

ACTIVE AUDIENCE

42,850

▲ +18.4% MoM monthly visitors

ORGANIC CLICKS

18,920

▲ +24.6% MoM search demand

SEARCH IMPRESSIONS

580,400

▲ +12.1% MoM brand reach

AVERAGE RANK

7.2

▲ #7.2 Avg Page 1 depth

AUDIENCE ENGAGEMENT & ACQUISITION · GA4

68.4%
ENGAGED

Total Monthly Sessions42,850+19.8%

New Visitor Influx28,120+18.4%

Avg Engagement Time2m 44sQualified

ACQUISITION VOLUME BY CHANNEL

1. Organic Search28,450 (66.4%)

2. Direct & Brand Traffic10,870 (25.4%)

3. Referral Partners2,230 (5.2%)

ORGANIC SEARCH & KEYWORDS · GSC

Total Impressions: 580,400 · CTR: 3.26% · Avg Position: #7.2

SEARCH QUERY	CLICKS	RANK
luxury boutique hotel chicago	4,210	#1.2
private executive suites downtown	2,840	#2.1
avalon media group reviews	1,920	#1.0
corporate hospitality consulting	1,450	#3.8
boutique corporate retreat spaces	980	#4.2

EXECUTIVE STRATEGIC SYNTHESIS

Organic Search Compounding as Primary Traffic Anchor

Organic search volume expanded +24.6% MoM, representing 66.4% of all verified inbound traffic and securing low-cost acquisition depth.

Audience Engagement Maintained at Durable 68.4% Rate

Visitor dwell time averaged 2m 44s across 42,850 total sessions, reflecting highly qualified visitor intent and sticky engagement.

Commercial Search Queries Firmly Established on Page 1

Top 5 high-converting queries rank between #1.0 and #4.2, capturing valuable above-the-fold visibility and insulating market share.

Executive Performance Briefing · Google Analytics 4 & Search Console · <https://monthsend.com>

Executive Performance Briefing · Page 1 of 1