



DIGITAL PERFORMANCE UPDATE

Website Analytics Report

Post-update performance | August 2-29, 2026

PREPARED FOR Rodney's Jamaican Soul Food	PREPARED BY SiteWorks
PRIMARY MARKET Smyrna, GA 30080	REPORT ISSUED August 30, 2026

Executive summary

The updated website is attracting a meaningful audience and is being discovered through both direct visits and search engines. During the reporting window, GA4 recorded 893 active users, 1,300 page views, and 3,800 interactions. Google organic search produced 419 sessions, while 102 visitors returned after an earlier visit.

893 ACTIVE USERS	1.3K PAGE VIEWS	419 GOOGLE SEARCH SESSIONS	102 RETURNING USERS
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Bottom line: The website now has an established flow of visitors. The next growth opportunity is to measure and strengthen the customer actions that follow those visits, especially calls, orders, reservations, directions, and catering inquiries.

Tracking note: GA4 began collecting activity around August 10. Although the interface displays August 2-29, the measurable post-update activity in this report is concentrated from August 10 onward.

1. Audience growth and engagement

The first complete period of tracking shows steady daily website use rather than a one-day spike.

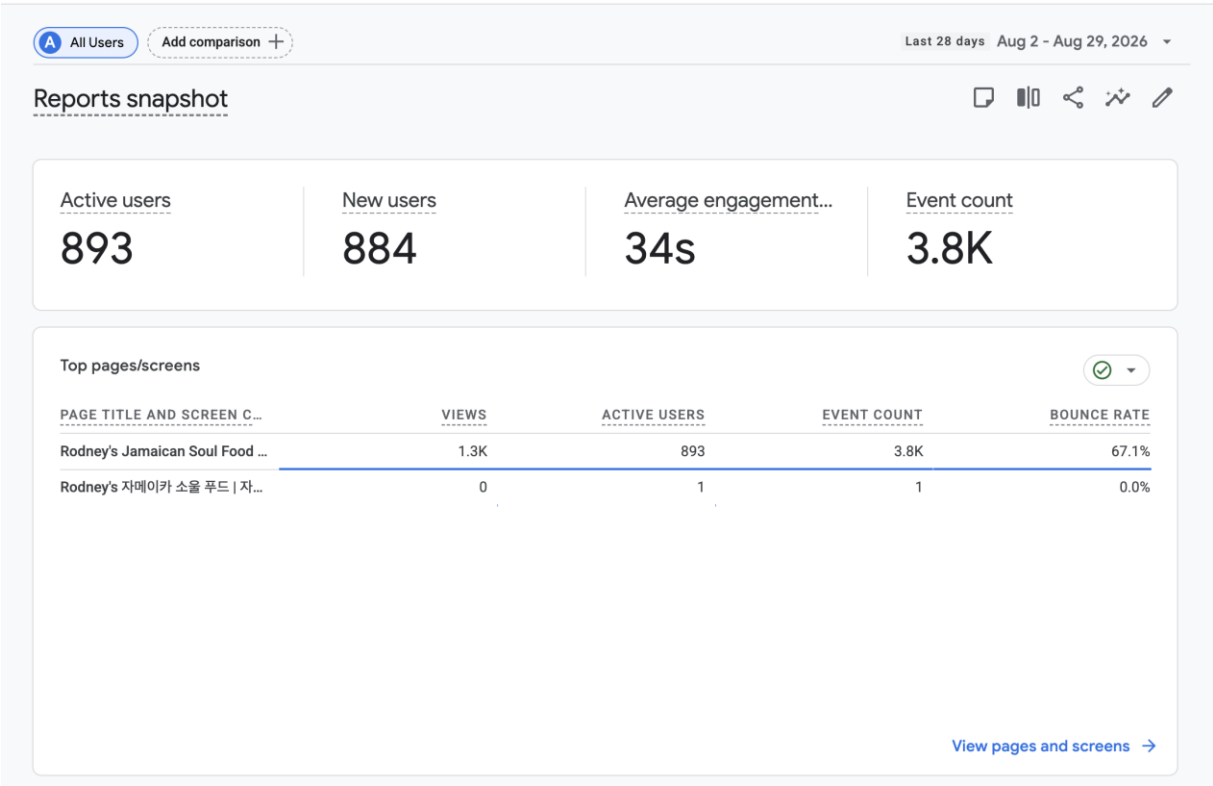


Figure 1. GA4 overview for August 2-29, 2026.

Audience size 893 active users generated approximately 1,300 page views during the reporting window.

New discovery 884 new users indicate that the website is reaching people beyond the restaurant's existing repeat audience.

Engagement Visitors averaged 34 seconds of active engagement and generated 3,800 recorded interactions, including page views, scrolling, and other standard GA4 activity.

Return activity 102 returning users came back after an earlier visit, an early sign that the site is supporting menu research and repeat consideration.

Interpretation: Traffic is now consistent enough to justify focusing on the full visitor journey, from discovery to the moment a customer calls, orders, reserves, requests directions, or asks a question.

2. How customers are finding Rodney's

Direct traffic remains the largest source, while unpaid search is now a substantial contributor to website discovery.

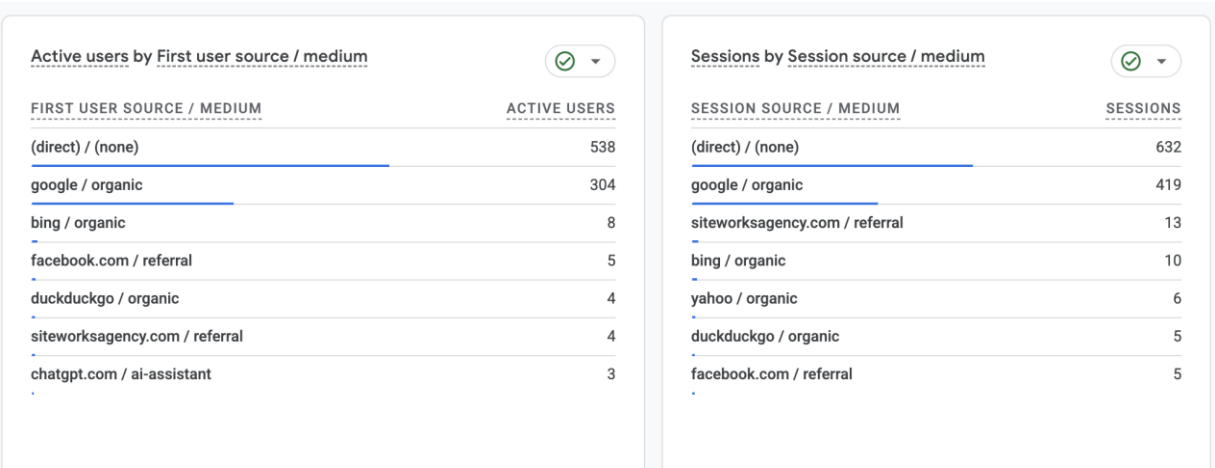


Figure 2. Active users and sessions by source and medium.

Google organic Google produced 419 sessions, and 304 active users were first acquired through unpaid Google search.

Search ecosystem Bing, Yahoo, and DuckDuckGo supplied additional organic sessions, showing that discovery is not limited to one platform.

AI discovery Three users were first attributed to ChatGPT, a small but notable sign that the restaurant is also being surfaced through emerging AI-assisted discovery.

High-intent search behavior

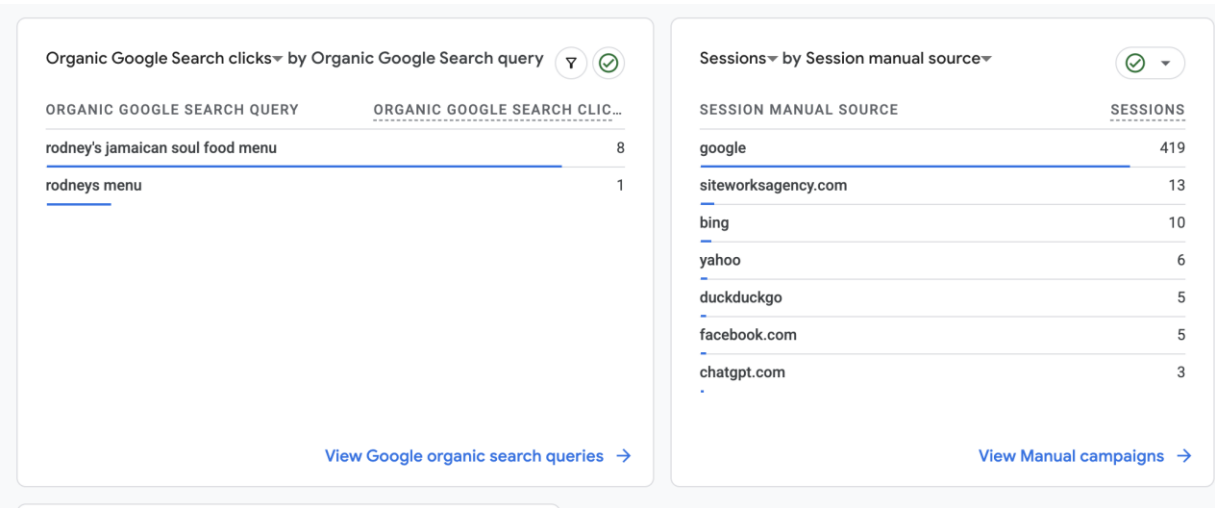


Figure 3. Reported Google query clicks and broader session sources.

The visible query-level clicks are concentrated around Rodney's menu. These are high-intent searches because the visitor already knows the business and is actively looking for food options. Query reporting is narrower than total Google session reporting, so the two totals should not be compared one-for-one.

3. Local market reach

The location report confirms meaningful activity from the restaurant's core Atlanta-area market.

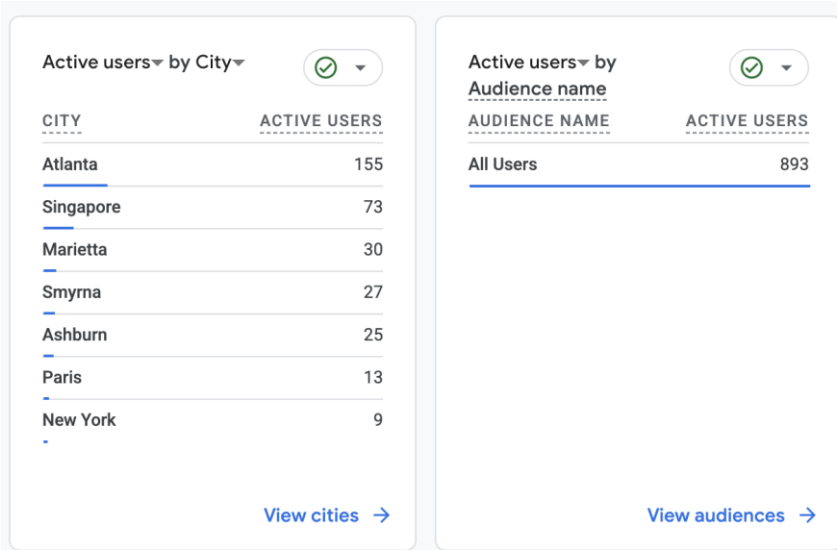


Figure 4. Leading recorded cities by active users.

- Atlanta** 155 active users were attributed to Atlanta, the largest named local market in the report.
- Smyrna and Marietta** Smyrna recorded 27 active users and Marietta recorded 30, supporting the site's focus on the immediate service area.
- Local concentration** At least 212 active users were attributed to Atlanta, Smyrna, and Marietta combined. City detection is approximate and may be affected by mobile networks or privacy routing.

4. Recommended measurement priorities

- The current data proves that visitors are reaching and using the website. GA4 key events are not yet configured, so zero lead fields reflect unavailable measurement rather than confirmed zero demand. The next report should connect traffic more directly to customer actions.
- Track customer actions** Measure clicks on Call, Order Online, Reservations, Directions, Catering, email, and delivery services as GA4 key events.
 - Separate discovery from outcomes** Report how many visitors take an action that could lead to a sale or inquiry.
 - Review response capacity** As website-driven demand grows, confirm that incoming questions and calls are handled quickly and consistently, including during busy and after-hours periods.
 - Maintain local visibility** Use Search Console and Google Business Profile data alongside GA4 to track Smyrna-area impressions, clicks, calls, directions, and ordering activity.

Overall assessment: The website is performing well as a discovery and information channel. The strongest next step is to turn this established traffic into measurable customer actions and ensure that every high-intent visitor has a clear, responsive path to the restaurant.