage-warranty-brochure-up.pdf	301	https://www.uschemicalstorage.com/warranty/
https://www.uschemicalstorage.com/freetextsearch/searchguidesearch/	301	https://www.uschemicalstorage.com/

* Complete [list of 404 error pages](#).

THANK
YOU!