



KVN Creative

Oxford, St. Peter
Barbados
BB26008

Giveback Programme Website Report

www.givebackbarbados.com

Period: April 01, 2025 – April 30, 2025

Written by: Kevin Headley

This report is a breakdown of the website user acquisition and user engagement.

Acquisition Report

Analytics Period: April 1–30, 2025

Overview

During the month of April 2025, the Giveback Barbados website recorded a total of **2,748 sessions** and **2,035 users**. The majority of traffic was generated through **Organic Search** and **Direct** channels. Organic Search remained the dominant acquisition method for both users and sessions.

Session Acquisition Summary

- **Total Sessions:** 2,748

- **Top Channels:**

- **Organic Search:** 2,272 sessions (82.68%)
- **Direct:** 391 sessions (14.23%)
- **Referral:** 75 sessions (2.73%)
- **Unassigned:** 7 sessions (0.25%)
- **Organic Social:** 2 sessions (0.07%)

- **Engagement Metrics:**

- **Average Engagement Time:** 1 minute 20 seconds
- **Events Per Session:** 8.03
- **Total Events:** 22,067
- **Highest Engagement:** Organic Social users averaged 12.67 events per session

User Acquisition Summary

- **Total Users:** 2,035

- **New Users:** 1,743

- **Top Channels by User Count:**

- **Organic Search:** 1,701 users (83.59%)
- **Direct:** 285 users (14%)
- **Referral:** 44 users (2.16%)
- **Unassigned:** 3 users (0.15%)
- **Organic Social:** 2 users (0.1%)

- **Engagement Metrics:**

- **Average Engagement Time Per User:** 1 minute 51 seconds
 - **Engaged Sessions Per User:** 0.87
 - **Total Events:** 22,067
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Insights

1. **Strong Organic Performance:** Organic Search remains the strongest channel, contributing to over 80% of both sessions and users. Continued SEO efforts are proving effective.
2. **Low Social and Referral Traffic:** Organic Social and Referral sources remain minimal. This suggests an opportunity to strengthen social media campaigns and build partnerships or backlinks from relevant sources.
3. **Consistent Engagement:** Despite the varying sources, engagement levels were steady with healthy time-on-site and event interactions, particularly from Referral and Organic Social traffic.

Engagement Report

Overview

- Total Events: 22,067
- Total Page Views: 8,158 (36.97% of total events)
- Total Users: 2,035 (Event data) / 1,989 (Page data)
- Average Engagement Time: 1 minute 51 seconds per active user

Key Metrics

Metric	Value
Total Event Count	22,067
Total Users	2,030 (99.75% of total)
Average Events per User	11.09
Total Page Views	8,158
Page Views per User	4.10
Average Session Duration	1m 51s

Top Events

1. **page_view:** 8,158 events (36.97% of total)
 - Users: 2,030 (99.75% of total users)
 - Events per user: 4.10
2. **user_engagement:** 6,331 events (28.69% of total)
 - Users: 1,384 (68.01% of total users)
 - Events per user: 4.67
3. **session_start:** 2,738 events (12.41% of total)
 - Users: 2,034 (99.95% of total users)
 - Events per user: 1.38
4. **scroll:** 2,478 events (11.23% of total)
 - Users: 1,159 (56.95% of total users)
 - Events per user: 2.14
5. **first_visit:** 1,743 events (7.9% of total)

- Users: 1,742 (85.6% of total users)
- Events per user: 1.00

Top Performing Pages

1. Homepage (/): 1,119 views (13.72% of total page views)
 - Users: 481 (24.18% of total users)
 - Views per user: 2.33
 - Avg. engagement time: 42 seconds
2. /entities/: 769 views (9.43% of total)
 - Users: 246 (12.37% of total users)
 - Views per user: 3.13
 - Avg. engagement time: 56 seconds
3. /single-category/business_entrepreneurship/: 418 views (5.12% of total)
 - Users: 70 (3.52% of total users)
 - Views per user: 5.97
 - Avg. engagement time: 3 minutes 44 seconds
4. /single-category/education/: 316 views (3.87% of total)
 - Users: 67 (3.37% of total users)
 - Views per user: 4.72
 - Avg. engagement time: 2 minutes 14 seconds
5. /single-category/tourism_creative/: 193 views (2.37% of total)
 - Users: 47 (2.36% of total users)
 - Views per user: 4.11
 - Avg. engagement time: 1 minute 28 seconds

Engagement Insights

- The business entrepreneurship category page has the highest engagement time (3m 44s) and views per user (5.97)
- The homepage has the most views but lower engagement time (42s) compared to category pages
- User engagement events are high (28.69% of total), indicating active interaction with the site

- Scroll events account for 11.23% of total events, showing users are exploring content

Recommendations

1. Enhance Category Pages: The business entrepreneurship page performs well – consider similar optimization for other category pages
2. Improve Homepage Engagement: While popular, the homepage has lower engagement time – consider adding more engaging content or calls-to-action
3. Monitor User Engagement: With scroll and user_engagement events being significant, ensure content remains engaging and accessible