

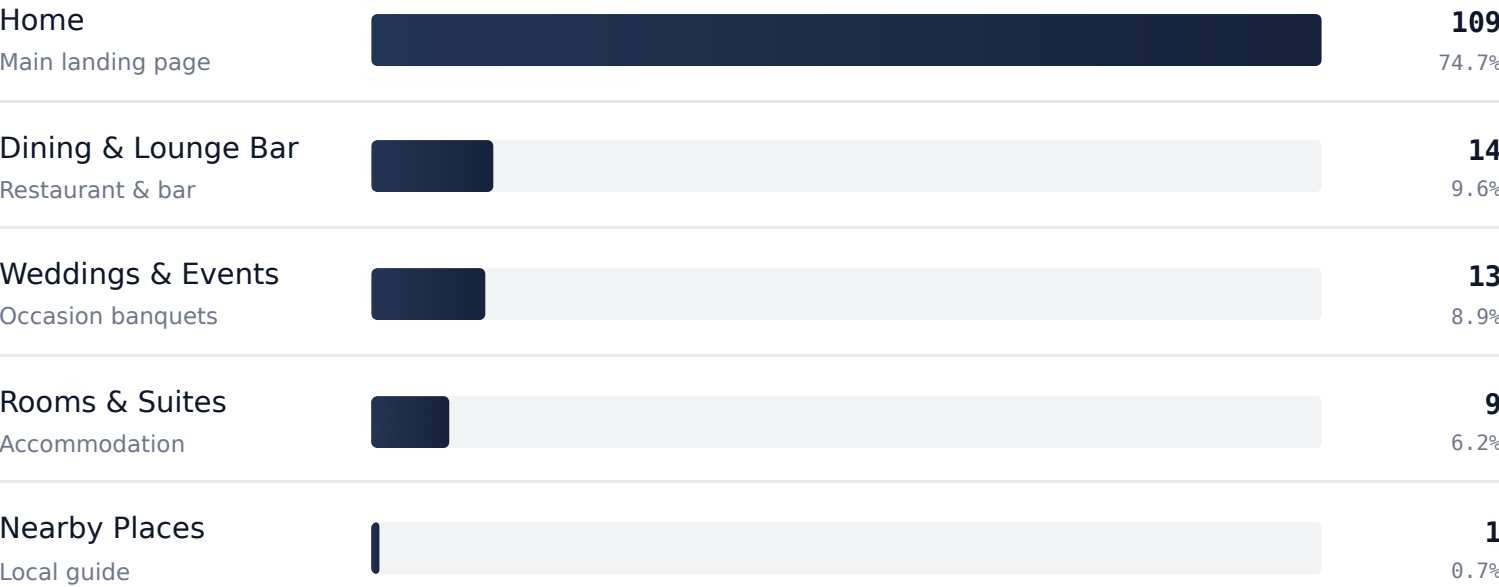
WEBSITE PERFORMANCE REPORT

Your first month online, *measured.*

A plain-language summary of how guests found the Cocoon Hotel website, which pages held their attention, and what to act on next.

PREPARED FOR Cocoon Hotel · Sangli	PERIOD 1 – 24 July 2026	SOURCE Google Analytics 4	ISSUED 24 July 2026
72 VISITORS all brand new	146 PAGES OPENED 2.06 per visitor	474 ACTIONS TAKEN scrolls, clicks, forms	8 ENQUIRIES STARTED ▲ 700% in 7 days

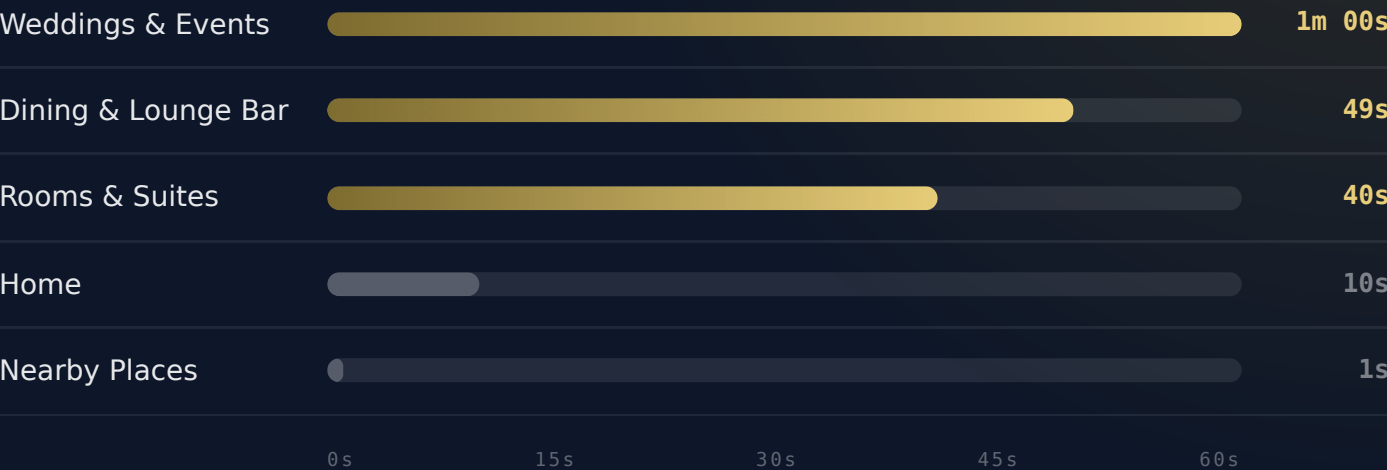
In its first weeks live, the website brought **72 people** to Cocoon Hotel with **no advertising spend at all**. Every one of them was a first-time visitor — and the pages they lingered on point clearly at where the next bookings will come from.



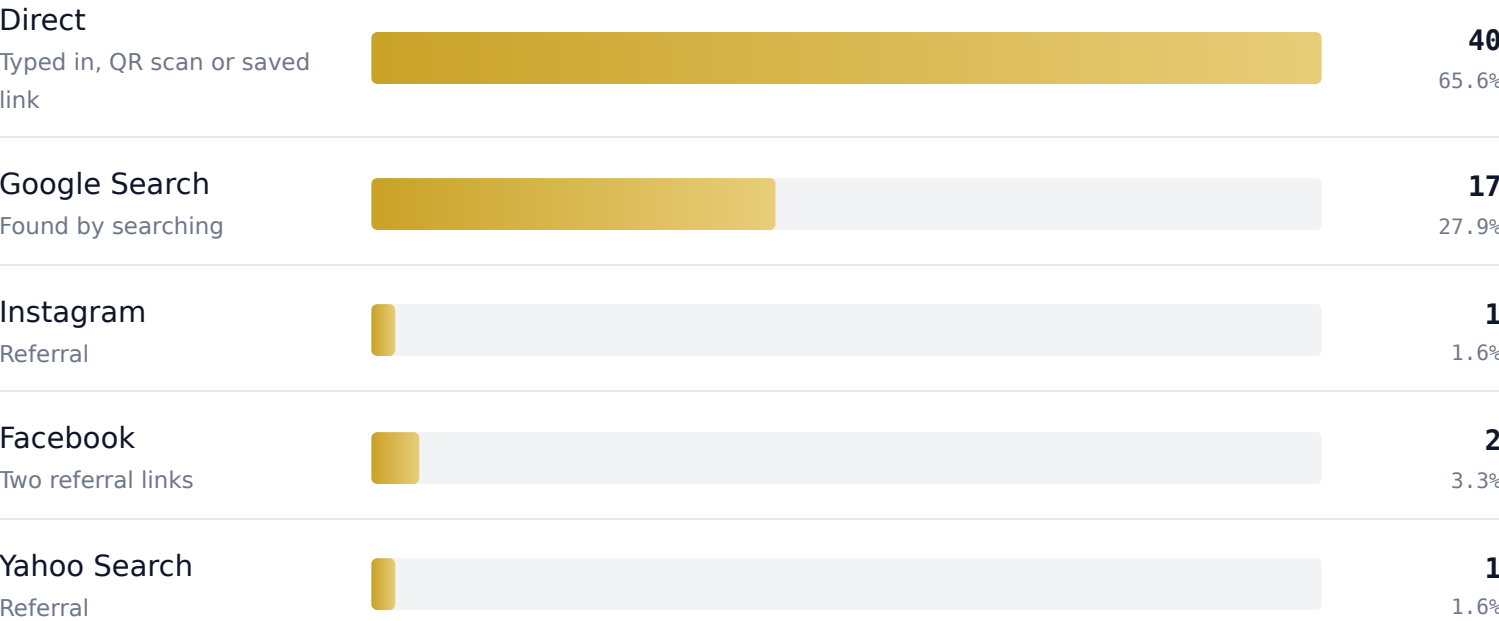
Three out of four visits are to the home page — normal for a new site, and a sign that the home page is doing the introducing. The job for next month is moving more of those visitors deeper in.

Attention is not spread evenly

Visits tell you who arrived. Time on the page tells you who was serious.



A visitor spends **10 seconds** on the home page but **a full minute** on Weddings & Events — six times longer. The banquet and dining pages are where genuine interest is sitting, and they are the two highest-value enquiries a hotel can receive.



SEARCH IS ALREADY RETURNING PEOPLE

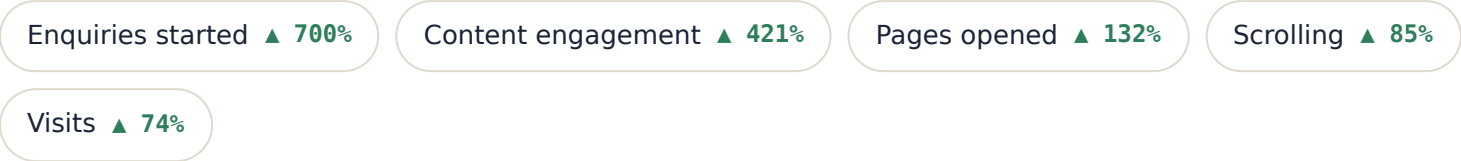
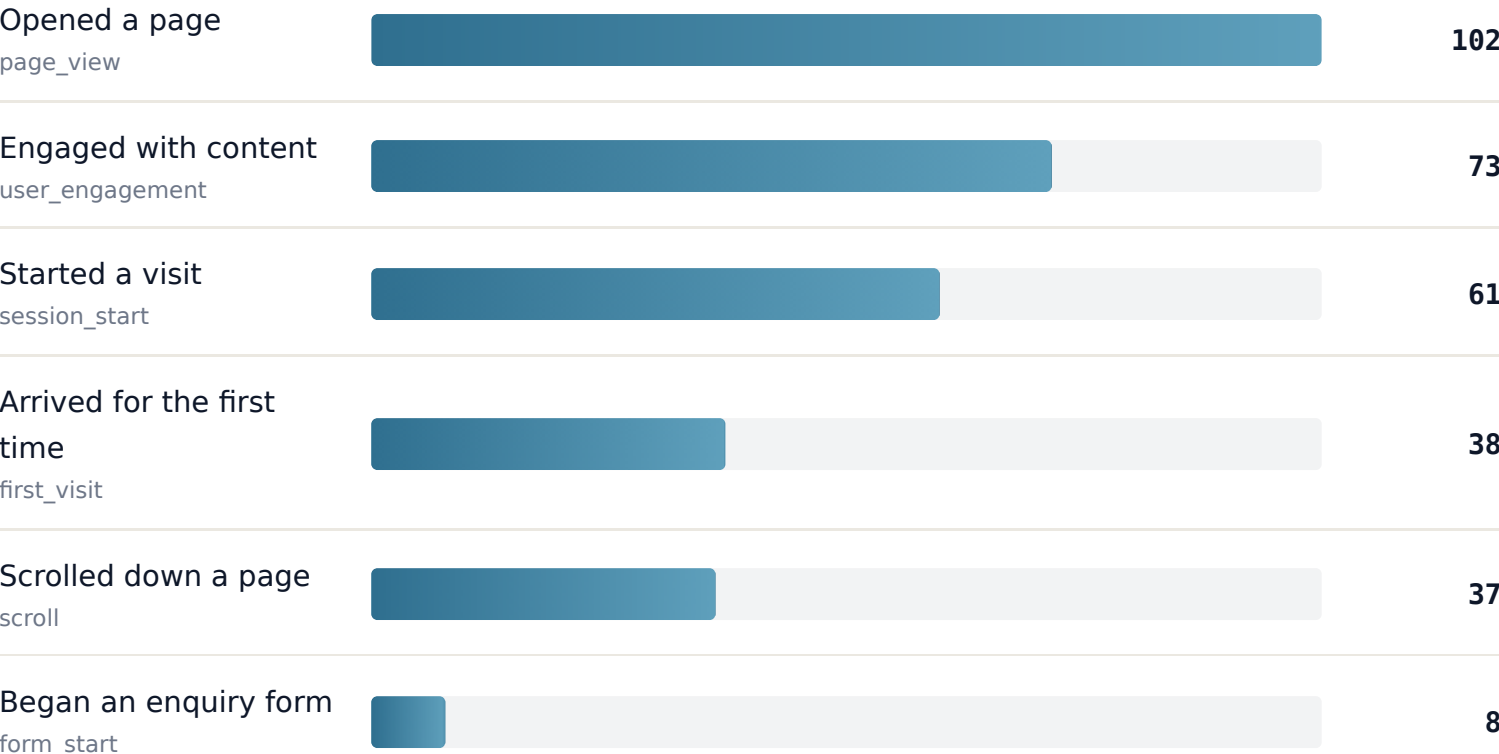
17 sessions

Google Search produced 17 visits from only 2 brand-new people — meaning the rest were visitors coming *back* by searching for the hotel by name. Early, but a real signal.

WORD OF MOUTH IS THE MAIN CHANNEL

66% direct

Two thirds of visits come from people who already knew the name — QR scans, printed material and personal recommendations. Search and social have room to grow.



Growth percentages compare the last 7 days with the 7 days before. Eight people began filling in an enquiry form this week, against one the week before.

What this means

01 The website is working without any ad spend

72 visitors and 474 recorded actions, entirely from organic discovery, QR codes and word of mouth. Nothing has been paid to Google or Meta yet.

02 Events and dining are the strongest commercial signal

These two pages hold visitors five to six times longer than the home page. For a banquet and business hotel, that is exactly where the highest-value enquiries begin.

03 Enquiries have started arriving

Eight enquiry forms were begun in the last seven days, up from one the week before — the clearest evidence so far that visits are turning into conversations.

04 Bookings are not being measured yet

Google Analytics currently records zero "key events", because call clicks, form completions and WhatsApp taps have not been set up as tracked goals. Until that is configured, we can see interest but cannot count outcomes. This is the single biggest gap in the report.

05 Rooms & Suites is under-visited

Only 9 views — the lowest of the four main pages — despite being the page most directly tied to revenue. It holds attention well (40 seconds) once people arrive; the problem is getting them there.

What we will do next month

Five actions, ordered by what will move bookings fastest.

Set up conversion tracking

PRIORITY

Mark call buttons, form completions and WhatsApp taps as key events, so next month's report shows enquiries and calls as real numbers rather than activity.

Launch the Google review system

PRIORITY

Connect the Google Business Profile and begin collecting guest reviews. A higher rating lifts the hotel in "hotels in Sangli" searches, which is where the 17 search visits are already coming from.

Put the Wi-Fi QR codes into the rooms

PRIORITY

Guests connect by scanning, then get invited to review the stay. This turns people already staying at the hotel into search visibility.

Give Weddings & Events its own front-page route

IMPROVEMENT

It is the page that holds attention longest but only 13 people reached it. A clear banner on the home page should raise that considerably.

Expand Rooms & Suites with full photography and rates

IMPROVEMENT

The lowest-visited core page, and the one closest to a booking. More images, room-by-room detail and a visible enquiry button.

HOW TO READ THIS REPORT

Figures are taken directly from Google Analytics 4. Month figures cover 1-24 July 2026; traffic-source and activity figures cover the last 7 days, as labelled on each section. The site began recording partway through July, so this is a partial first month — the next report will cover a full month and allow proper month-on-month comparison, including against other hotels in the same category.

Included free for 12 months with your website package