

## Your *best month* since we started. And it wasn't luck.

1,642 people visited rosaskitchen.co.uk in May, up 14% on April. More of them came from Instagram, and more of them tried to book a table. Here's the full picture, what it means for you, and a short plan for June.

### THE VERDICT

**A strong month. More visitors, and more of them booking.**

#### TRAFFIC

▲ 14%

#### BOOKINGS

▲ 23%

#### ENGAGEMENT

▲ better

### MAY VS APRIL, SIDE BY SIDE

| METRIC              | MAY    | APRIL  | CHANGE        |
|---------------------|--------|--------|---------------|
| Visitors            | 1,642  | 1,440  | ▲ 14%         |
| Page views          | 4,930  | 4,523  | ▲ 9%          |
| Avg. time on site   | 1m 52s | 1m 41s | ▲ 11s         |
| Left after one page | 46%    | 50%    | ▼ 4 pts, good |
| Table enquiries     | 96     | 78     | ▲ 23%         |

### VISITORS OVER THE MONTH

#### How the month unfolded

Unique visitors per day · 1–31 May



#### WHAT THIS MEANS

The month started slow and finished strong. Early May ticked along at 34 to 44 visitors a day. Then from the 22nd it jumped, and you held 60 to 78 a day right through to the end. Your busiest day of the whole month was Saturday the 24th, with 78 visitors. That's the weekend you put up the bank-holiday menu post.

#### WHAT TO DO

You get a real lift every time you post around an event or a special. Pick one weekend in late June and build a post around it (a summer menu, a long-weekend special), and we'll see if it does the same thing again.

## Where visitors came from

Top sources · May

|                          |                        |     |
|--------------------------|------------------------|-----|
| Google search            | <div><div></div></div> | 712 |
| Direct (typed in or s... | <div><div></div></div> | 386 |
| Instagram                | <div><div></div></div> | 318 |
| Facebook                 | <div><div></div></div> | 196 |
| Google Maps              | <div><div></div></div> | 130 |

### WHAT THIS MEANS

Instagram is the one to watch. It's up 38% on April and now almost level with your Direct traffic. Google search is still your biggest source by a mile, and it's steady, which is exactly what you want from it. One thing worth knowing: "Direct" isn't only people typing you in, it also covers links shared privately on WhatsApp or email, so a chunk of it is word of mouth you wouldn't otherwise spot.

#### WHAT TO DO

Instagram is bringing in real visitors for nothing. Put £5 a day behind your best post for a week and we'll see what it does. It's about the lowest-risk way to dip a toe into paid, and I'll set it up for you.

## Most-visited pages

Top pages · May

|              |                        |     |
|--------------|------------------------|-----|
| Home         | <div><div></div></div> | 920 |
| Menu         | <div><div></div></div> | 705 |
| Book a table | <div><div></div></div> | 430 |
| Contact      | <div><div></div></div> | 268 |
| Specials     | <div><div></div></div> | 154 |

### WHAT THIS MEANS

Almost everyone who visits opens the Menu. It's your second most-read page, and the people who look at it are the ones most likely to go on and book.

#### WHAT TO DO

The Menu is pulling its weight, so give it some love. Make sure it loads quickly, shows prices clearly, and drop a "Book a table" button at the bottom while people are still hungry.

## QUALITY OF THE TRAFFIC

### Are people actually engaging?

How much of your traffic reads on, rather than leaving straight away

54% looked at more than one page

46% left after one

**3.0**

pages per visit ▲ from 2.7

**46%**

left after one page ▼ from 50%, good

**1m 52s**

average time on site ▲ 11s

### WHAT THIS MEANS

Over half your visitors look at more than one page, and fewer are leaving straight away than last month. That tells you the people landing on your site are the right ones: genuinely interested, not just passing through. The dip in one-and-done visits is small, but it's the good kind of small.

#### WHAT TO DO

Keep doing whatever's pulling people toward the Menu. Add a short "Today's specials" line on the homepage to nudge people one click deeper while they're already curious.

## From "just looking" to a booking

How many people make it through each step

Looked at the Menu 705



Went to "Book a table" 430



▼ 39% drop off here

Actually made an enquiry 96



▼ 78% drop off here. The big leak.

### WHAT THIS MEANS

Loads of people reach the booking page. Not many finish. Of everyone who lands on "Book a table", only about one in five actually sends an enquiry. So the problem isn't getting people interested. It's the booking step itself, and that's the bit costing you customers.

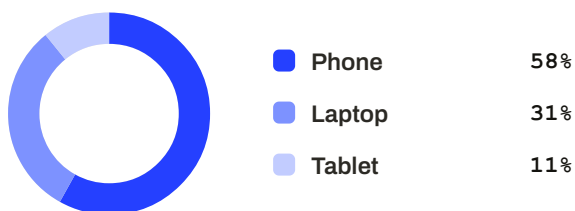
### WHAT TO DO

**Make booking dead easy on a phone.** Cut the form down to name, date and party size, and add a big tap-to-call button. Most of your visitors are on their phone, so even a small fix here could turn into a lot more covers.

## WHO'S VISITING

### What they're using

Phone, laptop or tablet



### WHAT THIS MEANS

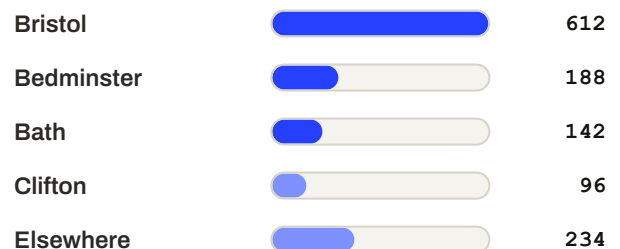
Nearly six in ten people look you up on their phone. That's exactly what you'd expect for a restaurant. People are checking you out on the move, usually while they're working out where to eat.

### WHAT TO DO

**Pull your own site up on your phone** and time how long it takes to book a table. If it's any kind of faff, that's the single most valuable thing to sort.

### Where they are

Top towns · May



### WHAT THIS MEANS

Your visitors are local, and that's a good thing. Bristol and the streets around you make up most of them, which is just what you want for a place people walk or drive to.

### WHAT TO DO

**If you ever run an ad, keep it pointed tightly at Bristol** (five to eight miles, no more). Paying to reach people across the country rarely earns its keep for a local kitchen.

## When people visit

Share of visits by time of day · May



### WHAT THIS MEANS

Lunchtime is when most people look you up, with a second wave in the early evening as the dinner question comes round. Both are the exact moments someone's deciding where to eat right now.

### WHAT TO DO

Try posting on Instagram around 11am, just before the lunch rush. Your audience is already looking then, so it's a free way to land in front of them at the right moment.

## YOUR PLAN FOR NEXT MONTH

### 3 things to try in June

- 1** Build one post around the long weekend. A summer menu or a special, up around 11am before lunch. Every one of your big days in May came off the back of a timely post.
- 2** Make booking effortless on a phone. Shorten the form and add a tap-to-call button. Most of your visitors are on mobile, and the booking step is where you're losing the most people.
- 3** Put £5 a day behind your best Instagram post for a week. It's your fastest-growing source and the lowest-risk way to test paid.

### A NOTE FROM SAM

*The thing that jumped out this month was that bank-holiday weekend. You put the menu post up on the 22nd, people came, and the table enquiries followed a couple of days later. That's the whole playbook in one go: a timely post, on the channel that's growing, landing right when people are deciding where to eat. Let's run it again in June.*

— Sam

Questions about any of this? Just reply to the email and I'll talk you through whatever you'd like.

**Fluxa Stats**  
fluxastats.com