



Daily Website Analytics Report

buddhameditationdc.org | Reporting day: Wednesday, June 3, 2026

GENERATED

June 5, 2026 00:01 UTC

GA PROPERTY

properties/445194830

PREPARED FOR

Head Monk

LIVE CHANGES

None

111

ACTIVE USERS

151

SESSIONS

234

PAGE VIEWS

43%

ENGAGEMENT RATE

1m 57s

AVG DURATION

Daily Website Analytics Report - 2026-06-03

Prepared for: Head Monk only

Website scope: <https://buddhameditationdc.org>

Generated: 2026-06-05 00:01 UTC

GA property used: properties/445194830 (buddhameditationdc.org, America/New_York)

Live website changes made: none

Reporting day: Wednesday, 2026-06-03, latest complete GA property day. At the scheduled run time (00:01 UTC June 5) it was June 4 evening in America/New_York, so June 4 was still incomplete and is not used as the main reporting day. Prior day anchor = Tuesday, June 2, 2026. Same weekday previous week = Wednesday, May 27, 2026.

Telegram Report

Daily website analytics - buddhameditationdc.org

For Wed Jun 3, 2026 (latest complete GA day)

Overall:

- 111 active users, 151 sessions, 234 page views
- Engagement: 65 engaged sessions, 43.0% engagement rate
- Avg session duration: 1m 57s
- GA key events/revenue: 0 / \$0

Comparison:

- Vs Tue Jun 2: users -28.4%, sessions -27.4%, page views -36.2%, engagement rate -9.4 pts
- Vs Wed May 27: users +13.3%, sessions +15.3%, page views -8.6%, engagement rate -2.0 pts

Top pages:

1. Home page - 64 views, 48 sessions
2. /meditate-with-a-monk/ - 29 views, 31 sessions
3. /checkout-external (Eventbrite) - 23 views, 21 sessions
4. /day-long-meditation-retreat/ - 21 views, 19 sessions
5. /all-events/ - 15 views, 13 sessions

Channels/sources:

- Direct: 71 sessions, 33 engaged, 46.5% engagement
- Organic Search: 48 sessions, 23 engaged, 47.9% engagement
- Paid Social: 14 sessions, 3 engaged, 21.4% engagement
- Organic Social: 11 sessions, 3 engaged, 27.3% engagement
- Referral: 3 sessions; Cross-network: 1 session; Paid Search: 1 session
- Paid Social dropped sharply vs Jun 2 (14 vs 39 sessions); Organic Social rose (11 vs 3), likely Facebook organic post activity.

Donation/support:

- /support-free-meditation-with-donations/: 2 views / 2 sessions
- /support-us/: 1 view / 1 session
- /donation/: 0 views
- 1 Square donation-link outbound click from /support-free-meditation-with-donations/ (consistent interest signal, third consecutive day).
- GA still shows 0 key events and \$0 revenue, so completed donations remain unmeasurable in GA.

Devices/locations:

- Mobile: 97 sessions (64%), engagement rate 36.1%
- Desktop: 54 sessions (36%), engagement rate 55.6%
- No tablet sessions recorded
- United States: 130 sessions; Sri Lanka: 6; Canada: 2; Philippines: 2; Sweden: 2
- Top local areas: Maryland 40 sessions, Virginia 33, DC 11

Recommended priorities:

1. Investigate the engagement rate drop on Jun 3 (43.0% vs 52.4% on Jun 2), driven heavily by mobile (36.1%) versus desktop (55.6%) — a 19.5 pt gap.
2. Address the persistent low-engagement landing on /meditate-with-a-monk (25 landing sessions at 28.0%, weaker than Jun 2's 38 sessions at 31.6%).
3. Check the /checkout-external Eventbrite flow — 13 landing sessions at only 15.4% engagement, the weakest landing surface of the day.
4. Capitalize on Day Long Retreat pre-event interest — /day-long-meditation-retreat/ had 21 views and 63.2% engagement ahead of the June 6 retreat; ensure the registration CTA is clear.
5. Configure donation key events — Square donation click appeared for the third consecutive day but still is not a tracked key event and registers \$0 revenue.

Recurring lesson: Wednesday Jun 3 was a quiet day vs Tuesday Jun 2's strong performance (-27.4% sessions, -9.4 pts engagement rate) but still ahead of the same weekday last week (+15.3% sessions vs May 27). The engagement quality drop was notable — especially on mobile (36.1% vs desktop 55.6%), the widest gap recorded in recent days. The Day Long Meditation Retreat (June 6) drove noticeable pre-event browsing on /day-long-meditation-retreat/. The Eventbrite share remained at ~26% of sessions (40 of 151). Video engagement dropped sharply (only 3 video_start vs 17 on Jun 2; no video_progress or video_complete). Donation reporting remains incomplete until key events and revenue tracking are configured.

Analytics Details

Overall Traffic

Metric	Wed Jun 3	Tue Jun 2	Wed May 27	Vs Prior Day	Vs Same Weekday
Active users	111	155	98	-28.4%	+13.3%

Metric	Wed Jun 3	Tue Jun 2	Wed May 27	Vs Prior Day	Vs Same Weekday
Total users	130	177	114	-26.6%	+14.0%
New users	94	124	76	-24.2%	+23.7%
Sessions	151	208	131	-27.4%	+15.3%
Page views	234	367	256	-36.2%	-8.6%
Engaged sessions	65	109	59	-40.4%	+10.2%
Engagement rate	43.0%	52.4%	45.0%	-9.4 pts	-2.0 pts
Bounce rate	57.0%	47.6%	55.0%	+9.4 pts	+2.0 pts
Avg session duration	1m 57s	3m 11s	3m 6s	down	down
Event count	714	1097	729	-34.9%	-2.1%
Key events	0	0	0	flat	flat
Total revenue	\$0	\$0	\$0	flat	flat

Interpretation: Jun 3 (Wednesday) was a quieter day relative to Jun 2's strong performance, with sessions, users, page views, and event count all declining substantially vs the prior day. However, vs the same weekday last week (May 27), sessions and users were up meaningfully (+15.3% and +13.3%), and engaged sessions rose +10.2% — so the volume direction year-over-week is positive. The engagement rate (43.0%) was the weakest of the three days compared, and average session duration fell to 1m 57s, the shortest of the three anchors. The bounce rate of 57.0% is the highest of the three days, suggesting a higher proportion of single-page visits.

Core-domain note: hostName reporting shows 111 sessions and 178 views on buddhameditationdc.org itself, plus 40 sessions and 56 views on tracked www.eventbrite.com pages inside the same GA property. The Eventbrite share was ~26% of sessions (40 of 151), slightly lower than Jun 2's ~30%.

Top Pages - Jun 3

Page	Views	Active users	Sessions	Engagement rate
/	64	37	48	66.7%
/meditate-with-a-monk/	29	29	31	35.5%
/checkout-external (Eventbrite)	23	17	21	38.1%
/day-long-meditation-retreat/	21	12	19	63.2%
/all-events/	15	8	13	69.2%
/e/...washington-monument-registration (Eventbrite)	12	9	10	50.0%
/all-meditation-programs/	10	7	10	60.0%
/e/meditate-with-a-monk-salt-lake-city-ut-registration (Eventbrite)	9	8	8	50.0%
/e/day-long-meditation-retreat-tickets (Eventbrite)	7	3	3	66.7%
/contact-us/	5	6	7	71.4%
/evaluation-report-best-meditation-centers-in-the-world/	5	4	7	71.4%
/meditate-with-a-monk-dc/	5	5	5	80.0%
/online-meditation-for-stress-relief-and-mindfulness/	4	3	3	100.0%
/about/	3	3	3	100.0%
/e/sunday-meditation-registration (Eventbrite)	3	3	3	33.3%
/invited-meditation-workshops/	3	2	3	66.7%
/mindfulness-through-buddhist-sutta-class/	3	3	3	100.0%

Page	Views	Active users	Sessions	Engagement rate
/sunday-evening-meditation/	3	3	3	100.0%
/support-free-meditation-with-donations/	2	2	2	100.0%
/support-us/	1	1	1	100.0%
/two-day-meditation-retreat/	1	1	1	100.0%
/privacy-policy/	1	1	1	100.0%

Notable: /day-long-meditation-retreat/ rose to 4th place on Jun 3 (vs lower position Jun 2), consistent with users checking the upcoming June 6 Day Long Retreat. The dependent-origination article that dragged engagement on Jun 2 did not appear in the top pages on Jun 3.

Landing Pages

Top landing pages by sessions:

- /: 43 sessions, 34 active users, 28 engaged sessions, 65.1% engagement.
- /meditate-with-a-monk: 25 sessions, 25 active users, 7 engaged sessions, 28.0% engagement.
- /checkout-external: 13 sessions, 10 active users, 2 engaged sessions, 15.4% engagement.
- /e/new-date-...washington-monument-registration (Eventbrite): 10 sessions, 9 active users, 5 engaged sessions, 50.0% engagement.
- (not set): 9 sessions, 7 active users, 0 engaged sessions, 0.0% engagement.
- /day-long-meditation-retreat: 9 sessions, 6 active users, 4 engaged sessions, 44.4% engagement.
- /all-events: 8 sessions, 4 active users, 4 engaged sessions, 50.0% engagement.
- /e/meditate-with-a-monk-salt-lake-city-ut-registration: 8 sessions, 8 active users, 4 engaged sessions, 50.0% engagement.
- /all-meditation-programs: 4 sessions, 1 active user, 0 engaged sessions, 0.0% engagement.
- /e/day-long-meditation-retreat-tickets: 3 sessions, 3 active users, 2 engaged sessions, 66.7% engagement.
- /e/sunday-meditation-registration: 3 sessions, 3 active users, 1 engaged session, 33.3% engagement.
- /invited-meditation-workshops: 3 sessions, 3 active users, 2 engaged sessions, 66.7% engagement.
- /meditate-with-a-monk-dc: 2 sessions, 2 active users, 1 engaged session, 50.0% engagement.
- /mindfulness-through-buddhist-sutta-class: 2 sessions, 2 active users, 2 engaged sessions, 100.0% engagement.

Donation Page Metrics

GA page data for Jun 3:

Donation/support surface	Views	Active users	Sessions	Events	Key events	Revenue
/support-free-meditation-with-donations/	2	2	2	7	0	\$0
/support-us/	1	1	1	2	0	\$0
/donation/	0	0	0	0	0	\$0

Comparison notes:

- Prior day, Jun 2: /support-free-meditation-with-donations/ 1 view, /support-us/ 0 views, /donation/ 0.
- Same weekday previous week, May 27: /support-free-meditation-with-donations/ 1 view, /support-us/ 0 views, /donation/ 0.
- Jun 3 click rows showed 1 outbound click on the Square donation link (square.link/u/vzpOd11i?src=embed) from /support-free-meditation-with-donations/. This is the third consecutive day with a Square outbound click — a consistent interest signal.
- /support-us/ received 1 view on Jun 3, up from 0 on Jun 2 and May 27.
- GA key events: 0.
- GA revenue: \$0.

Measurement caveat: GA does not show completed donation outcomes. Donation/support page views and the Square outbound click should be treated as interest signals only, not confirmed donation income. Completed-donation tracking requires key events and/or a Square thank-you/redirect signal.

Channels And Sources

Channel	Sessions	Active users	New users	Engaged sessions	Engagement rate	Views
Direct	71	52	45	33	46.5%	118
Organic Search	48	29	21	23	47.9%	79
Paid Social	14	14	14	3	21.4%	16
Organic Social	11	10	10	3	27.3%	12
Referral	3	3	2	3	100.0%	4
Unassigned	2	1	0	0	0.0%	3
Cross-network	1	1	1	0	0.0%	1
Paid Search	1	1	1	0	0.0%	1

All channels recorded 0 key events.

Top source/medium rows:

- (direct) / (none): 71 sessions, 33 engaged sessions, 46.5% engagement.
- google / organic: 47 sessions, 22 engaged sessions, 46.8% engagement.
- fb / paid: 12 sessions, 2 engaged sessions, 16.7% engagement.
- m.facebook.com / referral: 7 sessions, 1 engaged session, 14.3% engagement.
- facebook.com / referral: 4 sessions, 2 engaged sessions, 50.0% engagement.
- ig / paid: 2 sessions, 1 engaged session, 50.0% engagement.
- bing / organic: 1 session, 1 engaged, 100.0%.
- eventbrite / ebcampaigns: 1 session, 0 engaged, 0.0%.
- google / cpc: 1 session, 0 engaged, 0.0%.
- mahamevnawa.org / referral: 1 session, 1 engaged, 100.0%.
- mail.google.com / referral: 1 session, 1 engaged, 100.0%.
- mokka.corp.google.com / referral: 1 session, 1 engaged, 100.0%.

Notable channel shifts vs Jun 2: Paid Social dropped sharply (14 vs 39 sessions) and fb/paid dropped from 30 to 12 sessions. Organic Social rose from 3 to 11 sessions — organic Facebook referrals (m.facebook.com and facebook.com combined: 11 sessions) suggest a post or share gained traction. Organic Search declined from 61 to 48 sessions but engagement rate held near-flat (47.9% vs 67.2% in prior day — though still lower). Referral engagement was 100% (3 of 3), led by mahamevnawa.org, mail.google.com, and a Google internal referral.

Devices And Locations

Device split:

Device	Sessions	Active users	Views	Engagement rate
Mobile	97	71	164	36.1%
Desktop	54	40	70	55.6%

Mobile carried ~64% of sessions; the mobile/desktop engagement gap was 19.5 pts (36.1% vs 55.6%), the widest gap of the three days compared. On Jun 2 the gap was only 3.8 pts (51.0% vs 54.8%), so Jun 3 saw mobile engagement quality weaken substantially. No tablet sessions recorded.

Country split:

Country	Sessions	Active users	Views	Engagement rate
United States	130	95	200	44.6%
Sri Lanka	6	3	5	33.3%
Canada	2	1	1	50.0%
Philippines	2	2	2	100.0%
Sweden	2	2	2	0.0%
Argentina	1	1	1	0.0%
China	1	1	1	0.0%
Hong Kong	1	1	1	0.0%
India	1	1	2	100.0%
Iran	1	1	15	100.0%
Ireland	1	1	1	0.0%
Japan	1	1	0	0.0%
Malaysia	1	1	0	0.0%
Pakistan	1	1	1	0.0%

Traffic was overwhelmingly US-based (130 of 151 sessions, ~86%); notable that Sri Lanka contributed 6 sessions (up from 3 on Jun 2). One visitor from Iran had 15 page views with 100% engagement — a single highly-engaged session worth noting.

Top U.S. regions:

- Maryland: 40 sessions, 74 views, 52.5% engagement.
- Virginia: 33 sessions, 49 views, 42.4% engagement.
- District of Columbia: 11 sessions, 14 views, 36.4% engagement.
- New York: 8 sessions, 10 views, 37.5% engagement.
- Utah: 6 sessions, 8 views, 50.0% engagement.
- (not set): 5 sessions, 8 views, 60.0% engagement.
- Oregon: 5 sessions, 5 views, 40.0% engagement.
- Washington (state): 5 sessions, 9 views, 80.0% engagement.
- California: 3 sessions, 3 views, 0.0% engagement.
- Florida: 3 sessions, 5 views, 33.3% engagement.
- Connecticut: 2 sessions.
- Massachusetts: 2 sessions.
- New Jersey: 2 sessions.
- North Carolina: 2 sessions.

Top city rows (US):

- (not set): 15 sessions, 21 views, 46.7% engagement.
- Washington, DC: 12 sessions, 15 views, 33.3% engagement.
- Ashburn, VA: 10 sessions, 18 views, 50.0% engagement.
- Alexandria, VA: 7 sessions, 8 views, 42.9% engagement.
- Baltimore, MD: 7 sessions, 15 views, 42.9% engagement.
- New York, NY: 5 sessions, 4 views, 20.0% engagement.
- Prineville, OR: 5 sessions, 4 views, 40.0% engagement. (Note: likely AWS data center traffic; treat with caution.)
- Potomac, MD: 4 sessions, 8 views, 25.0% engagement.
- Salt Lake City, UT: 4 sessions, 4 views, 50.0% engagement.

- Arlington, VA: 3 sessions, 5 views, 33.3% engagement.
- Columbia, MD: 3 sessions, 5 views, 66.7% engagement.
- Damascus, MD: 3 sessions, 3 views, 33.3% engagement.
- Rockville, MD: 3 sessions, 5 views, 100.0% engagement.
- Seattle, WA: 3 sessions, 7 views, 66.7% engagement.

The DC/Maryland/Virginia metro remained the clear core audience (83 of 130 US sessions, ~64%). Salt Lake City appearing with 4 sessions is consistent with the Eventbrite "Meditate with a Monk Salt Lake City" registration page activity.

Events

Top GA events on Jun 3:

- page_view: 234
- user_engagement: 153
- session_start: 149
- first_visit: 94
- scroll: 77
- click: 3
- video_start: 3
- form_start: 1

Tracked key events: 0.

Notable: Video engagement dropped sharply vs Jun 2 (video_start: 3 vs 17; no video_progress or video_complete events recorded on Jun 3). This is the first day without video_progress in recent tracking — could indicate that the pages with embedded video received less traffic, or users bounced before reaching the video. A form_start event appeared (1).

Notable outbound clicks (3 total click events):

- Google search link from /meditate-with-a-monk-dc/ — user navigated to a Google search for "amitha khema" (teacher discovery/research behavior, not a site exit to a key destination).
- Square donation link (square.link/u/vzpOd11i?src=embed) from /support-free-meditation-with-donations/: 1 click — third consecutive day with this signal.
- Wellspring Conference link (wellspringconference.org) from /two-day-meditation-retreat/: 1 click — outbound referral to a partner retreat organization.

Prioritized Improvement Suggestions

1. Investigate and address the mobile engagement rate drop (36.1% on Jun 3, a 19.5 pt gap vs desktop's 55.6%).
2. Mobile carried 64% of sessions but engaged at only 36.1%, far below desktop and below recent mobile figures (Jun 2: 51.0%, May 27 implied similar). Review which landing pages are failing mobile users — /meditate-with-a-monk (28.0%) and /checkout-external (15.4%) are the key candidates.
3. Check mobile page load speed, above-the-fold layout, and CTA visibility on these two pages.
4. Fix the persistent low-engagement landing on /meditate-with-a-monk.
5. 25 landing sessions at 28.0% engagement on Jun 3, worse than Jun 2's 38 sessions at 31.6%. This page is consistently the weakest high-traffic landing surface.
6. Review mobile first-screen: date/time, event type, registration CTA, and whether "free" is clearly communicated. Consider A/B testing a headline or CTA variant.
7. Check the /checkout-external Eventbrite landing flow.
8. 13 landing sessions at only 15.4% engagement — the weakest landing rate of the day. Users arriving at the Eventbrite checkout page are leaving almost immediately.
9. Verify the checkout flow loads correctly on mobile, and that the event details (name, date, price) match user expectations set by the referring page.

10. Capitalize on Day Long Retreat pre-event interest.
11. /day-long-meditation-retreat/ had 21 views and 63.2% engagement on Jun 3, ahead of the June 6 retreat. The Eventbrite ticket page also saw 3 landing sessions at 66.7% engagement.
12. Ensure the registration link is prominent and functional on both the main retreat page and the Eventbrite listing; if seats are limited, add urgency messaging.
13. Configure donation key events and sustain the donation click signal.
14. A Square outbound click appeared for the third consecutive day — a consistent interest signal — but it is still not a tracked key event and GA shows \$0 revenue.
15. Mark the Square donation link click as a GA key event at minimum. Explore whether Square can pass a thank-you/redirect signal to enable completed-donation tracking.

Recurring Lessons / Observations To Preserve

- Use the latest complete GA property day based on America/New_York; at 00:01 UTC June 5, June 4 was still incomplete (June 4 excluded; June 3 used).
- Wednesday Jun 3 was a quieter day vs Tuesday Jun 2's strong peak, but grew year-over-week vs May 27 (+15.3% sessions). Day-of-week effects are significant: Tuesdays appear stronger than Wednesdays in recent data.
- The mobile/desktop engagement gap is a reliable quality indicator: a narrow gap (Jun 2: 3.8 pts) signals a good engagement day; a wide gap (Jun 3: 19.5 pts) signals mobile users are bouncing at a higher rate, likely tied to specific weak landing pages.
- /meditate-with-a-monk remains the persistent low-engagement landing page (28.0–31.6% over multiple days), despite consistently receiving the second-highest landing session volume. This is the highest-priority UX fix.
- Pre-event browsing is detectable in GA: /day-long-meditation-retreat/ and its Eventbrite ticket page saw elevated traffic 3 days ahead of the June 6 retreat — useful for identifying which events are generating interest.
- Donation analytics remain incomplete: the Square outbound click is now a three-consecutive-day signal, but it is still not a tracked key event and \$0 revenue appears in GA. Priority: configure this as a key event.
- Eventbrite-hosted pages (www.eventbrite.com) are inside this GA property and represent ~26% of sessions on Jun 3 — always read the hostName split alongside site totals.
- Video engagement is highly variable day-to-day: Jun 2 had 17 video_starts, Jun 3 had only 3 with no progress/complete events — likely tied to which pages receive traffic rather than a trend change. Track when video pages appear in top-page lists to contextualize.
- Prineville, OR consistently appears in city data — this is likely an AWS data center (Amazon cloud infrastructure); sessions from this city may not represent real users and should be treated with caution in engagement analysis.