SAULS
COMMERCIAL REAL ESTATE

Google Analytics Performance Summary

(Sample Facility)

EXAMPLE SELF STORAGE WEBSITE *Last 30 Days*

TRAFFIC + ENGAGEMENT OVERVIEW

Total Users	2,487
New Users	2,102
Sessions	3,216
Engaged Sessions	1,874
Average Engagement	1 minute 42 seconds
Time Bounce Rate	41.2%

CONVERSIONS FUNNEL

Website Visitors	2,487	100%
Unit Size Page Views	1,042	41.9%
Reservation Started	218	8.8%
Completed Rentals	74	3.0%

TRAFFIC SOURCES

Google Organic	1,102	44%	4.8%
Google Ads	642	26%	5.9%
SpareFoot / Aggregators	381	15%	2.1%
Direct Traffic	244	10%	6.2%
Social Media	118	5%	1.7%

KEY INSIGHT:

Improving website conversion rate from 3.0% to 6.0% would double rentals without increasing traffic.