

A Stronger Digital Presence, Backed by Measurable Growth

Veterans Siding & Exteriors of KS | March 1-July 19, 2026

Sunset Media Studio has supported Veterans' website since 2021. In April 2026, the partnership expanded into structured social-media strategy, branded graphics, homeowner education, project storytelling, blog promotion, reels, and ongoing performance analysis.



+353%

WEBSITE SESSIONS
17 in Mar to 77 in Apr

+586%

WEBSITE PAGE VIEWS
29 in Mar to 199 in Apr

+428%

RECORDED EVENTS
105 in Mar to 554 in Apr

+190%

FACEBOOK VIEWS
557 in Apr to 1,613 in May

+273%

FACEBOOK REACH
375 in Apr to 1,397 in May

+263%

INSTAGRAM VIEWS
145 in Apr to 527 in May

What changed

- A repeatable weekly content system replaced irregular, disconnected posting.
- Real project stories, homeowner questions, testimonials, and short-form video strengthened trust.
- Website resources and educational posts began working together to create more discovery paths.
- Monthly GA4 and Meta reports began guiding topics, formats, and campaign decisions.

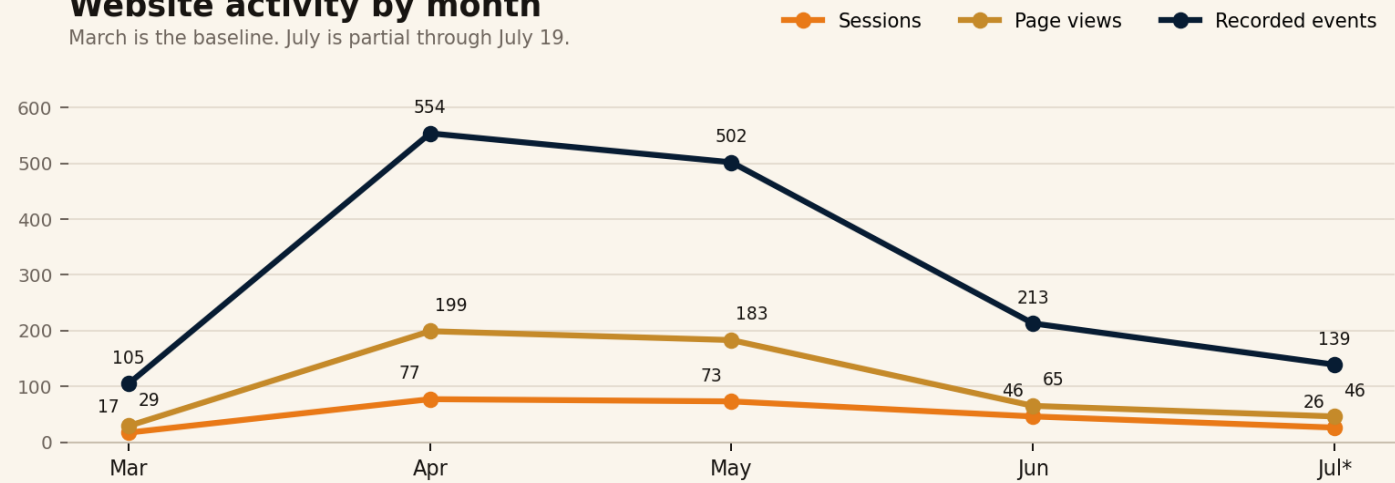
Results in context: These figures show overall account and website activity during the reporting periods. They demonstrate strong growth after the structured program began, but are not presented as proof that one post or one marketing action caused every result.

More Opportunities to Be Found

Website activity rose sharply in April, the first full month of coordinated website and social content. April and May each generated more than four times the sessions recorded in March.

Website activity by month

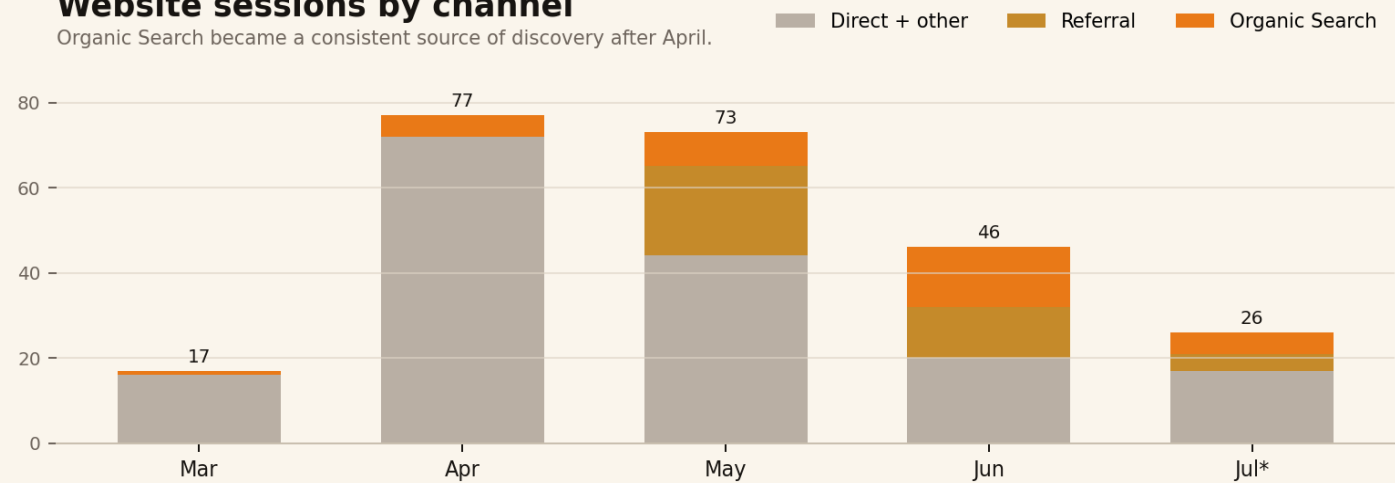
March is the baseline. July is partial through July 19.



Period	Sessions	Engaged	Engagement rate	Page views	Recorded events	Users
Mar	17	10	59%	29	105	13
Apr	77	38	49%	199	554	31
May	73	39	53%	183	502	28
Jun	46	23	50%	65	213	22
Jul*	26	15	58%	46	139	18

Website sessions by channel

Organic Search became a consistent source of discovery after April.



Website signals worth watching

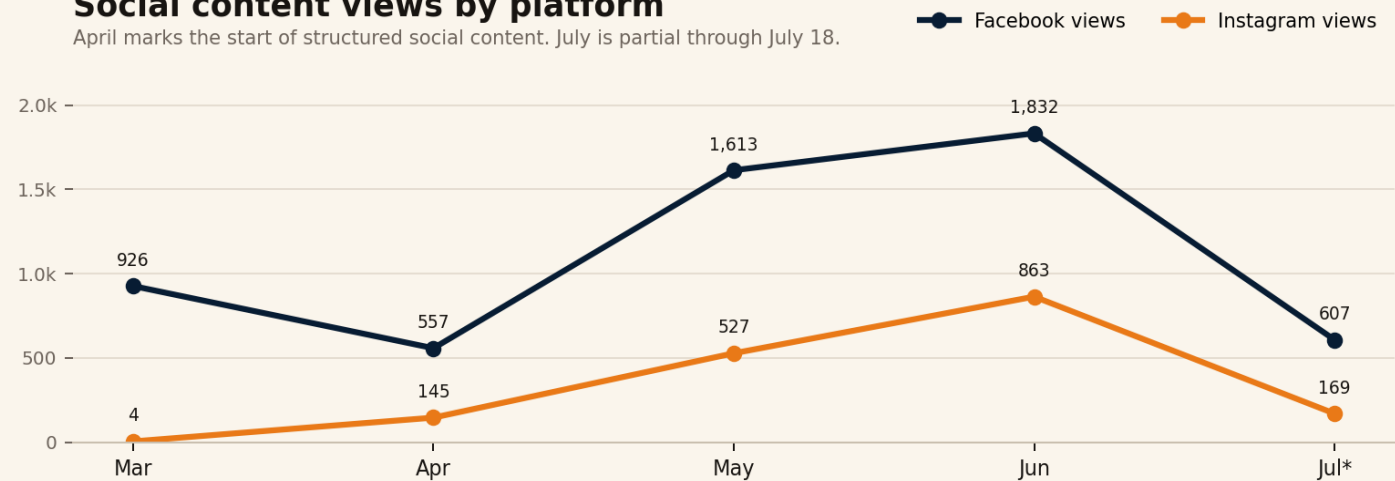
- The blog generated 39 page views in May.
- The main services page generated 19 views in May.
- By July 19, the Book Online page had attracted 4 landing sessions during the partial month.

Consistent Content Created Momentum

Beginning in April, posts followed a deliberate mix of homeowner education, service awareness, engagement prompts, project transformations, testimonials, and website-resource promotion. The strongest early gains appeared from April to May.

Social content views by platform

April marks the start of structured social content. July is partial through July 18.



Period	FB views	FB reach	FB engagement	IG views	IG reach	IG engagement
Mar	926	774	4	4	2	0
Apr	557	375	7	145	144	1
May	1,613	1,397	27	527	492	5
Jun	1,832	1,599	11	863	823	0
Jul*	607	395	19	169	151	3

April to May change	Facebook	Instagram
Views	+190%	+263%
Reach	+273%	+242%
Engagement actions	+286%	+400%

Why the complete trend matters
Social performance naturally moves from month to month as content mix, post volume, audience interest, and project availability change. The report therefore shows both the breakthrough early gains and the complete monthly record.

Strategy in action



Engagement poll
Easy-to-answer homeowner priorities introduce multiple services.



Educational content
Saveable graphics turn inspection knowledge into practical guidance.



Project storytelling
Real transformations show what additional living space can become.

What the Results Show

The performance record supports a clear conclusion: when the website, social content, educational resources, and reporting process began working together, Veterans created substantially more opportunities for homeowners to discover, recognize, and interact with the business.

01	Visibility improved Website sessions, page views, recorded events, Facebook reach, and Instagram reach all showed significant early growth.
02	Educational resources attracted attention Blog and service pages became meaningful destinations, supporting a strategy built around useful homeowner information.
03	Content became measurable Monthly reporting now identifies which topics, formats, pages, and platforms earn the strongest response.
04	The next phase can focus on leads Quote requests, calls, form submissions, booked inspections, and closed projects should become the central conversion measures.

Recommended next measurements

- GA4 key events: configure and verify contact-form submissions, phone taps, email taps, quote-request clicks, and appointment bookings.
- Google Search Console: add clicks, impressions, click-through rate, and average search position for non-branded service queries.
- Google Business Profile: add calls, website clicks, directions, and discovery searches.
- Lead and sales log: connect marketing activity to verified estimates, projects, revenue, and close rate.

Data sources and methodology

- Google Analytics 4 exports: Traffic Acquisition, User Acquisition, Landing Page, Pages and Screens, and Events for March, April, May, June, and July 1-19, 2026.
- Meta exports: Facebook and Instagram post-level performance for March, April, May, June, and July 1-18, 2026.
- Monthly totals are calculated from the platform exports. Website events use the GA4 Traffic Acquisition event totals; page views use the GA4 page_view event.
- Meta engagement actions are reactions/comments/shares for Facebook and likes/comments/shares/saves for Instagram. Metrics may overlap across posts and should not be interpreted as unique people unless labeled reach.
- March serves as the website baseline. April marks the start of the structured social-content program. July is partial and should not be compared directly with complete months without that qualification.

Prepared for public portfolio use.
This report contains aggregated marketing performance only. It does not disclose private account credentials, customer identities, or unsupported sales claims.