

Overview

Online got a boost over Easter, particularly in Health and Beauty, however, the traditional beneficiary of greater Easter footfall, Home and DIY didn't experience a significant boost. Interestingly four months on from Christmas footfall has not declined to levels seen between June and October. This is particularly true in Multiples, but is also reflected in Fashion, Home and DIY and Grocery. In the other sectors - Sport and Leisure, Gifts and Stationary and Health and Beauty traffic has been flat throughout the period.



Commentary:

- *Health and Beauty experienced a significant rise in footfall, whilst Grocery continued its pattern of growth (no doubt in part thanks to all the Easter eggs we consumed!).*
- *Gifts and Stationary struggled again and Fashion and Multiples just flatlined.*

And against the high street?

- *The high street footfall increase was 1.66% against online of 1.46%.*

Methodology:

This data reflects the combined number of visits to a site from organic and paid search sources.

While the algorithm employed cannot extract the exact data (as this is held by the organisations themselves) it can generate visit data to a high degree of accuracy in terms of relative performance (versus others or MoM/YoY).

As a result, we have created a dataset from which trends can be identified and reported with a high degree of certainty.

The baseline is June 2016 and is indexed at 100. This number across all categories reflects c.570 million visits. A significant move given the scale of this data is +/-2% or more.

The data used comes from publicly available figures that can be extracted from analysing activity on Google over a defined period.

How to use this index to compare your performance:

1. Take the combined number of visits to your site from organic and paid search sources in June 2016 and set this as your baseline number at 100.
2. Select your category (if it is not clear to you, drop an email to enquires@goodgrowth.co.uk telling us what you retail and identifying major competitors, and we will advise you what to choose).
3. Track your month-on-month performance against the index number we report – after June 2017 you can also track your year-on-year performance. This will give you a sense of your online performance versus the category trend.