



Coral Home Comfort

Monthly Reporting • GA4
Website Performance

● Reporting window: **June 1-30, 2026**

● Comparison: **May 1-31, 2026**

● Focus: **More visitors + tracking cleanup**

Coral Home Comfort • Monthly Report #1 • June 2026

Monthly Performance Report

A business-owner snapshot of how Coral's website performed in June: where visitors came from, which pages attracted attention, what actions were tracked, and what should be improved next to turn more traffic into service calls and consultation requests.

June 2026 compared with May 2026

Primary owner question: **is the site creating useful demand?**

Main caveat: **Key events are not yet configured**

1) EXECUTIVE SNAPSHOT

Headline takeaway for Steve

June was a positive reach month. Coral attracted **282 active users** and **270 new users**, both up from May. Organic Search and Direct traffic carried the month, and service-related pages showed strong visibility, especially the main HVAC services page, air conditioning, service and maintenance, and the new Lennox water heaters page.

The caution is engagement depth. People increased, but total events, page views, average engagement time, and scroll activity fell. In plain terms: more people found Coral, but fewer of them went deep through the website. The next priority is not just traffic - it is better conversion tracking and clearer call-to-action pathways.

● Active users

282

↑ 8.5% vs May

● New users

270

↑ 3.4% vs May

● Sessions

381

↓ 1.3% vs May

Business signal

Coral is gaining audience reach. The SEO base is working, and June's seasonal HVAC demand helped the right pages get attention.

Important tracking issue

GA4 shows **0 key events**. That does not mean nobody contacted Coral. It means the account is not yet counting important actions such as form submissions, phone clicks, consultation requests, or quote actions as conversion-style events.

PDF report download

The PDF version contains the full June analysis, KPI scorecard, page performance, traffic sources, events, business interpretation, July recommendations, and GA4 glossary.

Key highlights

Active users: 282 • New users: 270 • Sessions: 381 • Events: 1,858 • Key events: 0

Owner summary

More people found the site, but engagement depth softened. July should focus on tracking real leads and improving CTA pathways.

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2) KPI SCORECARD

This table separates reach from engagement. Reach improved, while depth and interaction volume softened.

Metric	June 2026	May 2026	Change	Business meaning
Active users	282	260	↑ 8.5%	More people actively visited the site.
New users	270	261	↑ 3.4%	New audience discovery improved.
Sessions	381	386	↓ 1.3%	Visit volume was essentially stable.
Page views	640	801	↓ 20.1%	Visitors viewed fewer pages overall.
Average engagement time per active user	1m 06s	1m 25s	↓ 22.1%	Visitors spent less time engaging.
Event count	1,858	2,200	↓ 15.6%	Total tracked activity decreased.
Clicks	30	12	↑ 150.0%	Click activity improved strongly.
Form starts / form submits	1 / 1	1 / 1	No change	Tracked form volume is too low to judge lead performance.
Key events	0	0	No change	Lead/conversion tracking needs setup.

Owner translation

June's traffic result is encouraging, but GA4 is not yet answering the most important question: how many people called, requested service, started a quote, or booked a consultation. That should be the first measurement upgrade.

3) WHAT THESE NUMBERS TELL A BUSINESS OWNER

1. The market is finding Coral

Active users rose by 8.5%, and new users rose by 3.4%. This suggests the website is being found by more people, especially through Organic Search and Direct visits.

2. The site needs stronger pathways

Page views fell by 20.1% and engagement time fell by 22.1%. This usually means visitors are not exploring as deeply, so service pages should make the next step very obvious.

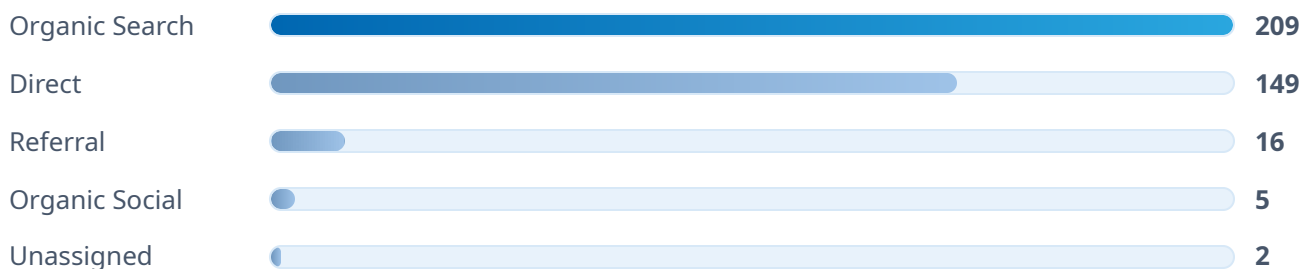
3. Tracking needs to become lead-focused

GA4 shows 0 key events. Coral should track phone clicks, form submissions, financing inquiries, consultation requests, and emergency/service actions as business outcomes.

4) TRAFFIC SOURCES

Sessions by channel

Organic Search and Direct traffic produced almost all monthly sessions.



Channel interpretation

● Organic Search: **209 sessions**

● Direct: **149 sessions** ↑ 2.8%

● Referral: **16** ↓ 33.3%

● Organic Social: **5** ↓ 16.7%

A Organic Search remains the engine.

This supports continued SEO work around HVAC services, AC, maintenance, Lennox water heaters, rebates, financing, and emergency/service intent.

B Direct traffic is strong.

Direct visits often include people who already know the company, saw the brand elsewhere, came from GBP, or returned after prior exposure.

C Social is not a major traffic driver yet.

Organic Social sessions were low. Facebook content may still help trust, but it is not currently a large website-traffic source.

5) PAGE PERFORMANCE

The main HVAC Services page became the dominant content asset in June, and service-specific pages showed strong seasonal relevance.

Page title / screen	Views	Change	Business note
HVAC Services Kelowna Coral Home Comfort	318	↑ 329.7%	Clear top performer. This is likely the main SEO and service-discovery page.
Lennox Water Heaters Kelowna Gas, Electric & Heat Pump Options	50	New page activity	Strong early signal for a new product/service page. Engagement by page title was 2m 04s.
Air Conditioning	36	↑ 350.0%	Seasonal June demand is showing. This page should support AC campaign traffic.
HVAC Service & Maintenance Kelowna Coral Home Comfort	35	↑ 400.0%	Maintenance intent increased and should be linked clearly to the Comfort Club/membership offer.
HVAC Financing Kelowna Coral Home Comfort	26	↓ 40.9%	Financing declined, but remains important for higher-ticket systems and replacements.
HVAC Repairs & Maintenance in Kelowna Coral Home Comfort	25	↓ 24.2%	Still relevant, but May had stronger activity.
Furnaces & Home Heating	20	↓ 44.4%	Seasonality likely explains the decline as June shifts demand toward cooling.
Heat Pumps & HVAC Efficiency	16	↓ 15.8%	Should be supported by rebate, efficiency, and financing messaging.

Best content signal

The main HVAC Services page is doing the heavy lifting. The next move is to make that page a stronger gateway into AC repair, maintenance, water heaters, financing, rebates, and consultation requests.

6) LANDING PAGES

Top entry points

Landing page	Sessions	Change	Avg engagement/session
/	251	0.0%	1m 02s ↑ 22.2%
(not set)	25	↓ 34.2%	5s
/lennox-water-heaters-kelowna	17	New	3s
/selections/air-conditioning	12	↑ 50.0%	27s
/financing	8	↑ 100.0%	15s
/service-and-maintenance	8	↑ 700.0%	3s
/about-us	7	↓ 12.5%	21s
/membership	6	0.0%	31s

Landing page interpretation

The homepage remains the primary door into the website with 251 sessions. It held steady from May and improved engagement time.

Opportunity

High-intent service pages are receiving entry traffic, but some direct landing engagement is short. The above-fold section should quickly answer: what service is offered, why Coral is trusted, and how to contact or request service.

Recommended landing-page CTA pattern

1. Call Coral Home Comfort
2. Request a free consultation
3. Explore financing / rebates
4. Join Coral Comfort Club for maintenance

7) EVENT & LEAD TRACKING

Tracked event activity

Event	June count	Change	What it means
page_view	640	↓ 20.1%	Total page views decreased.
user_engagement	442	↓ 26.7%	Fewer engagement pings were recorded.
session_start	381	↓ 1.6%	Visit starts were stable.
first_visit	270	↑ 3.4%	New visitor count improved.
scroll	93	↓ 30.1%	Fewer visitors reached deeper page sections.
click	30	↑ 150.0%	Click actions improved materially.
form_start	1	0.0%	Only one tracked form start.
form_submit	1	0.0%	Only one tracked form submission.

Lead tracking gap

The current GA4 setup is useful for traffic and page trends, but not yet strong enough for owner-level lead reporting.

Key issue

With **0 key events**, Coral cannot yet report a reliable monthly conversion rate, lead count, or cost-per-lead if paid campaigns are added.

Set these up as key events

click_to_call

form_submit

free_consultation_click

financing_click

maintenance_membership_click

emergency_service_click

rebate_or_fortis_click

Positive sign

General clicks rose from 12 to 30. Once tracking is cleaned up, this could become a useful business action report rather than just a generic click count.

8) RECOMMENDED JULY ACTIONS

1 **Configure GA4 key events immediately.**

Track phone clicks, form submissions, free consultation actions, financing actions, emergency/service clicks, and membership/maintenance actions as business outcomes.

2 **Strengthen the HVAC Services page as the main gateway.**

This page produced 318 views and should route visitors into AC, maintenance, Lennox water heaters, financing, rebates, and consultation pathways.

3 **Use June's AC momentum.**

Air Conditioning views were up 350%. Build campaign links and Facebook/GBP posts around AC repair, cooling comfort, and fast service response.

4 **Support Lennox Water Heaters with internal links and CTA buttons.**

The new page earned 50 views. Add clear quote/request buttons and links from water heaters, HVAC services, financing, and rebates pages.

5 **Improve above-fold clarity on service pages.**

Reduced engagement time and scroll activity suggest visitors need faster answers and stronger next-step prompts at the top of each page.

6 **Use UTM links for campaigns.**

For any July AC campaign, use dedicated links for Google Ads, Facebook, GBP posts, and email so traffic and leads can be measured clearly.

9) IN SUMMARY

June brought more people to the Coral Home Comfort website, with clear strength from Organic Search, Direct traffic, HVAC services, air conditioning, service and maintenance, and the new Lennox water heaters content. The main weakness is not traffic; it is lead measurement and engagement depth. For July, Coral should clean up conversion tracking, strengthen call-to-action paths, and use the seasonal AC opportunity to turn more visitors into calls, consultation requests, and booked service opportunities.

Quick reference for Steve

These are the plain-English meanings of the main metrics used in this report.

Active users

Unique people who actively visited the site during the reporting window. This is a cleaner audience number than raw page views.

New users

People who visited Coral's website for the first time during the month, according to GA4.

Sessions

Total visits. One person can create more than one session if they come back later.

Page views

Total pages viewed. If page views fall while users rise, visitors are usually seeing fewer pages per visit.

Average engagement time

The amount of time visitors actively engaged with the site. It helps show whether people are reading and interacting.

Event count

Total tracked actions, including page views, engagement, session starts, scrolls, clicks, and form actions.

Key events

Important actions marked in GA4 as business outcomes. For Coral, these should include calls, forms, consultation requests, and service inquiries.

Organic Search

Visitors who arrived from unpaid search results, such as Google search results.

Direct

Visitors where GA4 does not see a referring source. This can include typed URLs, bookmarks, GBP/app traffic, or untagged links.

Referral

Visitors who came from another website that linked to Coral.

Organic Social

Visitors from unpaid social media links, such as Facebook posts.

Form start / form submit

Visitors beginning or completing a website form. These should be tracked carefully because they are close to real leads.