

ORGANIC GROWTH TRACKER

Reporting Period: Q3 2023 - Q4 2023

Generated: Oct 24, 2023

TOTAL ORGANIC TRAFFIC **42,850**
NEW CUSTOMERS **1,124**
AVG. CONVERSION **2.62%**
CAC (ORGANIC) **\$4.12**

CHANNEL SOURCE	ACQUISITIONS	GROWTH RATE	VISUAL TREND	STATUS
Search Engine (SEO)	642	+12.4%		Stable
Direct Traffic	215	+4.1%		Predictable
Referral Sites	158	+18.9%		High Growth
Organic Social	109	-2.3%		At Risk

GROWTH OBSERVATIONS

Primary growth driver remains SEO-driven content. Referral traffic shows highest velocity despite lower volume. Social channels require optimization to counter minor decline in engagement.