



ATTENTION REPORT

Atelier Nord

atelier-nord.example · 04 Oct 2026 – 10 Oct 2026

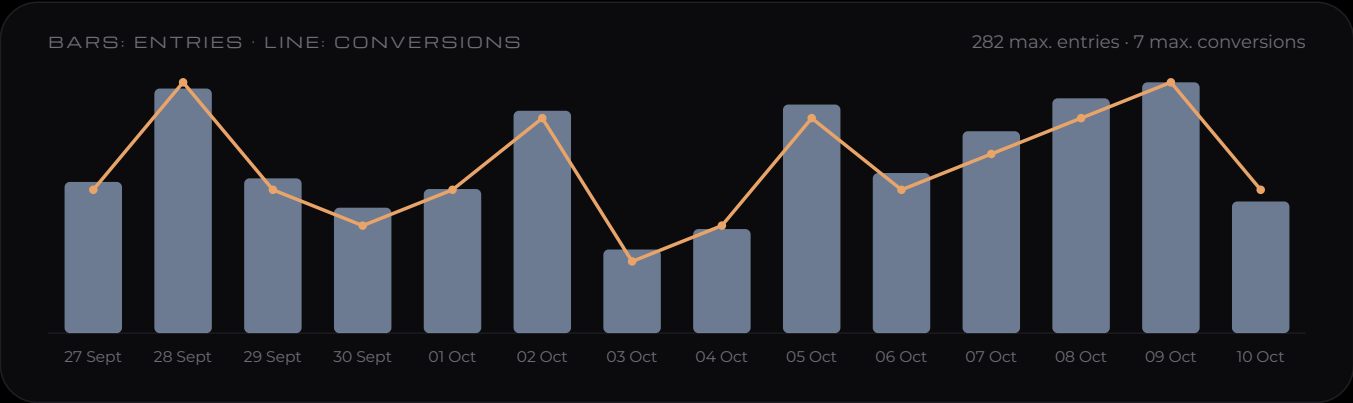
EXAMPLE DATA - INVENTED FIGURES, NOT A REPORT

ENTRIES	PAGE VIEWS	ACTIONS	CONVERSIONS	CONVERSION RATE
2,285	4,681	143	71	3.1 %
0 % vs. before	0 % vs. before	0 % vs. before	0 % vs. before	before: 3.1 %

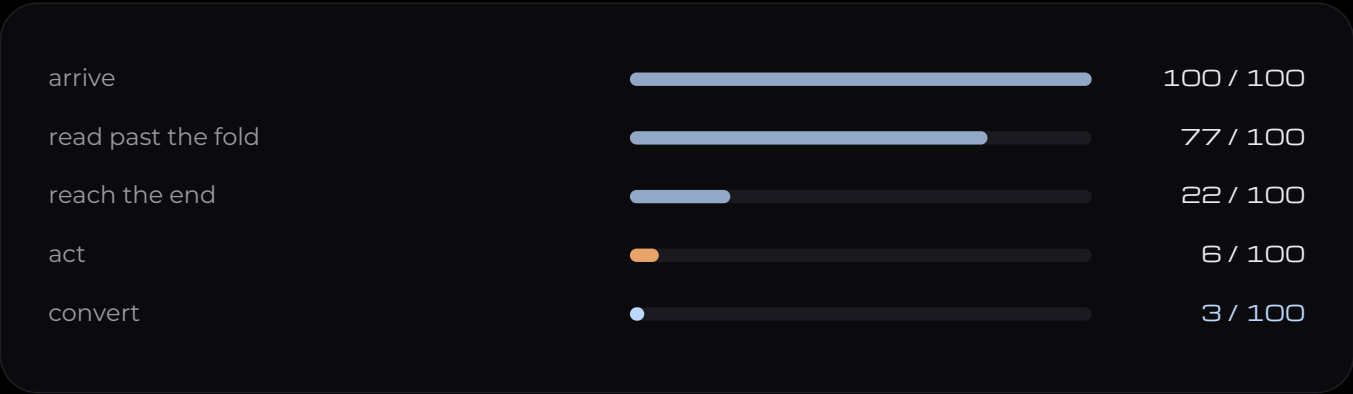
WHAT STANDS OUT

- 2,285 entries in this period — 0 % on the period before (2,285).
- 71 conversions (3.1 % of entries), 71 the period before (3.1 %).
- 143 actions (calls, mails, WhatsApp, links), 143 the period before.
- Most entries came from Google ads (38 %).
- 74.8 % of entries came from Germany, most of them from München.
- On “Home”, most people stop at “hero” (22.6 % of departures).
- 22 % read “Home” to the end.
- Form “contact”: started 118 times, submitted 44 times (37.3 %).

PER DAY



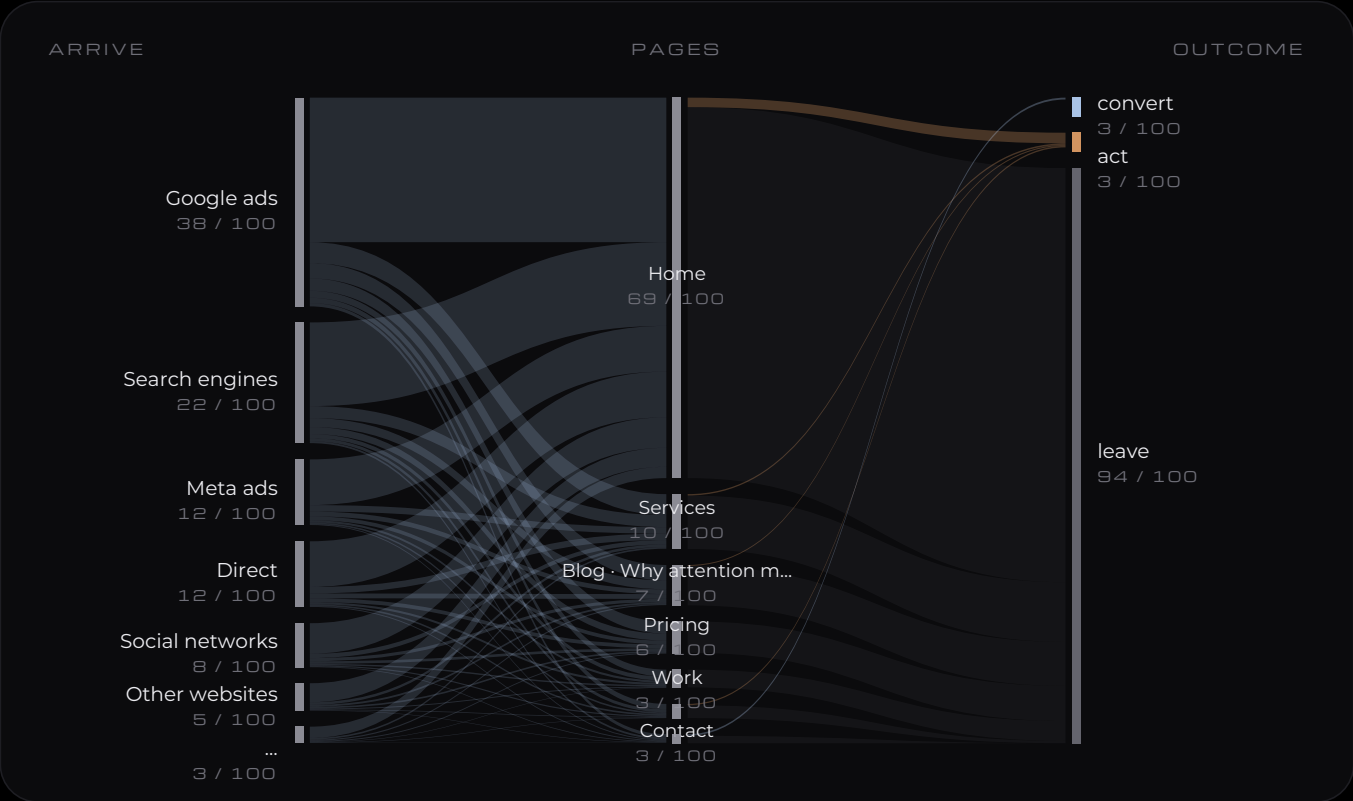
A HUNDRED VISITORS



Shares of entries; reading depth from “Home”, the most-read page.

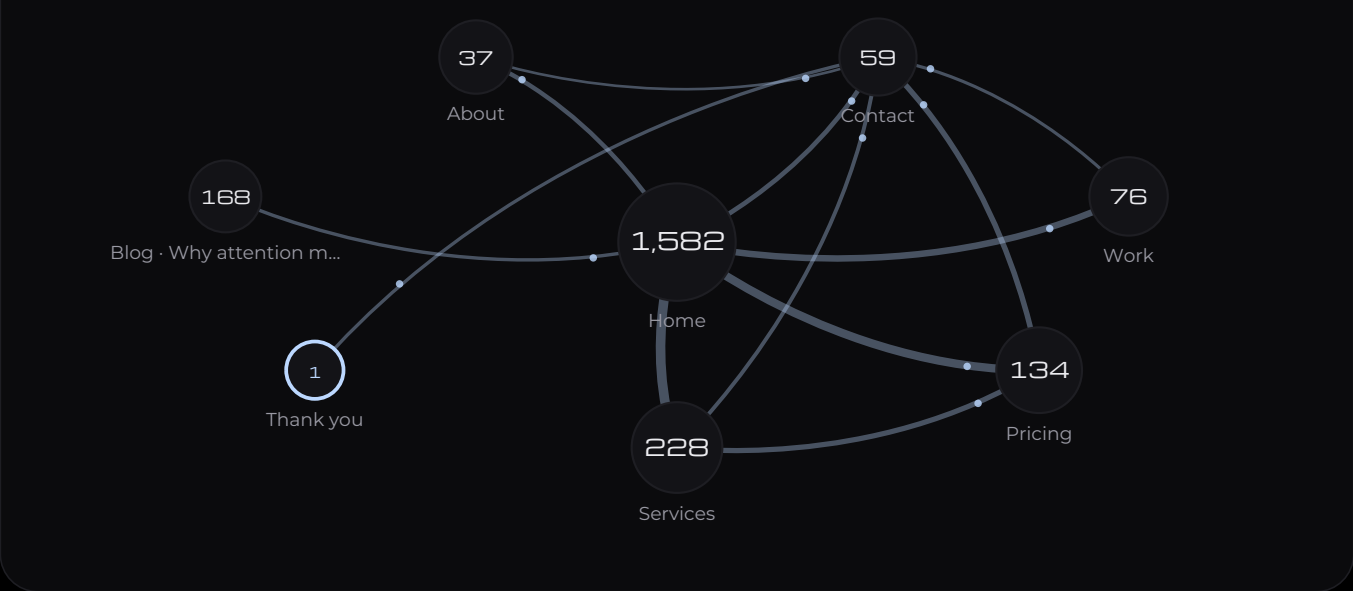
The way of a hundred visitors

Where they came from, which page they entered, and how the visit ended — in proportion to the counted sums.



WHERE DO THEY GO NEXT?

Circles: pages, sized by page views, the number = entries; lines: internal moves, thicker = more. A blue ring marks a page with conversions.



How far do they read — and where do they stop?

Each column is a page, top to bottom. The brighter a section, the more of the page's readers reached it; the amber mark is where the biggest share of departures happened.



Left figure: share of the page's views that reached the section. Right figure: share of the page's departures that happened there.

PAGES

PAGE	PATH	ENTRIES	VIEWS	ACTIONS	CONV.	RATE
Home	/	1,582	1,840	46	0	0 %
Services	/services/	228	760	19	0	0 %
Pricing	/pricing/	134	610	15	0	0 %
Work	/work/	76	420	11	0	0 %
Contact	/contact/	59	390	35	0	0 %
About	/about/	37	310	8	0	0 %
Blog · Why attention matters	/blog/why-attention-...	168	280	7	0	0 %
Thank you	/thank-you/	1	71	2	71	—

SOURCES

SOURCE	ENTRIES	ACTIONS	CONV.	RATE
Within the site	2,396	0	0	0 %
Google ads	868	26	35	4 %
Search engines	503	15	14	2.8 %
Meta ads	274	8	8	2.9 %
Direct	274	8	10	3.6 %
Social networks	183	5	5	2.7 %
Other websites	114	3	3	2.6 %
AI assistants	69	2	2	2.9 %

WHERE FROM

COUNTRY	ENTRIES	SHARE	CONV.	CITY (FROM 5 ENTRIES)	ENTRIES	CONV.
Germany	1,580	74.8%	54	München · DE	412	16
Austria	181	8.6%	6	Berlin · DE	298	10
Switzerland	148	7%	6	Köln · DE	171	5
Italy	54	2.6%	1	Hamburg · DE	160	6
Netherlands	41	1.9%	1	Wien · AT	143	5
United States	33	1.6%	1	Stuttgart · DE	122	4
United Kingdom	29	1.4%	0	Zürich · CH	121	5
France	18	0.9%	0	Frankfurt am Main · DE	98	3
Bulgaria	12	0.6%	1	Nürnberg · DE	61	2
Spain	9	0.4%	0	Milano · IT	54	1
Poland	7	0.3%	0	Leipzig · DE	44	1
				Amsterdam · NL	41	1

Country and city as the hosting platform derives them from the address at the moment of the request; the address itself is never stored. The city is approximate (often the provider's).

WHERE PEOPLE ACT

PAGE	ACTION	#
Contact	Phone	31
Home	Phone	24
Pricing	book a call	19

Contact	E-mail	12
Home	WhatsApp	9
Contact	Conversion: lead	44
Home	-> Google Maps	27
About	-> Instagram	14
Pricing	-> Calendly	11

CAMPAIGNS

SOURCE	CAMPAIGN	AD	ENTRIES	ACTIONS	CONV.	RATE
Google ads	brand-search	—	410	19	31	7.6 %
Google ads	bath-renovation	headline-a	290	11	14	4.8 %
Google ads	bath-renovation	headline-b	262	8	9	3.4 %
Meta ads	autumn-film	video-30s	198	6	5	2.5 %
Meta ads	autumn-film	carousel	122	3	2	1.6 %

VARIANTS · HOME

VARIANT	ENTRIES	ACTIONS	CONV.	RATE	LEFT IN 1ST SECTION
A	806	25	24	3 %	22.6 %
B	776	21	33	4.3 %	18.7 %

VARIANTS · PRICING

VARIANT	ENTRIES	ACTIONS	CONV.	RATE	LEFT IN 1ST SECTION
A	70	10	0	14.3 %	29 %
B	64	9	0	14.1 %	34.7 %

FORMS

PAGE	FORM	STARTED	SUBMITTED	RATE
Contact	contact	118	44	37.3 %
Pricing	quote	37	19	51.4 %

HOW FAR DO THEY WATCH?

PAGE	STARTS	25 %	50 %	75 %	100 %
Home	129	74.4 %	55 %	37.2 %	24 %

HOW GAZE COUNTS

Without cookies: a page loaded twice counts twice. Entries are views that did not come from another page of this site; page views count every page. Bots and excluded browsers do not count. Conversions are goal events and views of goal pages; their source is carried over internal links from the entry, without storage. “Stop” is the deepest section a person had on screen when the page was closed. No IP, no user agent, no visitor identifier, no text, no input — sums only.