NORTHWIND
AGENCY DEMO LOGO

Client Report Kit

Northwind Outdoor Co.

Client Analytics Report

Period: Aug 1–5, 2026 (SAMPLE DATA)

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Brand: primary #1B4D3E · accent #C4A35A · logo demo-agency-logo.png

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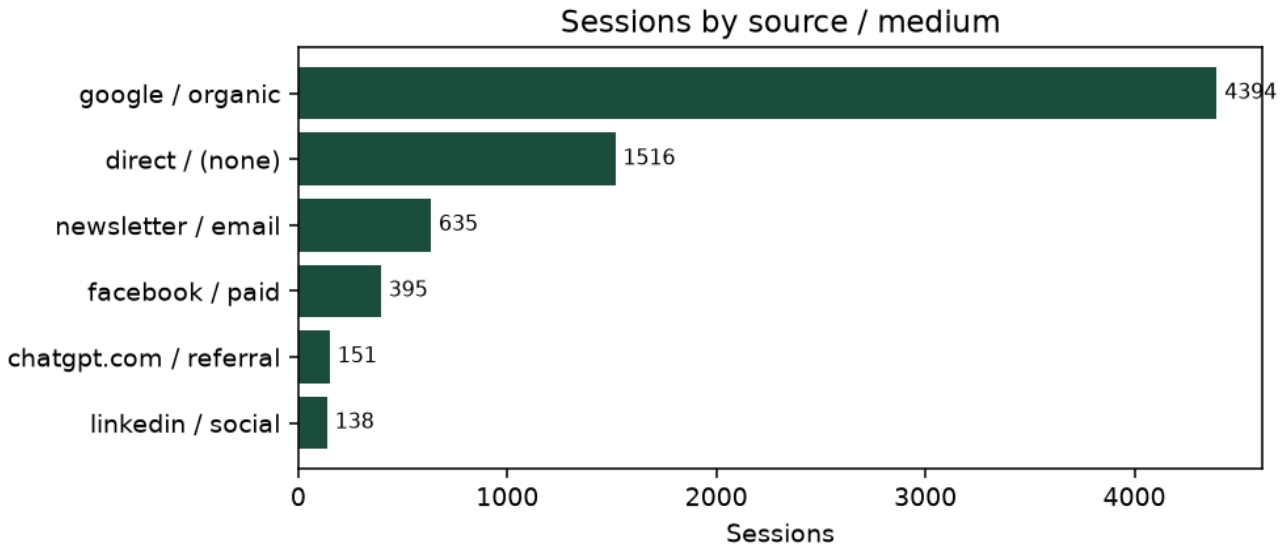
Override brand with --logo, --primary-hex, and --accent-hex.

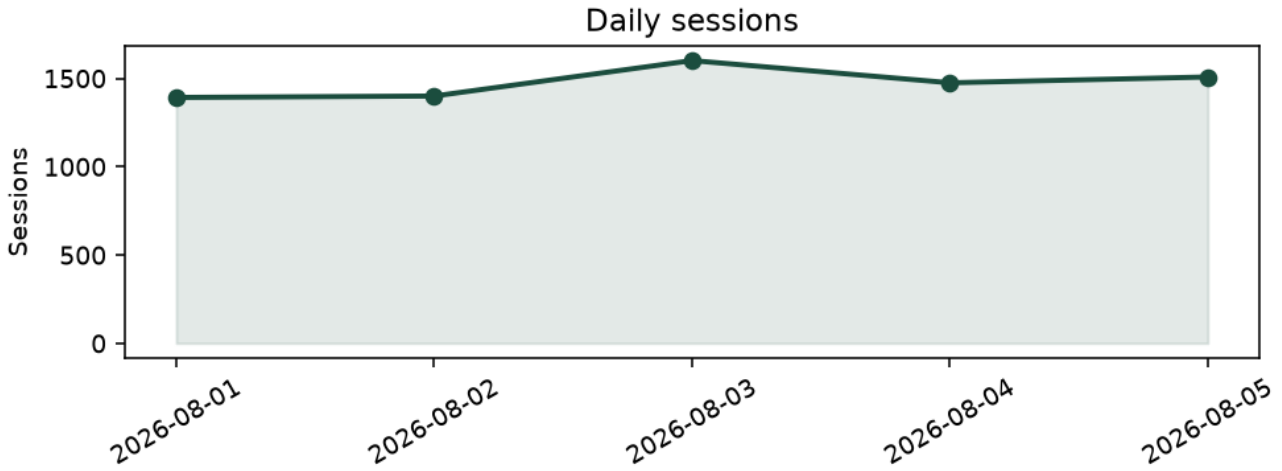
1. Executive summary

- **Northwind Outdoor Co.** recorded **7,376** sessions in this period, with an engagement rate of **70.1%**.
- Top channel: **google / organic** (~60% of sessions). Conversions: **405**. Attributed revenue: **$43,895**.
- AI/referral traffic noted: **151** sessions from chatgpt.com / referral — worth watching as a growing assist channel.
- Paid note: **facebook / paid** engagement rate is **46%** vs overall 70% — review creative/landing fit.
- Search Console: **1,076** clicks from **32,575** impressions (CTR **3.3%**, avg position **12.3**).
- Highest-click query: **“hiking boots waterproof”**. Opportunity: queries with position 10–20 and solid impressions are next-page wins.
- Suggested focus queries (pos 10–20): “ultralight tent 2 person”, “trail running shoes men”, “packable rain jacket”.

7,376	70%	405	$43,895	1,076
Sessions	Engagement	Conversions	Revenue	GSC clicks

2. Traffic overview (GA4)

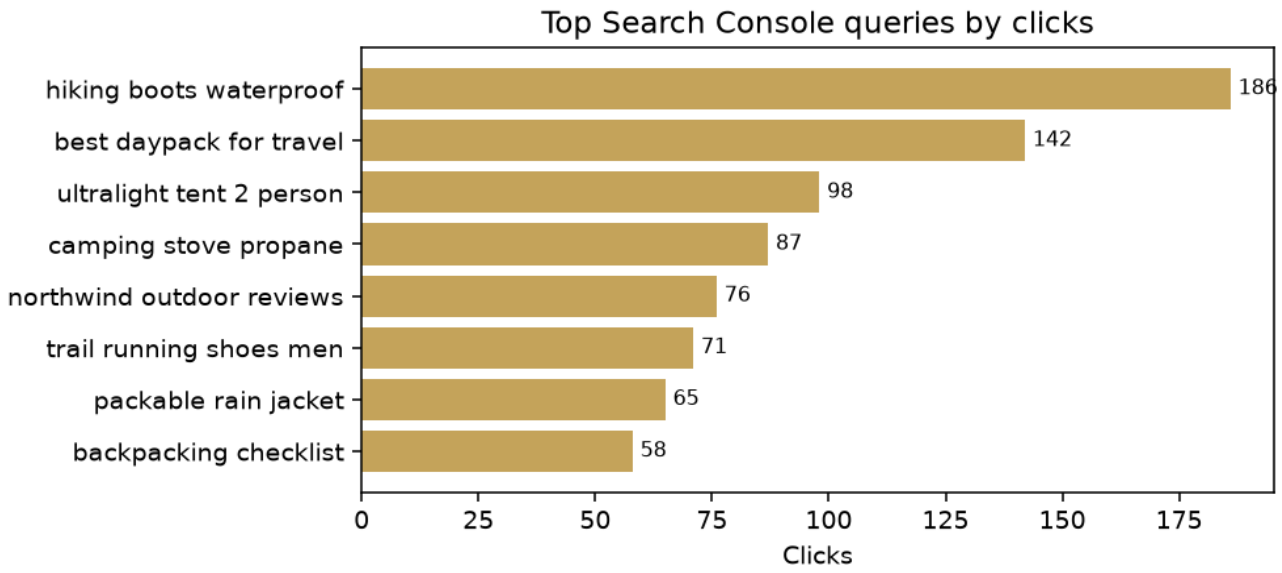




Channel detail

Source / medium	Sessions	Eng. rate	Conv.	Revenue
google / organic	4,394	74%	199	$21,580
direct / (none)	1,516	64%	58	$4,800
newsletter / email	635	80%	108	$13,010
facebook / paid	395	46%	10	$900
chatgpt.com / referral	151	78%	20	$2,550
linkedin / social	138	62%	7	$780
bing / organic	102	61%	3	$275
(not set)	45	27%	0	$0

3. Search performance (GSC)



Top queries

Query	Clicks	Impr.	CTR	Pos.
hiking boots waterproof	186	4,520	4.1%	8.4
best daypack for travel	142	3,180	4.5%	6.1
ultralight tent 2 person	98	2,890	3.4%	11.2
camping stove propane	87	2,105	4.1%	9.8
northwind outdoor reviews	76	980	7.8%	3.2
trail running shoes men	71	2,450	2.9%	14.6
packable rain jacket	65	1,780	3.6%	10.1
backpacking checklist	58	4,120	1.4%	18.3
merino wool base layer	54	1,560	3.5%	12.4
sleeping bag 20 degree	49	1,920	2.5%	15.7
portable solar charger	44	1,340	3.3%	13.1
collapsible water bottle	41	980	4.2%	7.9
trekking poles carbon	38	1,210	3.1%	11.8
camp kitchen setup	35	890	3.9%	9.2
national park packing list	32	2,650	1.2%	22.4

4. Methods & caveats

• Source files: GA4 and/or Google Search Console CSV exports you provided. No live Google API calls were made.

• Aggregation: sessions/conversions/revenue summed by source and by date; GSC queries ranked by clicks. Engagement rate = engaged sessions ÷ sessions.

• This is a v0 demo kit. Branding (logo, colors, fonts) is placeholder. Not affiliated with Google or Metadata.io.

• Tool: Client Report Kit (CSV → client-ready PDF) — personal venture under Avatar33 / ops@avatar33.com.