WEBSITE PERFORMANCE REPORT · OCTOBER 2026

914 visits, but no enquiries measured yet

seoaudit.software

1–31 October 2026 · compared with September and October 2025

Visits rose **69%** compared with September and **27%** compared with October 2025. Google Analytics recorded **0** enquiry actions this month, so this report shows where visitors came from and how to start counting enquiries.



Website Performance Index

Our own 0–100 index: enquiry rate, engagement, growth and data quality. The enquiry part counts as neutral until enquiries are tracked. Formula on page 15.

PREPARED FOR
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DATA
Google Analytics 4
Read-only · prepared 3 November 2026

THE MONTH AT A GLANCE

Visits up 69%, enquiries not tracked yet

Four numbers that matter. The first one, enquiries, cannot be measured yet: Analytics has no enquiry actions (key events) recorded for October 2026.

ENQUIRIES

Not tracked

0 key events in October 2026. The last one was recorded in **May 2026**.

VISITS

914

▲ 69% vs September · ▲ 27% vs October 2025

ENGAGED VISITS

45.0%

▼ 0.8 pts vs September · ▼ 14.1 pts vs October 2025

Industry median 56.2% (Databox, Sep 2024)

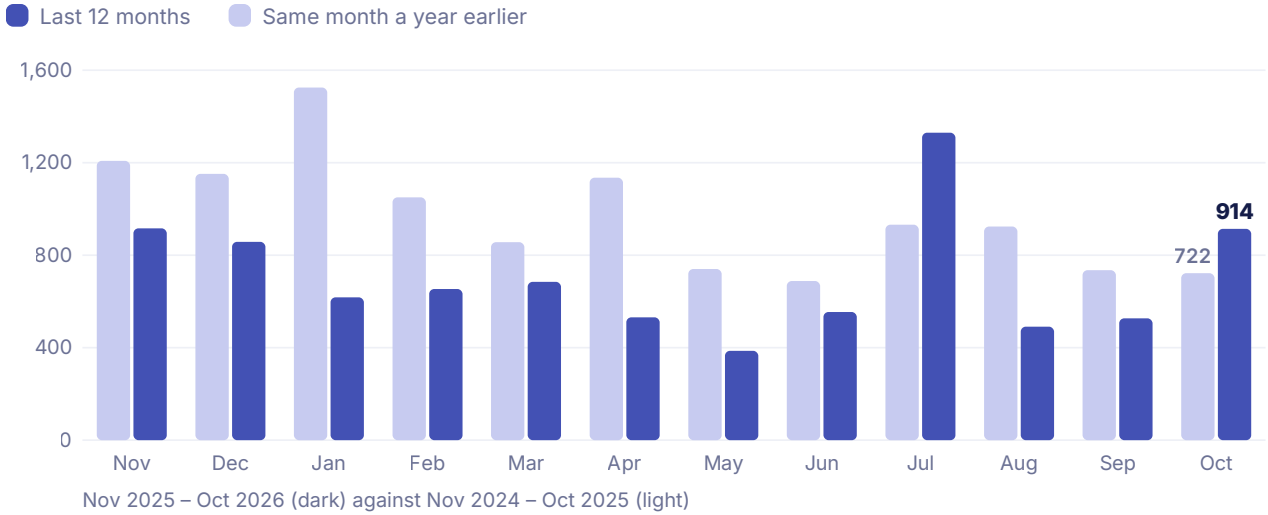
PEOPLE

685

▲ 54% vs September · ▲ 31% vs October 2025

671 of them were new to the site

Visits per month



Nov 2025 – Oct 2026 (dark) against Nov 2024 – Oct 2025 (light)

2 of the last 12 months beat the same month a year earlier (Jul and Oct). Over 12 months: **8,464** visits against **11,667** a year earlier (▼ 27%).

IN SHORT

Busier month, enquiries still invisible

If you read one page, read this one.

SUMMARY · WRITTEN FROM THIS REPORT'S NUMBERS, REVIEWED BY SEO AUDIT SOFTWARE

October brought 914 visits, 69% more than September, but no enquiries were recorded because no enquiry actions are measured in Analytics yet. Unpaid Google visits grew 24%. Engagement held at 45.0%. The first job is to set up enquiry tracking, so next month's report can show which visits turn into customers.

3 wins

- Visits **914**, ▲ 69% vs September
- Unpaid Google visits +24%
- Referral visits **84**, up from 11

3 concerns

- No enquiries measured (0 key events)
- "Direct" is **61%** of visits, with only 33.5% engaged
- Engagement 45.0%, below the 56.2% median

3 actions

- Set up enquiry tracking (key events)
- Tag your Business Profile and newsletter links
- Find out why so many visits show as "Direct"

Targets for next month

Enquiry tracking **Live**

From: not set up. Replaces the "Enquiries" target while it is 0.

Mobile engagement **57%**

From 51% this month

VISITS	ENGAGED VISITS	TIME ENGAGED	ENQUIRIES
914	**411**	**42.6 s**	–
▲ 69%	▲ 66%	▲ 18 s	not tracked

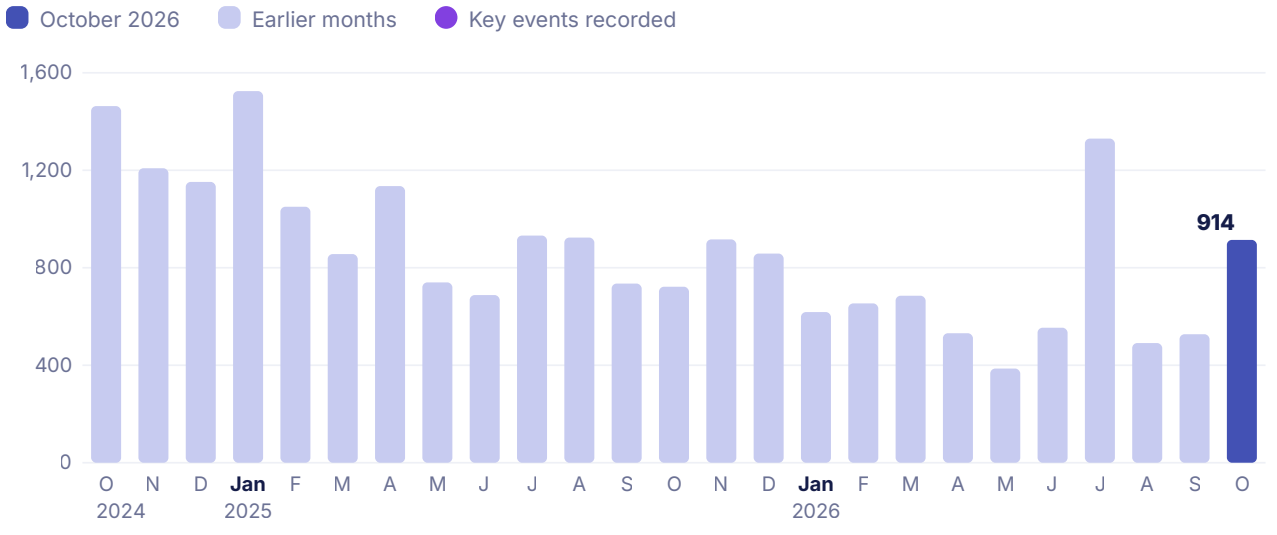
Changes are against September (the 31 days before this period). "Time engaged" = average engaged time per visit.

The summary above is written by AI only from the numbers in this report and checked by a rule that rejects any number not in the data.

TWO YEARS OF VISITS AND ENQUIRIES

Busiest month since July, but no enquiries since May

Visits per month (bars) and the enquiry actions Analytics recorded (purple dots) for the last 25 months. When the dots disappear while visits continue, enquiries stopped being counted.



Key events per month (purple = recorded, grey dot = none)

3 5 · 3 · 1 · · 2 1 · · 1 · · 2 · 1 · 1 · · · · ·

VISITS, OCTOBER 2026

914

Highest since Jul 2026 (1,330)

KEY EVENTS, 25 MONTHS

20

Between Oct 2024 and May 2026

MONTHS WITHOUT ONE

5

Every month since May 2026

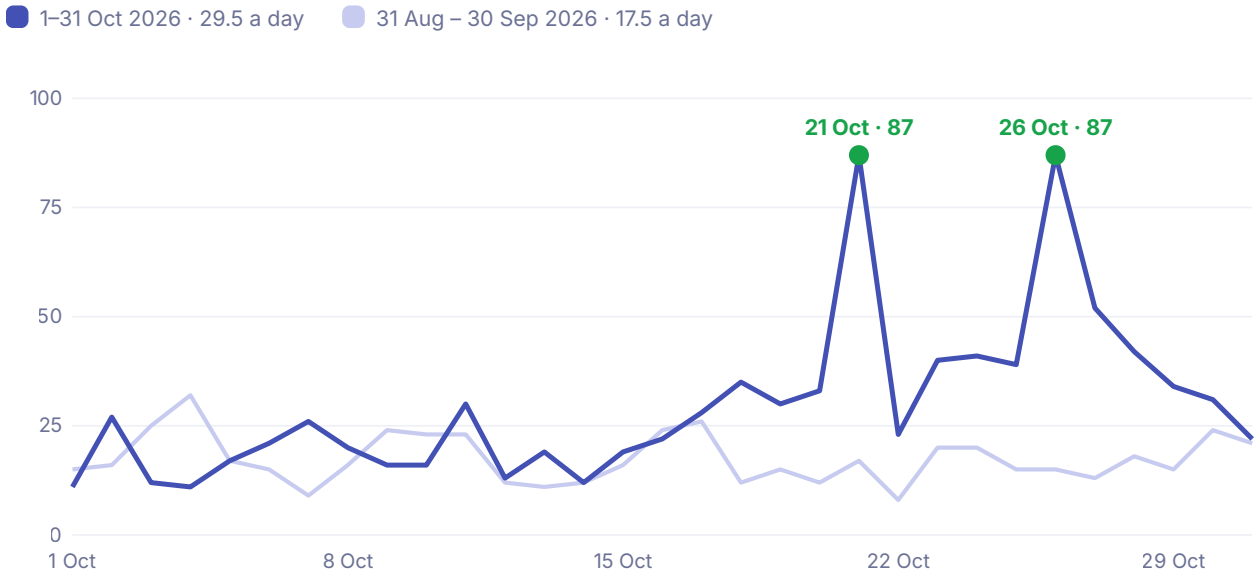
WHAT THIS MEANS

Visits are recovering after a quieter spring, but the website has not reported a single enquiry action for 5 months. Either the action that used to be counted no longer fires, or it was never set up for the pages people use now. Fixing this is action 1: without it, nobody can tell which visits bring customers.

DAY BY DAY

The second half of the month was more than twice as busy

Visits per day in October 2026 (dark) against the 31 days before (light). **646** visits came in the last 16 days, against **270** in the first 15.



Visits by weekday · enquiries by weekday appear here once they are tracked

Mon	Tue	Wed	Thu	Fri	Sat	Sun
147	125	167	107	136	119	115

Darker = more visits. Weekend days get **86%** of an average weekday's visits.

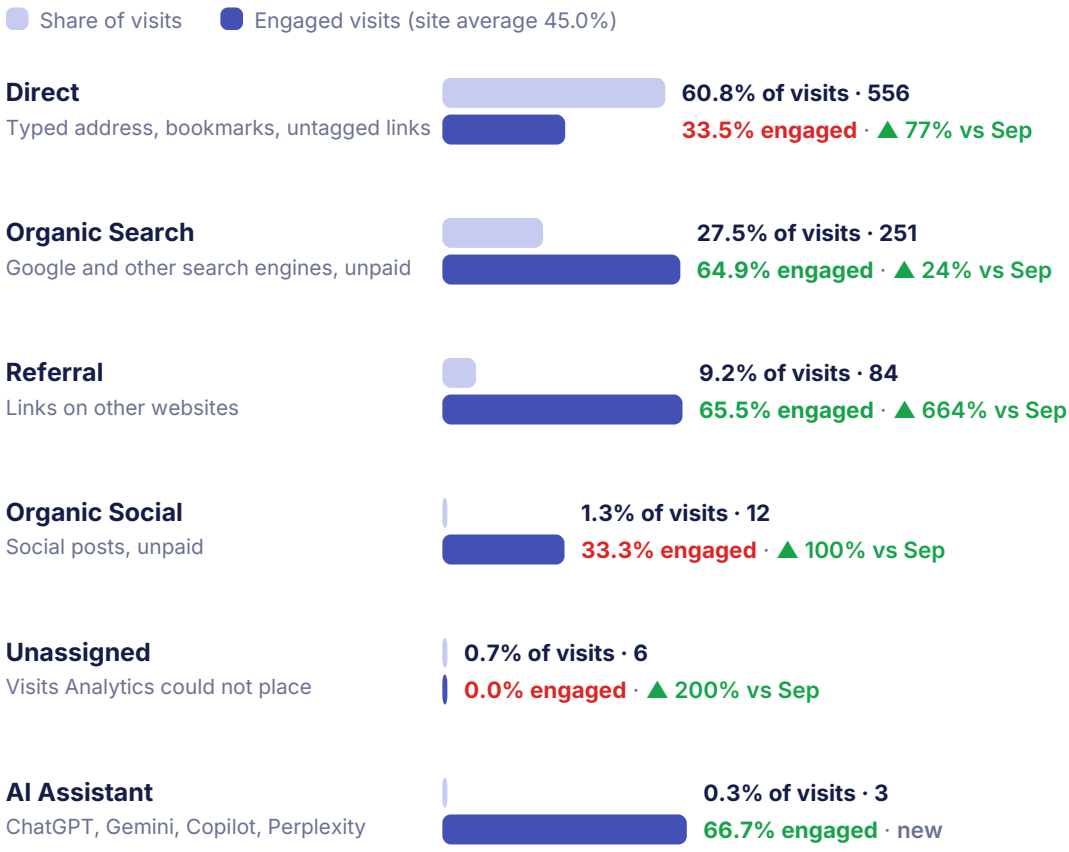
WHAT THIS MEANS

The two busiest days, 21 Oct and 26 Oct, had 87 visits each; the quietest, 1 and 4 Oct, had 11. Visits are spread over all seven days, with Wednesday on top, so posts and emails can go out any weekday. Check what happened on the two peak days so it can be repeated.

WHERE VISITORS COME FROM

Search and other websites bring the visitors who stay

For each source: its share of visits (light) and how many of its visits were engaged (dark). Once enquiries are tracked, the dark bar becomes each source's share of enquiries.



WHAT THIS MEANS

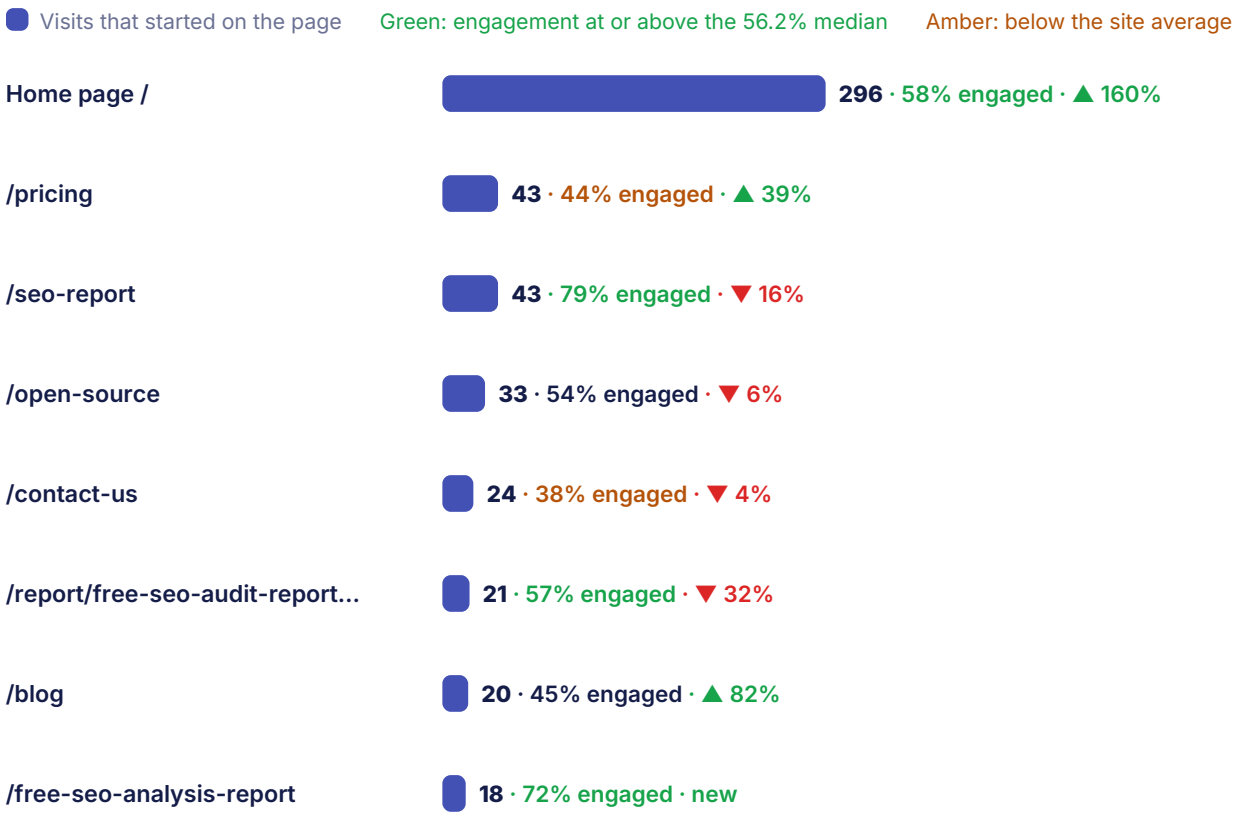
Unpaid search (64.9% engaged) and links from other websites (65.5%) bring people who read. Referrals jumped from 11 to 84 visits, 49 of them from seoaudit.agency. "Direct" is the biggest source but only 33.5% of its visits engage: untagged links, the team's own visits or automated traffic usually sit there (page 13).

Sources follow GA4's session attribution. "AI Assistant" is GA4's own channel for visits from ChatGPT, Gemini, Copilot and similar tools.

PAGES PEOPLE ARRIVE ON

The home page brings a third of all visits

The 8 pages where most visits start. Bar = visits, then how many of them engaged and the change against September. With enquiries tracked, this page becomes a map of which pages turn visitors into enquiries.



WHAT THIS MEANS

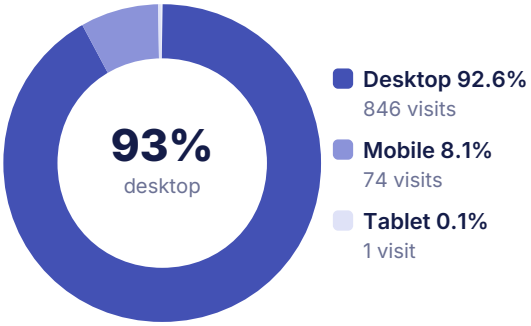
The home page grew from 114 to 296 visits. /seo-report holds visitors best (79% engaged), so its layout is the one to copy. 34 visits started on an unknown page "(not set)", and only 8.8% of them engaged: these are usually visits where the tag fired late or automated hits.

DEVICES

Nine out of ten visits come from a computer

Unusual for the web as a whole, normal for a business tool people use at work. Phone visitors engage slightly more than desktop ones, so there is no phone problem this month.

Visits by device



Worldwide, 59% of web traffic is mobile (Statcounter, Sep 2026).

Engaged visits by device



Gap desktop → mobile: **-6.6** points (phones ahead). A typical gap is about 6.5 points the other way (VortexIQ, 500+ sites).

New and returning visits · returning visitors are people who already know you



673 visits by new visitors (76%) · **218** by returning visitors (24%)

WHAT THIS MEANS

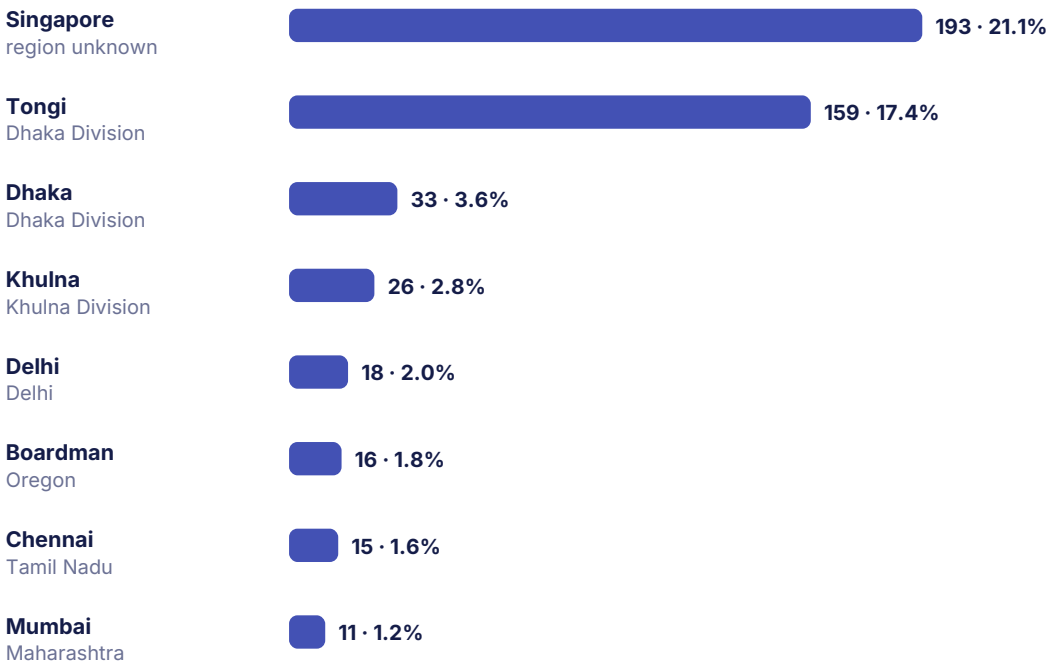
Design and test new pages on a large screen first, then check them on a phone. One thing to watch: desktop visits engage only 44.8%, and almost all visits use Chrome (880 of 914). Automated visits usually look like this, which is one reason the "Direct" share is checked on page 13.

Device totals add up to 921, slightly more than the 914 visits: Analytics estimates visit counts, so a split can differ by a few.

WHERE VISITORS ARE

Half of all visits come from eight cities

The cities your visitors come from, with their share of all 914 visits. No service area is set for this client, so the report does not split visits into "inside" and "outside" the area you serve.



These 8 cities: **471** visits (52%). City unknown: 48 visits.

WHAT THIS MEANS

Singapore (193) and Tongi (159) bring more visits than all other cities together. If your own team works from one of these cities, its visits are counted as customers: exclude them in Analytics (action 4 on page 14). Places like Boardman (Oregon) host large data centres, so part of that traffic is automated.

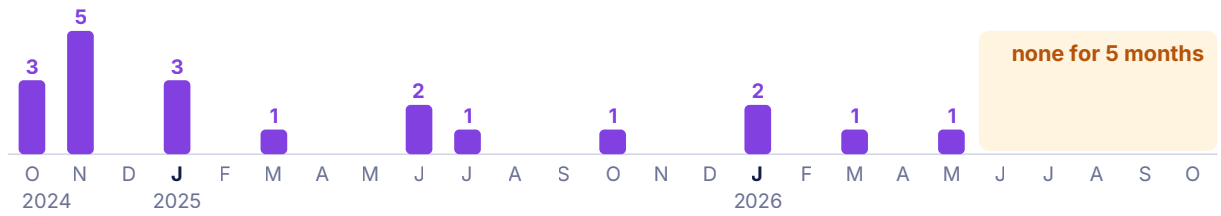
Location in Analytics is approximate (based on the internet connection). Set a service area in the app to see the share of visits from outside it.

ENQUIRIES

No enquiries were measured in October

"Enquiries" are the actions you mark as **key events** in Google Analytics: a sign-up, a contact form, a demo request, a purchase. In October 2026 Analytics recorded **0** of them, and no key event names are reported at all.

Key events per month, last 25 months · total 20, the last in May 2026



How to start counting enquiries

Action 1 · set-up

Without key events this report cannot show which sources, pages or devices bring customers. Key events are not counted backwards, so every week without them is lost data.

1. Choose 2–4 actions that mean a real lead: for example a sign-up, a contact form sent, a demo booked, a plan bought.
2. Make sure each one sends an event to Analytics: a "thank you" page view, or a Tag Manager trigger on the form or button.
3. In Google Analytics go to Admin → Data display → Events and switch on "Mark as key event" for those events.
4. Test the form once and check the event in Admin → Data display → DebugView, then wait 24–48 hours for it to appear in reports.

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Google help: support.google.com/analytics/answer/13366706 (key events)
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Suggested key events for this website

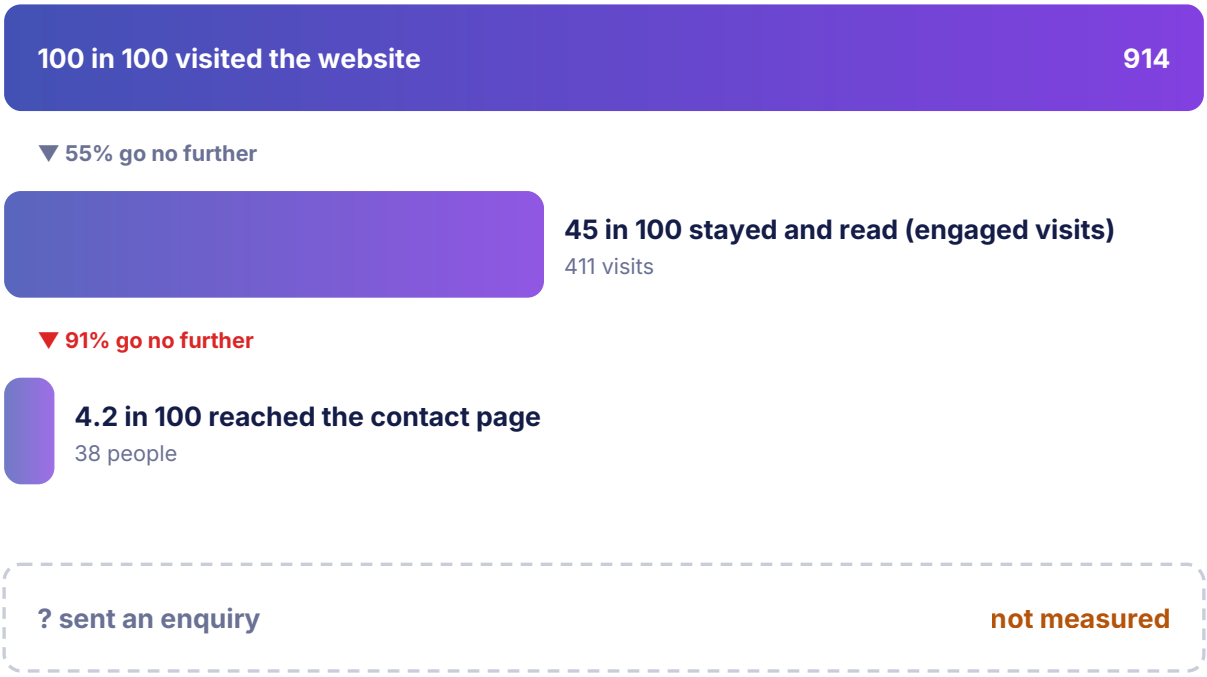
ACTION ON THE SITE	EVENT NAME	COUNTS AS
Account or free-trial sign-up	**sign_up**	New lead
Contact form sent (people reach /contact-us/)	**generate_lead**	Enquiry
Plan bought at checkout	**purchase**	Sale, with its value

Once enquiries are tracked, this page shows enquiries by type, week by week and by source, and pages 4–12 switch from "visits" to "visits that became enquiries".

THE PATH TO AN ENQUIRY

Only 4 in 100 visits reach the contact page

Out of every 100 visits, how many reach each step. The last step, the enquiry itself, is not measured yet, so the path ends in the dark.



CONTACT PAGE VIEWS
114
on /contact-us/

PEOPLE WHO OPENED IT
38
about 3 views each

TIME ENGAGED THERE
26.6 s
average per person

WHAT THIS MEANS

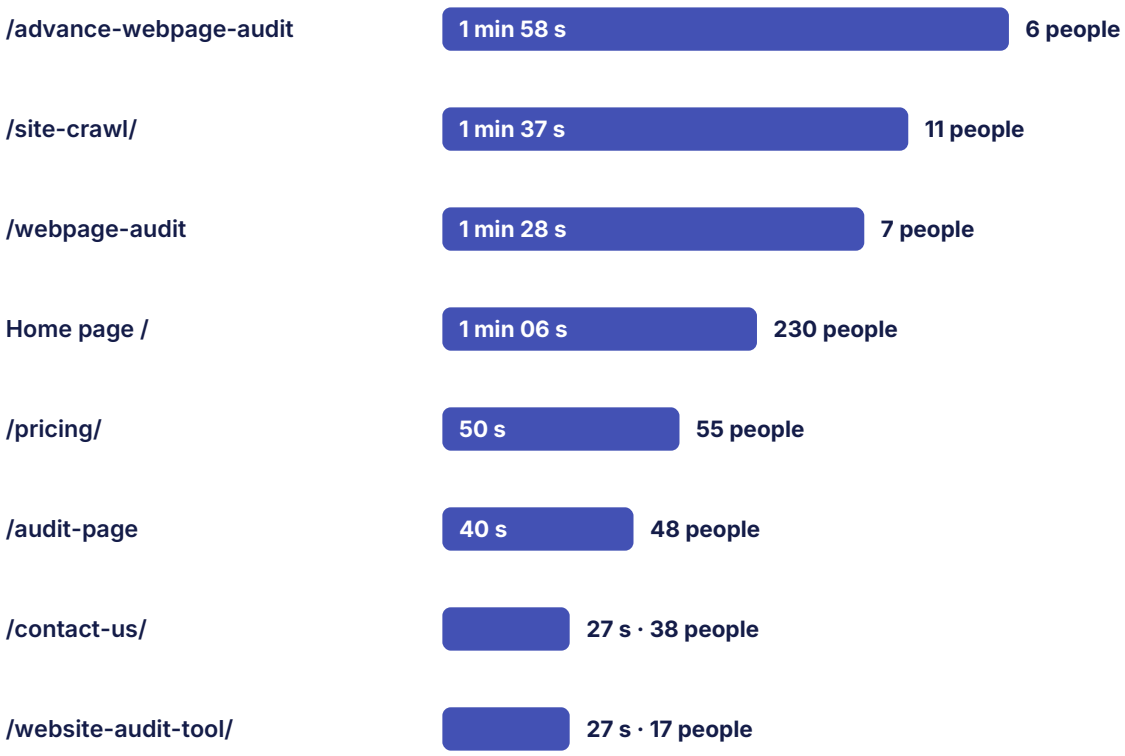
38 people opened the contact page, but nobody can say how many of them sent the form. Tracking the form (action 1) closes this gap. A clear "Start free" or "Contact us" button on the pages people already read, such as pricing and the audit tools, is the next lever.

Steps count people who reached each group of pages (contact group: pages starting with /contact; set per client in the app). It is not a strict in-order funnel.

WHAT PEOPLE READ

The audit tool pages hold people longest

Bar = average engaged time on the page. The number after it = people who viewed it. Once enquiries are tracked, that number becomes the enquiries that started on the page.



WHAT THIS MEANS

/advance-webpage-audit, /site-crawl/ and /webpage-audit keep people for 1.5–2 minutes, but only 6, 11 and 7 people saw them. More links to these pages from the home page and the blog would put more visitors in front of the tools. The pricing page appears twice in Analytics, as /pricing and /pricing/ (183 and 41 views): redirect one to the other.

DATA HEALTH

Can you trust these numbers?

Every month we run 6 checks on the tracking. 5 passed. The one that failed is on the action list.



- ✓ Tracking worked every day
- ✓ Visits with unknown landing page: 3.7%
- ! "Direct" traffic 61% (high: untagged links or a redirect losing the source) · fix: Tag emails, Business Profile and QR links; check redirects
- ✓ Untagged campaigns ("Unassigned"): 1%
- ✓ No fake "referrals" from your own site or booking tool
- ✓ No bot-like traffic above 50 visits

Also worth knowing

- Test visits from **localhost** (a developer's own computer) reached Analytics: 13 visits this month. Add them to the unwanted referrals list.
- No enquiry actions (key events) are set up, so the enquiry checks could not run.
- "vs September" compares the 31 days before this period (31 Aug – 30 Sep), so both periods have the same length.
- Google finishes a day's data 1–2 days later, so this report was made on 3 November for data to 31 October.
- Google withheld no rows (no thresholding) and used no sampling (unsampled) for this period.

WHY THIS PAGE EXISTS

Numbers are only useful if the tracking behind them is right. We check it every month so you never have to.

ACTION PLAN

What we do in November

Ranked by how much each one changes what this report can tell you. Estimates of extra enquiries per action appear here once enquiries are tracked.

1 **Set up enquiry tracking (key events)**
No key events in October 2026; 20 were recorded between Oct 2024 and May 2026, none since. Owner: us, with your OK on which actions count. Check: enquiries appear in next month's report.
Biggest gap

2 **Tag your Business Profile and newsletter links**
Profile visits hide inside "Direct"; tagging them shows the profile's real value next month. Owner: us. Check: a "Business Profile" source appears.
Measurement

3 **"Direct" traffic 61% (high: untagged links or a redirect losing the source)**
Tag emails, Business Profile and QR links; check redirects. Owner: us. Check: data-health page.
Housekeeping

4 **Keep test and team visits out of Analytics**
13 visits came from localhost test sites. Add them to the unwanted referrals list and switch on the internal-traffic filter for the team's own connection. Owner: us. Check: no localhost source next month.
Housekeeping

What next month's report adds once action 1 is done

- The number of enquiries on the cover, with the change against this month.
- Which sources, pages and devices bring enquiries, not just visits.
- An estimate of extra enquiries for each action on this page.

TARGETS AND METHOD

Targets for November, and how this report is made

Next month's report starts by showing how far we got on these.

ENQUIRY TRACKING

Live

from: not set up · replaces the enquiry target (0) until enquiries are counted

MOBILE ENGAGEMENT

57%

from 51%

Website Performance Index: how 73 was calculated

Enquiry rate vs your 12-month median (40%)	**50 → 20.0 pts**
Engagement vs industry median 56.2% (20%)	**80 → 16.0 pts**
Visits vs same month last year (20%)	**100 → 20.0 pts**
Data quality, 5 of 6 checks (20%)	**83 → 16.7 pts**

20.0 + 16.0 + 20.0 + 16.7 = **73** (rounded), no deductions this month. The enquiry part scores a neutral 50 because there are no enquiries to compare with your 12-month median. This is our own index, not a Google figure; the same formula is used every month.

About this report. Words: "enquiries" = the key events set up in Google Analytics 4 (none this month). "Engaged visit" = longer than 10 seconds, or with a key event, or with 2 or more pages. **Data:** GA4 property 282986706, read-only, 1–31 October 2026, compared with 31 Aug – 30 Sep 2026 and October 2025. Sources follow GA4's session attribution; location is approximate. **AI:** the summary on page 3 is written by AI from the numbers in this report only and reviewed by SEO Audit Software before sending. **Benchmarks:** Databox, Sep 2024, Statcounter, Sep 2026, VortexIQ, 500+ sites.

Prepared with SEO Audit Software · seoaudit.software · hello@seoaudit.software