

Content engagement report

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Website	insight.local
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This month the pricing page is the one to fix: two thirds of readers never reach the plan table. We suggest moving the billing terms below it and cutting them to three lines.

9,365	9	41%
page views	pages measured	typical reach at page end

How to read this report

Each page is broken into its sections. "Reach" is the share of visitors who actually saw that section. Reach naturally falls as people scroll, so what matters is where it falls sharply: that is the point where readers stopped, and the section just above it is usually what needs work.

Where readers stop

Pricing

<http://insight.local/pricing/>
1,547 page views - 34% reached the end

Biggest loss: 22% of readers stop at "table - Plan comparison".

Section	Reach	Change	Time	Clicks
1 heading - Simple pricing that scales with you	97%	—	5.4s	0
2 paragraph - Every plan includes onboarding, email support and unlimited seats. No setup fee, and you can change plan at any time.	95%	-2%	5.3s	0
3 heading - What is included	88%	-7%	5.6s	0
4 list - Unlimited seats · Priority email support · Quarterly review · Data export	81%	-7%	5.3s	0
5 paragraph - We have kept this deliberately simple. Most teams pick the middle plan and never think about it again.	74%	-7%	4.9s	0
6 heading - How billing works	70%	-4%	5.2s	0
7 paragraph - Invoices are issued on the first working day of each month and are payable within 30 days. Proration is calculated dail...	66%	-4%	4.6s	0
8 table - Plan comparison	44%	-22%	5.8s	0
9 heading - Frequently asked	40%	-4%	5.2s	0
10 buttons - Talk to us	34%	-6%	5.7s	41

Pricing update for 2026

<http://insight.local/pricing-update-for-2026/>
496 page views - 54% reached the end

Biggest loss: 21% of readers stop at "paragraph - Existing agreements keep their current terms until renewal.".

Section	Reach	Change	Time	Clicks
1 heading - What is changing	100%	—	5.4s	0
2 paragraph - Two plans are merging and the middle one gets cheaper.	91%	-9%	5.8s	0
3 paragraph - Existing agreements keep their current terms until renewal.	70%	-21%	5.1s	0
4 buttons - See the new plans	54%	-16%	5.3s	11

What to ask before choosing a supplier

http://insight.local/what-to-ask-before-choosing-a-supplier/
654 page views - 41% reached the end

Biggest loss: 19% of readers stop at "buttons - Download the checklist".

Section	Reach	Change	Time	Clicks
1 heading - Five questions	96%	—	5.4s	0
2 paragraph - None of them are about price, and all of them are about what happens after you sign.	89%	-7%	5.3s	0
3 list - Who owns the rollout · What happens at month three · Who answers at 6pm · How you leave	77%	-12%	6s	0
4 paragraph - The last one matters most and is asked least.	60%	-17%	5.4s	0
5 buttons - Download the checklist	41%	-19%	5.5s	13

Home

http://insight.local/home/
2,970 page views - 27% reached the end

Biggest loss: 17% of readers stop at "heading - Why teams move".

Section	Reach	Change	Time	Clicks
1 heading - Operations software that does not take a year	98%	—	5.6s	0
2 paragraph - Built for teams who have outgrown spreadsheets and cannot stop working while they change systems.	93%	-5%	5.5s	0
3 buttons - See pricing	81%	-12%	5.9s	215
4 heading - Why teams move	64%	-17%	5.2s	0
5 paragraph - Because the spreadsheet finally broke, and because someone has to own it.	52%	-12%	5.2s	0
6 heading - Who it is for	41%	-11%	5s	0
7 paragraph - Operations, logistics and multi-site retail, between 20 and 400 people.	33%	-8%	5.3s	0
8 buttons - Book a call	27%	-6%	5.4s	67

About

http://insight.local/about/
525 page views - 46% reached the end

Biggest loss: 17% of readers stop at "heading - How we work".

Section	Reach	Change	Time	Clicks
1 heading - Who we are	96%	—	5.6s	0
2 paragraph - Eleven people, most of whom came from the industries we now sell into.	88%	-8%	5.5s	0
3 heading - How we work	71%	-17%	5.6s	0
4 paragraph - Small teams, short cycles, and a bias towards shipping something usable early.	62%	-9%	6.1s	0
5 buttons - Get in touch	46%	-16%	5.4s	9

Case studies

http://insight.local/case-studies/
732 page views - 39% reached the end

Biggest loss: 14% of readers stop at "paragraph - Stock reconciliation moved from monthly to daily without adding headcount.".

Section	Reach	Change	Time	Clicks
1 heading - Selected work	96%	—	5.5s	0
2 paragraph - Three projects that show the range: a rollout, a rescue and a rebuild.	89%	-7%	4.9s	0
3 heading - Regional logistics operator	79%	-10%	5.8s	0
4 paragraph - Onboarding time fell from eleven days to four across sixteen depots.	71%	-8%	5.5s	0
5 heading - Independent pharmacy group	59%	-12%	4.9s	0
6 paragraph - Stock reconciliation moved from monthly to daily without adding headcount.	45%	-14%	5.7s	0
7 buttons - See all work	39%	-6%	5.5s	16

How we cut onboarding time in half

<http://insight.local/how-we-cut-onboarding-time-in-half/>
877 page views - 31% reached the end

Biggest loss: 13% of readers stop at "heading - What we changed".

Section	Reach	Change	Time	Clicks
1 heading - The problem with day one	97%	—	5.7s	0
2 paragraph - New staff spent their first week waiting for accounts that nobody owned.	91%	-6%	5.6s	0
3 heading - What we changed	78%	-13%	5s	0
4 paragraph - One request form, one owner, and a checklist that could not be skipped.	68%	-10%	5.3s	0
5 heading - What it cost	55%	-13%	5.5s	0
6 paragraph - Four weeks of work and a fortnight of complaints. Both were worth it.	44%	-11%	4.9s	0
7 buttons - Read the full case study	31%	-13%	5.7s	16

Contact

<http://insight.local/contact/>
448 page views - 82% reached the end

Biggest loss: 11% of readers stop at "buttons - Send a message".

Section	Reach	Change	Time	Clicks
1 heading - Talk to us	100%	—	5.6s	0
2 paragraph - Tell us roughly what you are trying to fix and we will say whether we can help.	93%	-7%	5.9s	0
3 buttons - Send a message	82%	-11%	5.2s	30

Services

http://insight.local/services/
1,116 page views - 54% reached the end

Biggest loss: 9% of readers stop at "paragraph - Named contact, response within one working day, and a quarterly review of what changed."

	Section	Reach	Change	Time	Clicks
1	heading - What we do	96%	—	5.3s	0
2	paragraph - We work with operations teams who have outgrown spreadsheets but do not want a year-long implementation.	92%	-4%	4.7s	0
3	heading - Implementation	84%	-8%	4.9s	0
4	paragraph - A typical rollout takes four weeks. We start with one team, prove it works, then widen.	77%	-7%	5.7s	0
5	heading - Support	69%	-8%	5.3s	0
6	paragraph - Named contact, response within one working day, and a quarterly review of what changed.	60%	-9%	5.8s	0
7	buttons - Book a call	54%	-6%	5.2s	49