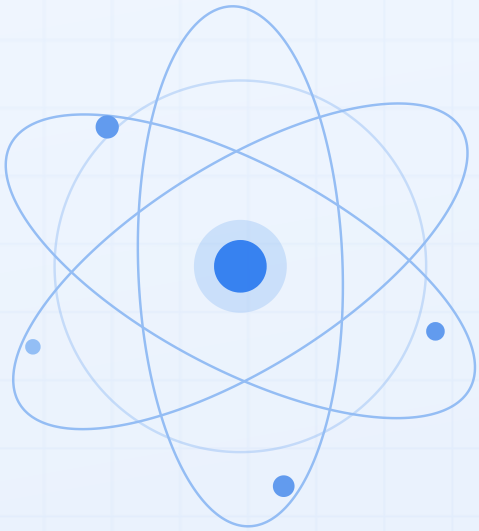
The Physics Junction



GOOGLE ANALYTICS 4 · PHYSICSJUNCTION

Website Analytics Report

Traffic, engagement and conversion for the O Level, IGCSE, AS and A2 physics platform, with a content plan for the term ahead.

REPORTING WINDOW 23 Aug – 19 Sep 2026

BENCHMARK All time

ACTIVE USERS, 28 DAYS	AVG. ENGAGEMENT	ORGANIC SHARE	HOME → SIGN-UP
211	2m 44s	46%	27%

PREPARED FOR
Sir Talha

PROPERTY
physicsjunction

ISSUED
20 September 2026

SECTION 01

Executive summary

The last 28 days, measured against everything the property has recorded.

The site is in its strongest period so far. These 28 days carried **39% of all users** and **45% of all page views** the property has ever recorded.

ACTIVE USERS
211
38.9% of all-time users, in 7% of the time

AVG. ENGAGEMENT
2m 44s
+13% on the all-time average

HOME → REGISTER
41%
of home-page visitors reached sign-up

Four findings

1. Organic search is the front door. It brought 97 of 211 first-time visitors, 46% against 31% all time. Google alone sent 90.

2. Social has gone quiet. Instagram brought 45 first-time users across the site's history and only 8 in this window. Facebook: 13 all time, 3 now.

3. Visitors who land convert. 148 saw the home page, 61 reached registration, 40 signed up. Site-wide bounce rate 10%.

4. Free Resources is the busiest page. 289 views produced 718 events, the highest interaction density on the site.

> THE THROUGH-LINE
> Organic reach is doing the hard part. What is missing is amplification: paid distribution that puts this content in front of more students and lands them on the website. Section 09 sets out how.

WHAT IS IN THIS REPORT

01 Executive summary 02
02 Performance at a glance 03
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04 Where visitors come from 05
05 Content performance 06
06 The registration funnel 07
07 What students have been watching 08
08 Audience and geography 09
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SECTION 02

Performance at a glance

Headline metrics for the window, each against the all-time figure.

ACTIVE USERS
211
All time **542**

NEW USERS
167
79% of visitors were first-timers

PAGE VIEWS
2,408
11.4 per active user

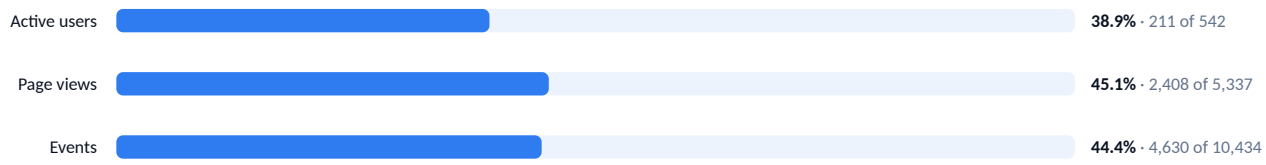
EVENTS
4,630
21.9 per active user

AVG. ENGAGEMENT
2m 44s
All time **2m 25s**

BOUNCE RATE
10%
All time **13%**

Share of the site's entire history that fell in these 28 days

The property has been collecting for just over a year. This window is 7% of that elapsed time.



READING IT

Views and events are running ahead of users. The growth is not only more people, it is more activity per person.

SESSIONS

Recorded sessions	**692**
Google sign-in returns	304
Genuine visit sessions	**388**

Google's login screen hands users back and GA4 logs it as a new referral session. The netted figure is the honest one.

CONTENT FOOTPRINT

Distinct pages viewed	**103**
Lesson pages viewed	69
Cities reached	**62**

69 individual lesson pages drew traffic in four weeks.

QUALITY OF VISIT

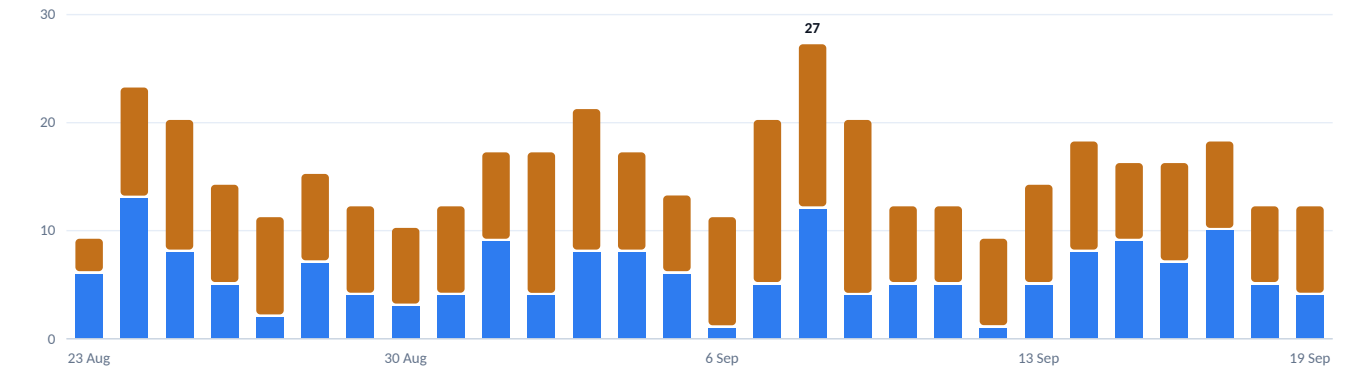
MEASURE	LAST 28 DAYS	ALL TIME	DIFFERENCE
Views per active user	**11.4**	9.8	+16%
Events per active user	**21.9**	19.3	+14%
Engagement time per user	**2m 44s**	2m 25s	+13%
Weighted bounce rate	**10.1%**	12.5%	−2.4 pts

All-time range shown as "All time"

SECTION 03

Traffic trend

Active users per day, split between first-time visitors and people coming back.



Daily active users, 23 August to 19 September 2026.

DAILY AVERAGE
15
users active per day

BUSIEST DAY
27
8 September: 12 new, 15 returning

RETURNING SHARE
61%
of daily activity was repeat visitors

WHAT THE SHAPE SHOWS

No collapse and no viral spike, just a steady band between 9 and 27 users a day. That is the signature of search-led, evergreen traffic.

Returning users outnumber new ones on most days (260 against 168). The platform holds the students it acquires. What is missing is a bigger top of funnel.

Why this matters for advertising. A stable organic baseline makes any lift from a boost or ad set immediately visible. Sir Talha will be able to see exactly what the spend bought.

WEEK BY WEEK

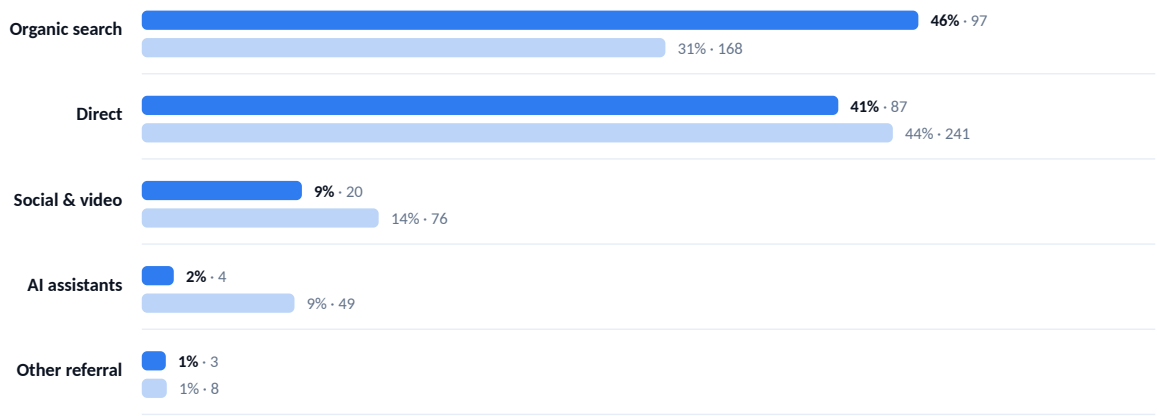
WEEK	NEW	RETURNING	TOTAL DAY-VISITS	RETURNING SHARE
23–29 Aug	45	59	**104**	57%
30 Aug – 5 Sep	42	65	**107**	61%
6–12 Sep	33	78	**111**	70%
13–19 Sep	48	58	**106**	55%

Volume is close to flat week to week. That flat line is what an advertising budget exists to bend upward.

SECTION 04

Where visitors come from

The channel that introduced each user to the site.



Share of first-time visitors by channel, with user counts alongside.

Organic search leads

Search moved from 31% of first touches all time to **46% in this window**, overtaking direct traffic. Google supplied 90 users, Bing 6.

Students are searching for physics topics and the lesson pages are answering them. The content earns its traffic without any spend.

Social has thinned out

Instagram introduced **45 users** all time and only **8** in the last four weeks. ChatGPT referrals fell the same way, 49 to 4.

Nothing has gone wrong on the site. This is what happens when social output stops pointing at the website.

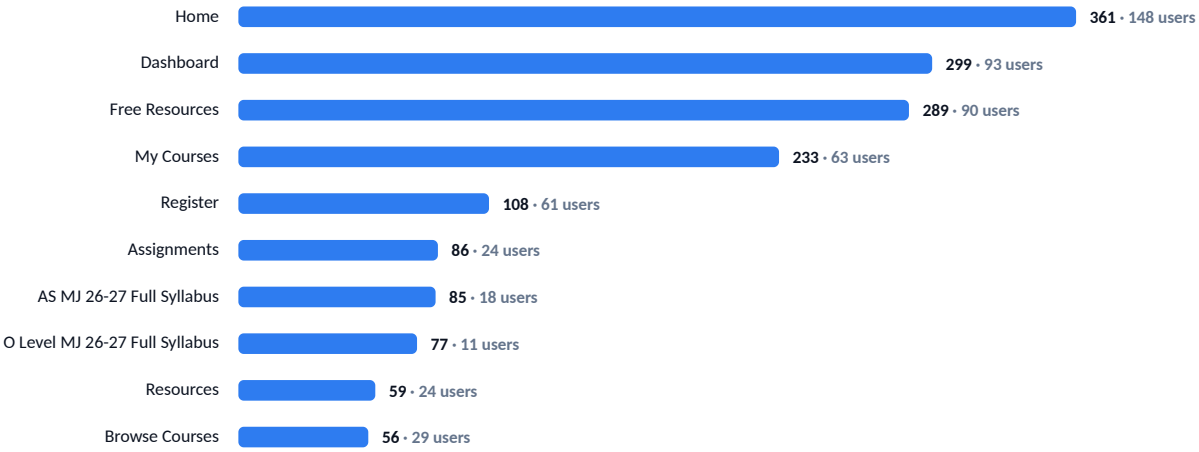
SOURCE / MEDIUM	USERS, 28 DAYS	USERS, ALL TIME	CHANGE
google / organic	**90**	158	▲
(direct) / (none)	**87**	241	▼
youtube.com / referral	**9**	18	▲
ig / social	**8**	45	▼
bing / organic	**6**	9	▲
chatgpt.com / ai-assistant	**4**	49	▼
facebook.com / referral	**1**	10	▼

▲ holding or growing its share of a much shorter window. ▼ slowing. Facebook and Instagram are the two clearest opportunities for paid amplification.

SECTION 05

Content performance

The ten most-viewed pages, and how attention divides across the site.



Page views over 28 days, with unique users alongside. Titles shortened.

WHERE ATTENTION GOES

PAGE GROUP	VIEWS	SHARE	EVENTS PER VIEW
Learning platform	**1,275**	53%	1.85
Public site	**588**	24%	1.91
Lesson pages (69)	**281**	12%	1.60
Course & syllabus	**264**	11%	1.20

Over half of all viewing happens inside the platform. Enrolled students are using it properly.

THE STANDOUT ASSET

FREE RESOURCES, VIEWS

289

3rd most-viewed page on the site

FREE RESOURCES, EVENTS

718

2.48 per view, highest on the site

The home page runs at 2.21 events per view and My Courses at 1.31. People who reach Free Resources do not skim it.

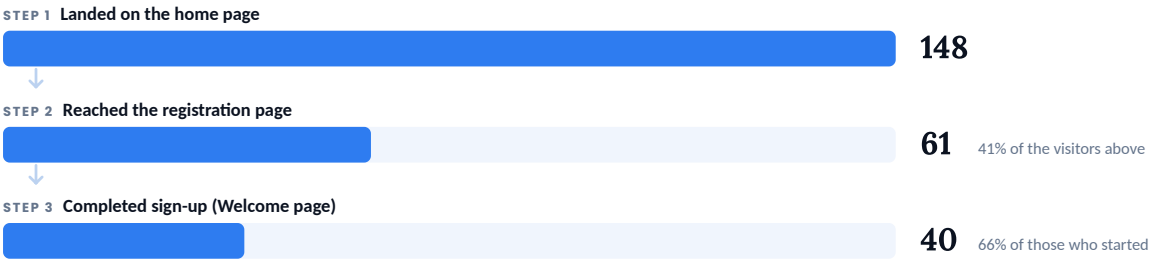
IMPLICATION

The resources library is the site's most persuasive page and its least advertised. That makes it the natural destination for paid traffic. See recommendation 02.

SECTION 06

The registration funnel

How many people who see the site go on to create an account.



Unique users at each step, 23 August to 19 September 2026.

START RATE
41%
All time **46%**

COMPLETION
66%
All time **60%**

HOME BOUNCE
18%
All time **29%**

THE ARITHMETIC OF AMPLIFICATION

Four in ten home-page visitors reach registration and two in three of those finish. On that 27% end-to-end rate, **every extra 100 visitors delivered to the home page is worth roughly 27 completed sign-ups.**

The expensive part of the machine is already built and tuned. Paid distribution simply feeds it.

THE SAME FUNNEL ACROSS ALL TIME

STEP	LAST 28 DAYS	ALL TIME	RATE NOW	RATE ALL TIME
Saw the home page	**148**	403	–	–
Reached registration	**61**	186	41%	46%
Completed sign-up	**40**	112	66%	60%

The funnel is stable across both windows, which makes it safe to forecast against.

One thing to fix. 41% of first touches record as "direct / none", meaning no source was passed. Tag every ad and bio link with UTMs before any campaign starts, or the ads will work and the report will not be able to prove it.

SECTION 07

What students have been watching

Lesson pages opened inside the LMS. This is a usage pattern, not a measure of public demand.



Lesson-page views by chapter group, last 28 days. 69 individual lesson pages drew views.

How to read this section

These figures come from enrolled students working through the course inside the platform. They show **where the current cohort has got to in the syllabus**, which is why Measurement & Uncertainty and Kinematics & Graphs account for 82% of lesson views: those are the opening chapters, and they are being taught now.

This is not a popularity ranking and should not be acted on as one. A chapter near the bottom of the chart is not unpopular. It simply has not been reached yet, or was covered before this window opened. Public demand is measured in Section 04, not here.

What this is useful for: confirming that students are actually opening the lessons, spotting chapters where engagement drops off, and knowing which part of the syllabus the cohort is sitting in at any moment.

MOST-VIEWED LESSON PAGES

LESSON	VIEWS	USERS
Equation Homogeneity and Base Units	20	8
Physical Quantities and SI Base Units	18	7
Distance, Displacement, Speed, and Velocity	11	7
Length Measurement 2	9	2
Kinematics Graph Gradients and Tangents	8	3
Vector Subtraction, Inclined-Plane…	8	3
Accuracy, Precision, and Measurement Errors	7	4
Cases of Motion, Friction, PPQs	7	1
Measurement Uncertainty and Instrument…	7	4
Order-of-Magnitude Estimation in Physics	7	4
Dimensional Analysis and Unknown Powers	6	4
Experimental Errors and Physical Estimation	6	4

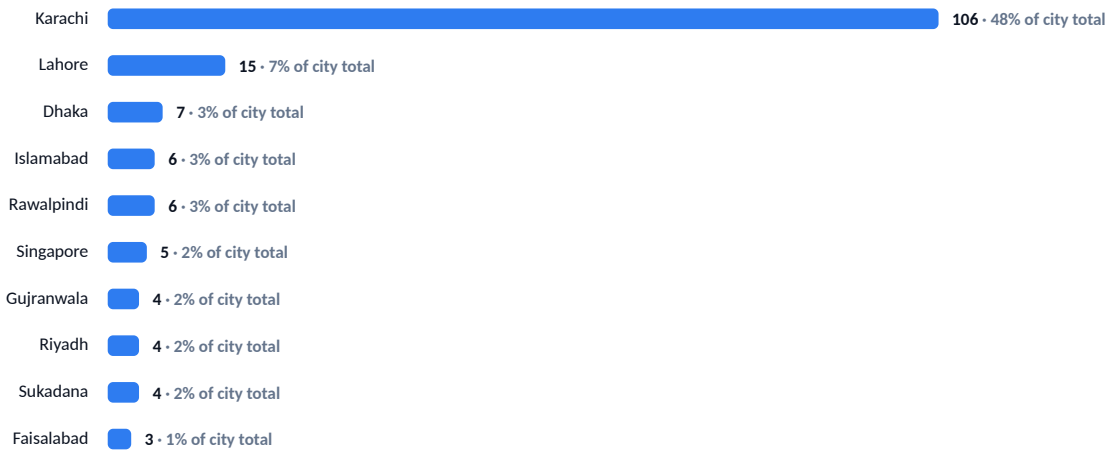
No single page is large. The biggest drew 20 views.

The long tail is the real asset. 69 lesson pages drew views in four weeks, together 281 views. Every one of them is also a page search engines can index, which is part of why organic traffic keeps rising.

SECTION 08

Audience and geography

Where the students are, and how that should shape targeting.



Active users by city, last 28 days. 62 cities recorded in total.

KARACHI
48%
106 users, the biggest market by far

PAKISTAN
67%
148 users across 10 cities

INTERNATIONAL
33%
Gulf, South Asia, UK, US, Singapore

A Karachi core with an overseas tail

Half the audience is in Karachi and two thirds is in Pakistan, led by Lahore, Islamabad and Rawalpindi. But 62 cities appeared in four weeks, Riyadh, Jeddah, Singapore, Dhaka, Hong Kong and London among them. These are overseas Pakistani and international-school families sitting the same Cambridge syllabuses.

How to target on this

- **Tier 1:** Karachi, then Lahore, Islamabad, Rawalpindi. Highest density, lowest cost per result.
- **Tier 2:** Faisalabad, Multan, Gujranwala, Peshawar. Already present organically.
- **Tier 3:** Gulf states and Singapore. Small, but high intent and high willingness to pay.
- **Audience:** students 15 to 19, plus parents 35 to 55, on Cambridge and A Level interests.

A note on the all-time city data. Council Bluffs, Ashburn, Glenview and Prineville in the all-time table are data-centre locations, not students. They are crawler traffic from earlier in the site's life and have all but vanished from the last 28 days.

REACH OVER TIME

MEASURE	LAST 28 DAYS	ALL TIME
Cities recorded	**62**	104
Users in Karachi	**106**	240
Users outside Pakistan	**74**	206

SECTION 09

Content recommendations

Where to point effort and budget over the coming term.

Organic reach has been very strong. 46% of everyone who discovered the site in the last 28 days arrived through organic search, up from 31% all time. They arrive engaged: 2m 44s per user, a 10% bounce rate, and four in ten home-page visitors going on to registration.

That is the hard part, and it is already solved. **What organic reach cannot do is scale on command.** It is capped by however many students happen to search, and it cannot be aimed at a city, an exam season or a chapter. Meanwhile the channels Sir Talha controls have gone quiet: Instagram brought 45 users all time and only 8 in the last four weeks.

THE CORE RECOMMENDATION

This organic strength now needs to be amplified by advertising. Sir Talha should focus on utilising boosts and ad campaigns that feed directly into the website, not campaigns that build followers and not posts that end on the profile. The click-through destination should always be a physicsjunction page where a student can register and start using the LMS.

A boost that sends someone to an Instagram profile buys a follower. A boost that sends the same person to a lesson or resource page buys a lead on the platform, and the platform converts 27% of the people who reach it into completed sign-ups.

Three categories, not three posts

What follows are **three broad content categories**, not three individual ideas to be executed once and ticked off. Each is a repeatable format with a large amount of value in it: a template that can be run again and again with different chapters, resources and angles. Treated as one-off posts they are worth very little. Treated as categories, each with budget behind it, they are the engine of the next year of growth.

CATEGORY 01

Free chapter recordings, released as a campaign

Give away an in-season chapter, advertise it, land the student on the LMS.

CATEGORY 02

Free resource marketing through reels

Market the resources themselves, with login stated up front.

CATEGORY 03

Value carousels for physics students

Cheap, fast and endlessly repeatable. For example, the mistakes students make in physics MCQs.

Three rules that apply to all of them. Always link to the website, never the profile. Match the landing page to the ad exactly. Boost organically first, then fund the creative that already performs.

1

CATEGORY 01 · LEAD GENERATION

Free recordings for the chapter being tested right now

Pick one chapter students are sitting tests on at this moment, give the recordings away free on the website, and put a campaign behind it. Right now that means **Forces and Motion for O Level** and **Uncertainty and measurement for AS Level**, the chapters that come up in tests around this point in the academic year.

WHY IT CONVERTS

The recording lives on the website, not on Instagram, so the ad delivers a lead onto the platform rather than a view in a feed. To watch, the student creates a free account, and the moment they do they are inside the LMS: dashboard, free resources, assignments, courses. That surface is what converts. Platform pages already account for 53% of all page views on the site.

WHY THIS IS A CATEGORY, NOT ONE CAMPAIGN

The chapter changes, the template does not. Built once, this runs on the academic calendar indefinitely:

- Forces & Motion, O Level term tests
- Uncertainty & Measurement, AS start of year
- Kinematics & graphs, before mocks
- Circular Motion & Gravitation, A2 O/N run-up
- Waves & Electricity, O Level second term
- Practical and Paper 3 skills, pre-exam

Each cycle also leaves a permanent asset behind: a chapter page that keeps ranking in search long after the spend stops.

HOW TO RUN IT

- Cut the strongest 60 to 90 seconds of the recording, one hard question solved cleanly, as the ad creative.
- Copy that names the chapter and the exam: "Forces and Motion, full chapter, free, O Level Physics."
- Click-through to a dedicated chapter page on the website, never the profile.
- A free account to watch, stated plainly on the ad.
- Boost first to find the creative that performs, then scale the winner as a campaign.

Pick the chapter from the exam calendar, not from analytics. Section 07 shows what enrolled students are working through inside the LMS, which confirms these chapters are in season, but it is a usage pattern rather than a measure of outside demand.

PRIMARY MEASURE

Cost per registration

Spend divided by completed sign-ups

WATCH IN GA4

Home → Register → Welcome

Currently 41% then 66%

SECONDARY

Enrolment rate

Free accounts converting to paid courses

2

CATEGORY 02 · TRAFFIC GENERATION

Free resource marketing, with the resources in the reel

The free resources are the site's most under-advertised asset. Market them directly: a reel that shows the actual resource on screen and sends the viewer to the website to get it. The value is obvious in the first two seconds, which is why this brings more people onto the site than almost anything else available.

> THIS IS THE SITE'S BEST-PERFORMING PAGE
>
> Free Resources drew **289 views from 90 users** in 28 days and generated **718 events**, 2.48 interactions per view and the highest density on the platform. The home page runs at 2.21. Sending paid traffic to a page that already behaves like this is the lowest-risk spend on the list.

THE ONE NON-NEGOTIABLE DETAIL

The reel must state that viewers need to log in to access the resources. That single line turns a view into a registration rather than a screenshot. Saying it up front also means the sign-up never feels like a wall on arrival. A free account in exchange for a full resource library is an easy trade to accept.

WHY THIS IS A CATEGORY, NOT ONE REEL

There is a reel in every resource on the site, and the library keeps growing, so the supply is effectively unlimited:

- Topical past-paper packs
- Chapter notes & summaries
- Formula and definition sheets
- Marking-scheme walkthroughs
- Practical and Paper 3 guides
- Revision and predicted-paper packs
- "New resource added" drops
- One per level: O Level, IGCSE, AS, A2

HOW TO RUN IT

- Screen-record the resource itself. Scroll the actual PDF so students can see it is real.
- Open on the outcome: "Every Kinematics past-paper question, sorted by topic, free."
- Say the login requirement out loud and put it on screen.
- Send the click to the Free Resources page, not the home page.
- Post organically first, then boost whatever performs.

PRIMARY MEASURE	WATCH IN GA4	SECONDARY
New users from social	**Free Resources sessions**	**Events per view**
Currently 8 in 28 days	Plus log-in page views from the campaign	Should hold near 2.5 if traffic is qualified

3

CATEGORY 03 · REACH AND AUTHORITY

Carousel posts that carry real value for physics students

Carousels are the cheapest content on this list and the easiest to keep producing. No filming, no editing, no studio, just clean slides with genuinely useful physics on them. The obvious first example is **a carousel on the mistakes students make in physics MCQs**, the kind of post students save and send to each other.

WHY IT WORKS

A carousel gives the value away inside the feed, so nobody has to trust an unknown account before they get something useful. That keeps cost per impression low and makes the click that follows a qualified one: the student has already read four slides of your teaching before they tap. It also builds what advertising cannot buy, the sense that this teacher knows the syllabus cold.

WHY THIS IS A CATEGORY, NOT ONE POST

Every marking scheme, common error and examiner's report is a carousel. A single afternoon can produce a month of them:

- Mistakes students make in physics MCQs
- Significant figures and uncertainty rules that cost marks
- Gradient vs. area on a velocity–time graph
- The five SUVAT errors
- Command words: state, explain, describe
- One question, three ways to get it wrong
- Vector resolution traps
- Practical planning errors in Paper 3
- Unit conversion and prefix slips
- What examiners want in a definition

HOW TO RUN IT

- Six to eight slides, one idea per slide, in the student's own notation.
- Slide one is the hook and names the exam: "4 MCQ mistakes costing O Level students marks."
- The last slide always drives to the website, with the link in the caption and bio.
- Keep a fixed visual template so production stays fast and the account reads as one body of work.
- These are cheap to test, so test a lot and only fund the winners.

PRIMARY MEASURE	WATCH IN GA4	CADENCE
Saves & shares	**Social sessions**	**2 to 3 per week**
The signal that the value landed	ig / social and l.instagram.com referrals	Sustainable without a production burden

APPENDIX

Notes on the data

How the figures were derived, and the caveats that apply.

Source

Google Analytics 4, property **physicsjunction** (Default Account for Firebase). Two snapshots: a 28-day window and an all-time snapshot.

Date ranges

Reporting window: 23 August to 19 September 2026, 28 days.

All time: the benchmark snapshot's range extends further back than the website has actually been active, so no start date is quoted anywhere in this report. It is labelled **"All time"** and should be read as everything the property has ever recorded.

Sessions vs. visits

GA4 recorded 692 sessions, of which 304 are returns from Google's sign-in screen. That is an artefact of Google login, not separate visits. The netted figure of **388** is used throughout.

Channel grouping

Grouped from GA4's first-user source / medium, which attributes each user to the channel that introduced them:

GROUP	INCLUDES
Organic search	Google, Bing, DuckDuckGo
Direct	No source passed
Social & video	Instagram, Facebook, YouTube
AI assistants	ChatGPT
Other referral	Yahoo, misc. referrers

City totals

GA4 can attribute one user to more than one city, so city figures sum slightly above the headline user count (222 against 211). City percentages are a share of the city-level total, not of active users.

Lesson usage

Section 07 counts views of lesson pages inside the LMS. It reflects what enrolled students opened, not what the wider market searched for.

Funnel definition

Measured in unique users on three page titles: the home page, *Register*, and *Welcome*, the page shown after a successful sign-up. GA4 counts users per page rather than as a strict path, so step rates are close approximations. Both windows are measured identically, so the comparison holds.

Prepared for Sir Talha, The Physics Junction. Reporting window 23 August to 19 September 2026, benchmarked against all time. Issued 20 September 2026.