



Coral Home Comfort

Monthly Reporting • GA4 Website
Performance



Reporting
window:

July 1-31,
2026



Comparison: June 1-30,
2026



Focus:

More traffic + first lead-intent
baseline

Coral Home Comfort • Monthly Report #2 • July 2026

Monthly Performance Report

A business-owner snapshot of how Coral's website performed in July: traffic growth, traffic sources, high-performing service pages, early lead-intent tracking, and the practical next steps needed to turn more website visitors into phone calls, consultation requests, service inquiries, and booked work.

July 2026 compared with June 2026

Primary owner question: **is Coral creating more useful demand?**

Tracking note: **July is the first practical lead-intent baseline**

1) EXECUTIVE SNAPSHOT

Headline takeaway for Steve

July moved Coral in the right direction. The website attracted **311 active users**, **304 new users**, and **444 sessions**. Compared with June, audience reach improved, new visitor discovery improved, and visit volume improved. Organic Search remained the main engine, and it also produced the month's two recorded key events.

The truthful caution is engagement depth. Page views were almost flat, total event count was slightly down, scroll activity fell, and average engagement time per active user dropped from **1m 06s** in June to **40s** in July. In plain terms: more people came to the site, but they did not explore much deeper. The next job is to make the main service pages work harder as lead pathways.



Active users

311

Up 10.3% vs June



Sessions

444

Up 16.5% vs June



Key events

2

New measurable signal

Business signal

July confirms that Coral's SEO and website visibility are building. More users and more

sessions mean more opportunity for service calls, consultations, financing interest, and maintenance membership enquiries.

Honest caution

Lead-intent tracking is now working, but July should be treated as the first usable baseline - not as a perfect conversion comparison. Some event categories are new, and the system still needs refinement around confirmed form leads and emergency/Kristen actions.

PDF report download

The PDF version contains the full July analysis, KPI scorecard, traffic sources, page performance, lead-intent events, honest positives/negatives, August recommendations, and GA4 glossary.

Key highlights

Active users: 311 • New users: 304 • Sessions: 444 • Page views: 641 • Events: 1,839 • Key events: 2

Owner summary

Traffic improved. Organic Search is the main driver. Lead-intent tracking is now working. Engagement depth still needs work.

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2) KPI SCORECARD

This table compares July against June and separates the positive reach story from the softer engagement story.

Metric	July 2026	June 2026	Change	Business meaning
Active users	311	282	Up 10.3%	More people actively visited the website.
New users	304	270	Up 12.6%	New audience discovery improved.
Sessions	444	381	Up 16.5%	Visit volume increased materially.
Page views	641	640	Flat, up 0.2%	More visits did not translate into more page depth.
	40s	1m 06s		Visitors spent less active time on the site.

Metric	July 2026	June 2026	Change	Business meaning
Average engagement time per active user			Down 39.4%	
Event count	1,839	1,858	Down 1.0%	Total tracked interactions were almost flat, slightly lower.
Key events	2	0	Now recording	Lead-intent tracking is now producing business outcome data.
Form starts	15	1	Up from 1	More form intent is now visible.
Form submissions	4	1	Up from 1	Form completion activity improved, but needs confirmation as true lead submissions.

Owner translation

Coral is attracting more people, but July still shows a conversion-path challenge. The website is getting attention; now the pages need to make the next step more obvious and easier to take.

3) WHAT THESE NUMBERS TELL A BUSINESS OWNER

1. Reach improved

Active users rose 10.3%, new users rose 12.6%, and sessions rose 16.5%. That is a positive visibility month and supports continued SEO, GBP, and service-page work.

2. Engagement is the concern

Page views were basically flat and engagement time dropped. This suggests visitors are finding Coral, but many are not browsing deeply before leaving or taking a quick action.

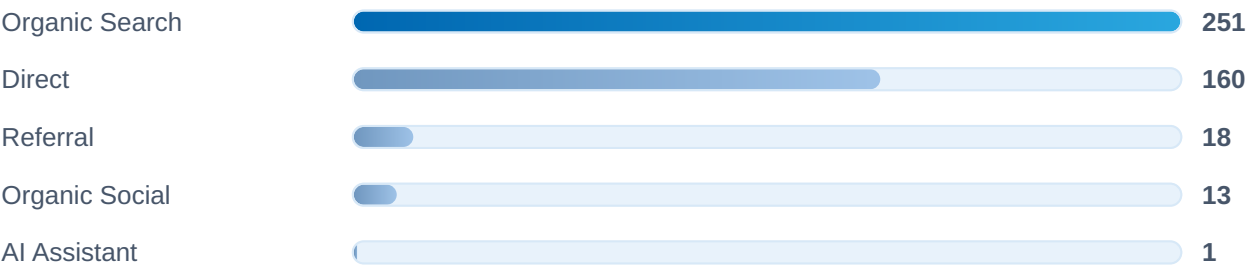
3. Tracking is improving

June showed 0 key events. July recorded 2 key events and also captured form starts, form submissions, rebate clicks, and financing clicks. The measurement system is now starting to tell a business story.

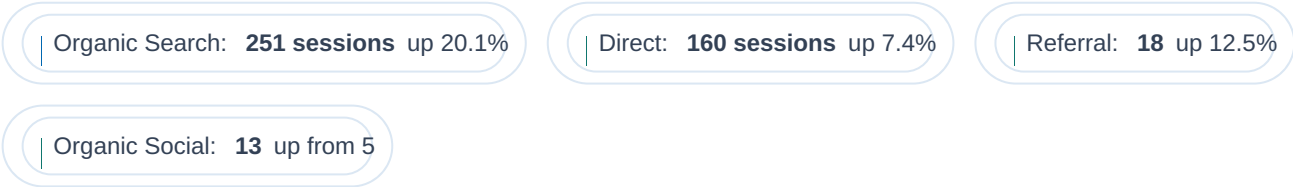
4) TRAFFIC SOURCES

Sessions by channel

Organic Search and Direct traffic again produced almost all monthly sessions.



Channel interpretation



- A Organic Search remains the engine.**
Organic Search delivered 251 sessions, 56.5% of sessions, and both recorded key events. This is the strongest business signal in the report.
- B Direct traffic continues to matter.**
Direct generated 160 sessions. This often includes brand-aware visitors, repeat visitors, bookmarks, untagged links, and some traffic that may come through GBP/app environments.
- C Social improved, but it is still small.**
Organic Social increased from 5 to 13 sessions. Good movement, but not yet a major traffic source.

5) PAGE PERFORMANCE

The main HVAC Services page became even more important in July. It carried almost 62% of page views and produced both recorded key events.

Page title / screen	July views	June views	Change	Business note
HVAC Services Kelowna Coral Home Comfort	397	318	Up 24.8%	Clear top performer and the main service-discovery page. Also produced the two recorded key events.
HVAC Maintenance Kelowna Coral Comfort Club	36	-	New/changed page signal	Strong enough to matter. Maintenance and Comfort Club content should be

Page title / screen	July views	June views	Change	Business note
				developed as a recurring-service pathway.
Air Conditioning	32	36	Down 11.1%	Still a top page in July. The slight dip is not alarming, but AC CTAs should remain prominent during summer demand.
HVAC Service & Maintenance Kelowna Coral Home Comfort	31	35	Down 11.4%	Still relevant. Needs a clearer pathway into service requests and Comfort Club.
About Coral Home Comfort HVAC Experts in Kelowna	24	14	Up 71.4%	Trust/reputation content gained visibility, which is useful for homeowners comparing contractors.
Furnaces & Home Heating	20	20	No change	Stable despite seasonal cooling focus.
Lennox Feel The Love® Coral Home Comfort Kelowna	15	-	New page activity	Useful community/trust content. Good supporting asset, not a core lead page yet.
HVAC Financing Kelowna Coral Home Comfort	14	26	Down 46.2%	Needs stronger internal links from replacement, AC, heat pump, and water-heater pages.
Lennox Water Heaters Kelowna Gas, Electric & Heat Pump Options	10	50	Down 80.0%	June launch interest cooled. The page should be kept, but supported by more internal links and stronger CTAs.

Best content signal

The HVAC Services page is Coral's front door. The next improvement is not simply to get more visitors there; it is to move visitors from that page into specific actions: call, request service, ask about AC, explore maintenance, review financing, and use rebate information.

Concentration risk

Because the HVAC Services page carries so much of the website activity, it needs to be treated like the main sales page. If its CTAs are weak, the whole website underperforms.

6) EVENT & LEAD-INTENT TRACKING

Tracked event activity

Event	July count	June count	Change	What it means
page_view	641	640	Flat	Total page views were essentially unchanged.
session_start	446	381	Up 17.1%	More visits started in July.
user_engagement	326	442	Down 26.2%	Engagement pings fell; this supports the engagement-depth concern.
first_visit	304	270	Up 12.6%	New visitor discovery improved.
scroll	75	93	Down 19.4%	Fewer visitors reached deeper page sections.
form_start	15	1	Up from 1	Form intent is now visible and materially higher.
rebate_click	9	Not tracked separately	New baseline	Rebate/Fortis interest is now measurable.
financing_click	5	Not tracked separately	New baseline	Financing interest is now measurable.
form_submit	4	1	Up from 1	Potential lead activity improved; confirm whether this means successful submission.
click_to_call	2	0 key events	Now recorded	Phone-call intent is now appearing as a key event.

Is Tag Manager working?

Yes. July shows events that match the GTM lead-intent setup, including rebate clicks, financing clicks, form starts, form submits, and click-to-call key events.

Confirmed improvement

June had 0 key events. July has **2 click_to_call key events**. That proves the reporting has moved beyond general traffic and into owner-relevant actions.

Still needs refinement

The system is not finished. The next cleanup is to confirm whether form_submit equals a

successful lead, then add/confirm tracking for quote-request, emergency-call, Kristen demo, and technician-transfer actions.

July lead-intent baseline

form_start: 15
form_submit: 4
rebate_click: 9
financing_click: 5
click_to_call: 2 key events

7) THE CORAL JOURNEY - HONEST ASSESSMENT

What is going right

- **Organic Search is working:** 251 sessions in July, up from 209 in June.
- **More people are finding Coral:** active users, new users, and sessions all improved.
- **The main service page is strong:** HVAC Services reached 397 views and created the recorded key events.
- **Tracking is now more useful:** phone, rebate, financing, form-start, and form-submit actions are visible.
- **Trust content is gaining interest:** the About page increased from 14 to 24 views.

What still needs work

- **Engagement time fell:** average engagement time per active user dropped from 1m 06s to 40s.
- **Page depth is flat:** sessions rose, but page views did not.
- **Scroll depth softened:** scroll events fell from 93 to 75.
- **Lead volume is still early:** 2 key events is a start, not a final success metric.
- **Financing and water-heater pages need support:** both declined from June.

Business interpretation

Coral is moving in the right direction. The website is becoming easier to measure, and July produced better reach plus the first practical lead-intent baseline. The next stage is conversion quality: clearer service pathways, stronger above-fold calls to action, better internal linking, and tighter tracking around confirmed leads and emergency response actions.

8) RECOMMENDED AUGUST ACTIONS

- 1 Make HVAC Services the main conversion gateway.**
Add clear, repeated pathways to AC service, service and maintenance, Comfort Club, financing, rebates, emergency/Kristen response, and Lennox water heaters.
- 2 Confirm form_submit quality.**
Verify whether form_submit represents a successful form submission or just a submit attempt. If confirmed, mark it as a key event or create a cleaner generate_lead event.
- 3 Track quote and emergency actions next.**
Add or verify quote_request_click, emergency_call_click, kristen_demo_click, and technician_transfer_intent events.
- 4 Improve above-fold clarity on service pages.**
Because engagement time and scroll events declined, each service page should quickly answer what Coral offers, why Coral is trusted, and how to request help.
- 5 Support financing and Lennox pages with internal links.**
These pages declined from June. Link to them from HVAC Services, AC, heating, heat pumps, water heaters, rebates, and consultation sections.
- 6 Use UTM discipline for campaigns.**
Any Google Ads, Facebook posts, GBP posts, or email links should be tagged so August can show which source created traffic and leads.

9) IN SUMMARY

July was a constructive month for Coral Home Comfort. Traffic increased, Organic Search strengthened, and the website began recording practical lead-intent events. The report is not all positive: engagement depth softened, page views were flat, scroll activity declined, and only two key events were recorded. But the overall journey is right. Coral now has the early foundation for an owner-level monthly report that can move from traffic reporting toward actual demand and lead measurement.

GA4 GLOSSARY

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 sessions rise while page views stay flat, 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, forms, and lead-intent actions.

Key events

Important actions marked in GA4 as business outcomes. For Coral, these should include calls, confirmed leads, quote requests, and emergency-service actions.

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 are important because they are close to real leads.

click_to_call

A visitor clicked a phone link. For Coral, this is one of the clearest lead-intent actions because many service customers prefer to call.

rebate_click / financing_click

Visitors clicked rebate or financing-related links. These show buying research and support higher-ticket HVAC decisions.