SEARCH PERFORMANCE REPORT · GOOGLE SEARCH CONSOLE

196 people found you on Google and clicked through

That is **45% more** than September 2026 and **20% fewer** than October 2025. Your site appeared in Google results **282,223** times, without paying for ads.

https://seoaudit.software/

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

CLICKS FROM GOOGLE	TIMES YOU APPEARED	AVERAGE POSITION
196	**282,223**	**27.8**
▲ 45.2% vs Sep	▲ 6.3% vs Sep	▼ 5.0 places vs Sep

PREPARED FOR
SEO Software
seoaudit.software

PREPARED BY
SEO Audit Software
seoaudit.software

DATA
Google Search Console
Read-only · produced 3 November 2026

THE MONTH AT A GLANCE

More clicks than September, fewer than a year ago

Four numbers that matter in Google search, each compared with last month and with the same month last year.

CLICKS
196
▲ 45.2% vs Sep
▼ 19.7% vs last year

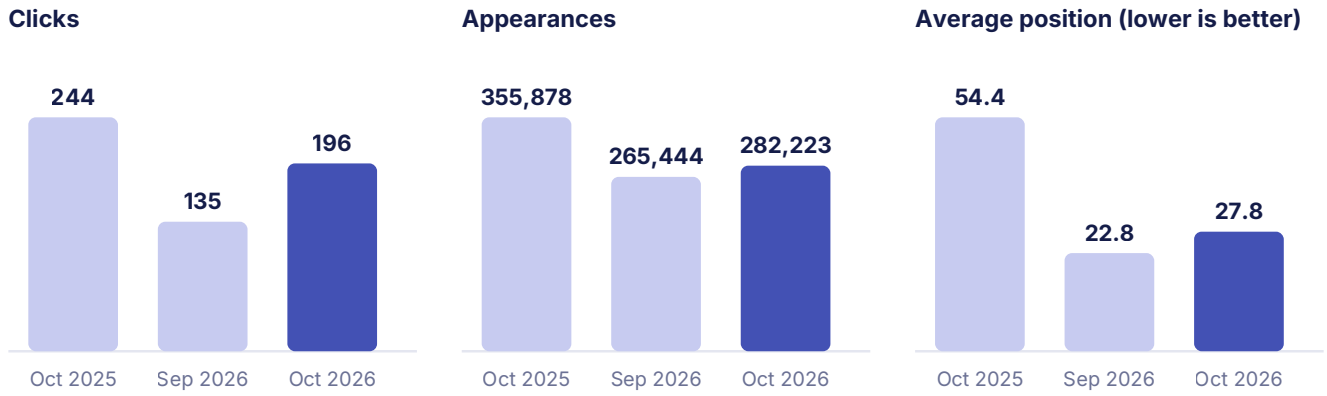
APPEARANCES
282k
▲ 6.3% vs Sep
▼ 20.7% vs last year

CLICK RATE
0.07%
▲ 0.02 pts vs Sep
no change vs last year

ON PAGE ONE
9
▼ 6 vs Sep
▲ 1 vs last year

Click rate = clicks ÷ appearances. “On page one” = searches in your top 100 that rank #1–#10 on average.

The three months we compare



Oct 2026 in blue. Search Console keeps 16 months of history; this report fetches these three months.

WHAT THIS MEANS

October was **45% better than September** but still **20% below October 2025**. A year ago you ranked far lower (#54.4 on average) yet got more clicks, because Google showed you 355,878 times. Rankings are much better now; the next step is turning them into page-one places.

IN SHORT

Clicks grew, rankings need a push

If you read one page, read this one.

SUMMARY · WRITTEN FROM THIS REPORT'S NUMBERS

Google sent 196 clicks to seoaudit.software in October, 45% more than September, from 282,223 appearances in search results. Most of the gain came from the home page, which grew from 20 to 57 clicks. Two signals need attention: the average position slipped from 22.8 to 27.8, and only 9 searches now reach page one, down from 15. Clicks are also 19.7% below October 2025. The first action is the /seo-report/ page: 3 searches sit just off page one and could bring about 272 more clicks a month.

3 wins

- ✓ Clicks up 45%, to 196
- ✓ Home page clicks 20 → 57
- ✓ Average position 54.4 a year ago, 27.8 now

3 concerns

- ! Searches on page one fell from 15 to 9
- ! Clicks 19.7% below October 2025
- ! “seo audit software”: #3.6 but 0.68% click

3 actions

1. /seo-report/: 3 searches to page one
2. New home page title
3. /open-source/ to page one

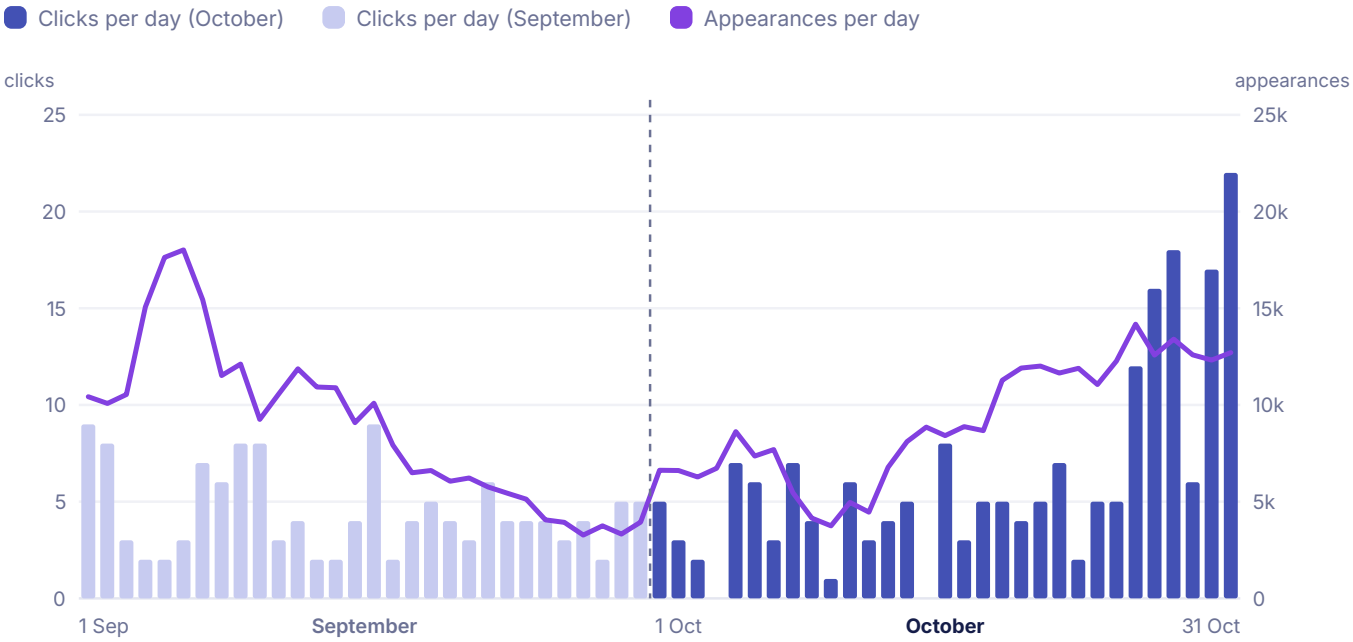
All three periods side by side

	OCT 2025	SEP 2026	OCT 2026	VS SEP
Clicks	244	135	**196**	▲ 45.2%
Appearances	355,878	265,444	**282,223**	▲ 6.3%
Click rate	0.07%	0.05%	**0.07%**	▲ 0.02 pts
Average position	54.4	22.8	**27.8**	▼ 5.0
Searches on page one	8	15	**9**	▼ 6
Clicks without your name	230	130	**176**	▲ 35.4%

CLICKS AND APPEARANCES

Seen 6% more often, clicked 45% more often

How often you appeared in Google (line) and how often people clicked (bars), day by day over the last two months.



CLICKS PER DAY
6.3
▲ 40.5% · Sep 4.5

APPEARANCES PER DAY
9,104
▲ 2.9% · Sep 8,848

MOST APPEARANCES
14,176
on 26 October

WHAT THIS MEANS

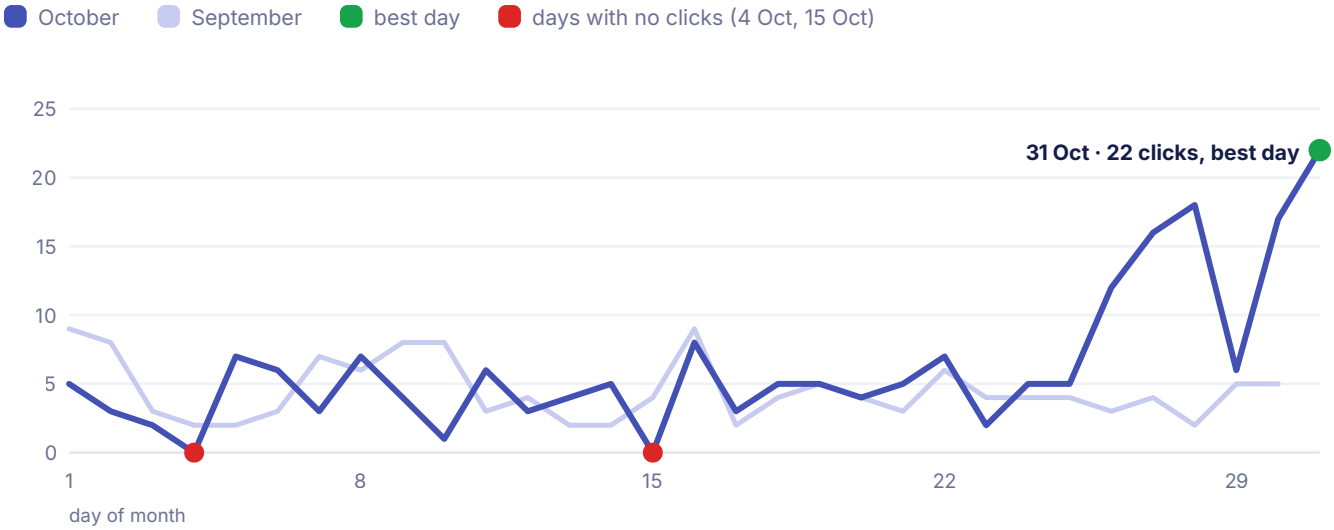
Appearances fell all through September, from **18,018** a day (6 Sep) to **3,273** (27 Sep). October recovered: after a low of 3,754 on 10 Oct, Google showed you 14,176 times on 26 Oct. Clicks followed with a delay: the last six days of October brought **91 clicks, 46% of the month**.

Search Console finalises data 2–3 days late, so the last days of a month can still change slightly.

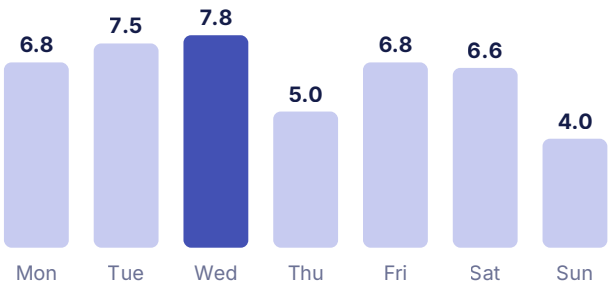
DAY BY DAY

The month ended strong: 22 clicks on 31 Oct

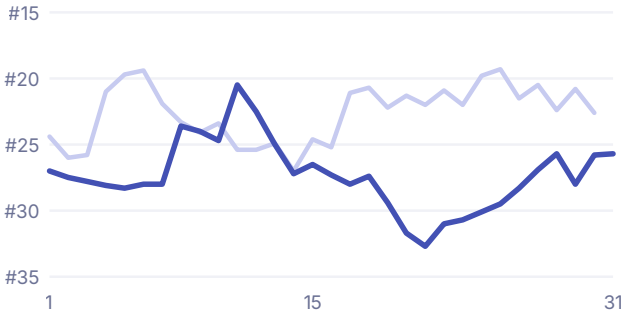
Clicks per day in October against September, and when in the week people find you.



Average clicks per weekday



Average position per day



Higher on the chart = better rank.

WHAT THIS MEANS

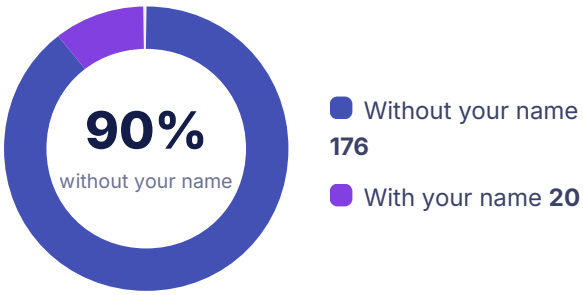
Wed brought the most clicks (7.8 a day), Sun the fewest (4.0). Your average position was worst on 21 Oct (#32.7), the days when Google started showing you for many more searches: new, lower rankings pull the average down even while you gain visibility.

BRAND AND NON-BRAND

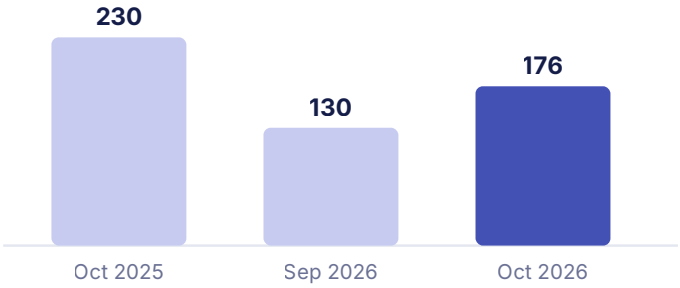
New people, not just people who know you

Searches that include your name come from people who already know you. Searches without it are new people finding you. The second group is what SEO grows.

Clicks this month



Clicks without your name



CLICKS WITHOUT YOUR NAME

176

▲ 35.4% vs Sep · ▼ 23.5% vs last year

CLICKS WITH YOUR NAME

20

10.2% of all clicks · 5 in Sep · 14 a year ago

Searches that count as your name

SEARCH	PAGE	APPEAR.	CLICKS	RANK
seo audit software	/	2,636	18	#3.6
website seo audit software	/	462	1	#7.0
seoaudit	/	41	1	#18.7

WHAT THIS MEANS

About **90 in every 100 clicks** came from people who did not search for you by name: they searched for a tool and found you. One caution: your name is also a common search. Searches containing “seo audit software” brought 19 of the 20 name clicks; if they count as generic searches, only 1 click really came from your name.

Brand terms (set in the app for this client): “seoaudit”, “seo audit software”. Name clicks are counted in your top 100 searches; everything else, including searches Google hides for privacy, counts as “without your name”.

TOP SEARCHES

Only 1 of your ten biggest searches is on page one

Your ten most-seen searches this month, with the page Google showed, where you ranked and how that changed since September.

SEARCH	APPEARANCES	CLICKS	RATE	RANK	VS SEP
seo report /seo-report/	4,898	6	0.12%	#20.3	–
seo audit /	3,357	7	0.21%	#24.5	–
seo audit software /	2,636	18	0.68%	#3.6	▼ 0.3
seo report tool /seo-report/	2,628	1	0.04%	#20.9	–
white label seo reports /white-label/	2,535	1	0.04%	#32.2	–
seo report generator /seo-report/	2,316	3	0.13%	#16.0	▲ 1.5
seo audit tool /	2,129	3	0.14%	#37.9	–
white label seo software /white-label/	1,818	1	0.06%	#41.1	–
white label seo audit /white-label/	1,602	1	0.06%	#24.0	–
open source seo software /open-source/	1,121	1	0.09%	#13.0	–

Green = page one (#1–#10). Blue-grey = page two or lower. "–" = no September figure (the search was not among those Search Console returned for September).

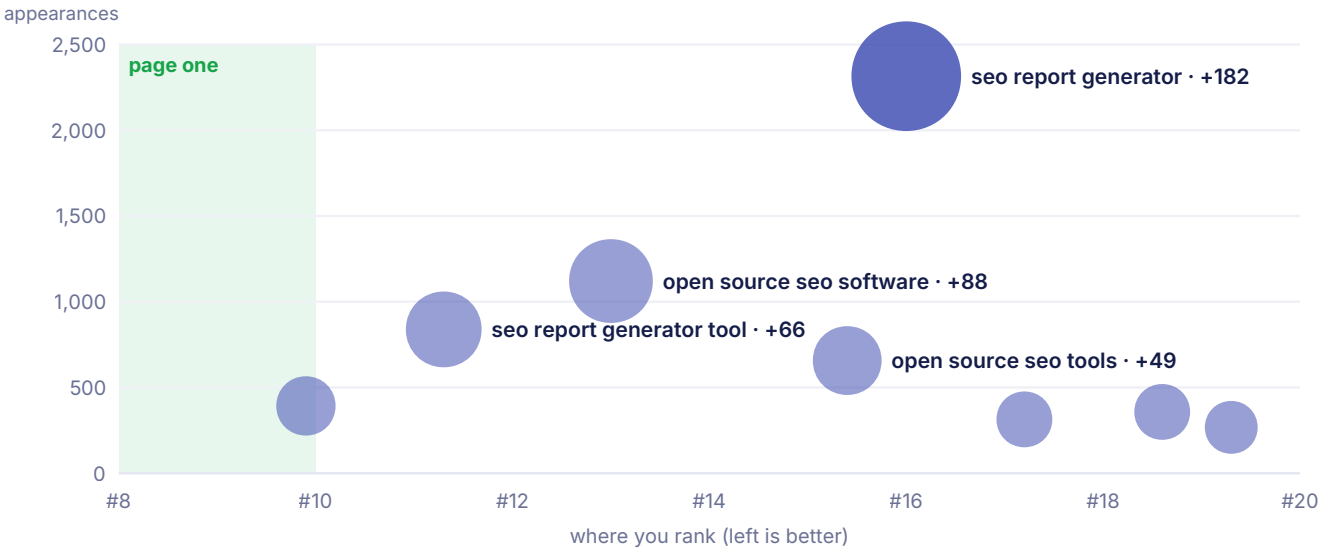
WHAT THIS MEANS

Your biggest searches are "seo report" (4,898 appearances) and "seo audit" (3,357), but you sit around #20.3 and #24.5, where few people click. Only "seo audit software" is on page one, and it brought **18 clicks**, more than any other search.

QUICK WINS

8 searches are one step from page one

Each bubble is a search where you rank between #8 and #20 and appear at least 100 times. Bigger bubble = more extra clicks if it reaches page one.



SEARCHES IN REACH

8

rank #8–#20, 100+ appearances

IF ALL REACH PAGE ONE

+483

extra clicks a month (estimate)

BIGGEST SINGLE WIN

+182

“seo report generator”, now #16.0

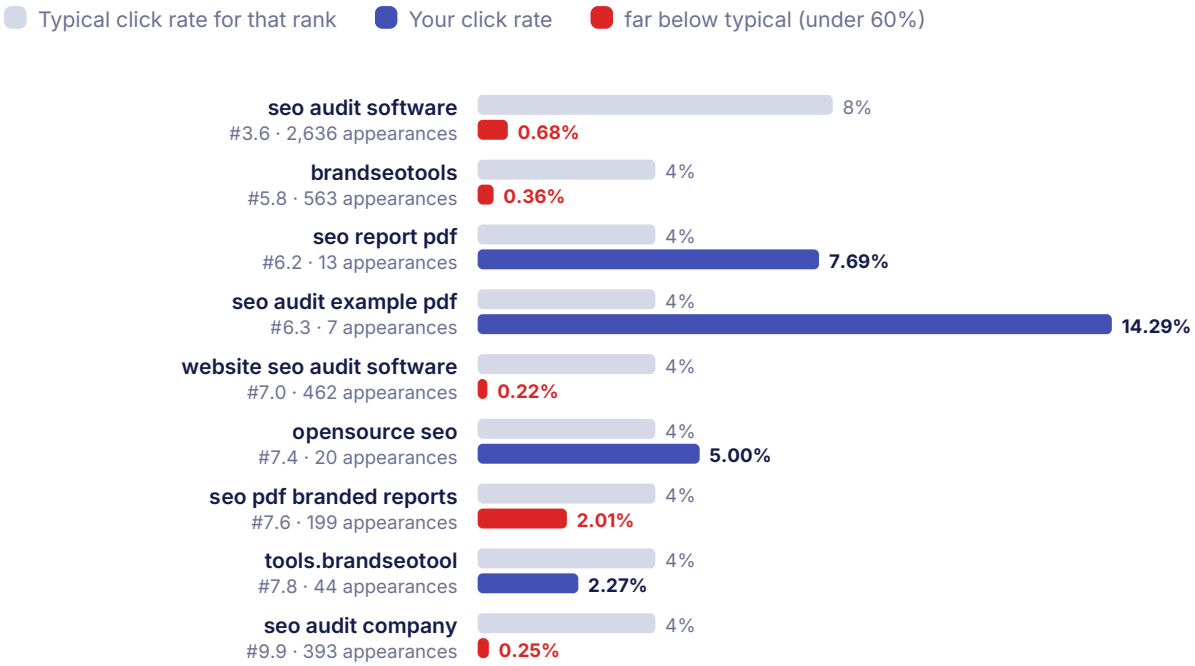
SEARCH	PAGE	RANK	APPEAR.	CLICKS	EXTRA
seo report generator	/seo-report/	#16.0	2,316	3	**+182**
open source seo software	/open-source/	#13.0	1,121	1	**+88**
seo report generator tool	/seo-report/	#11.3	839	1	**+66**
open source seo tools	/open-source/	#15.4	657	3	**+49**
seo audit company	/	#9.9	393	1	**+30**
seo report generator free	/seo-report/	#18.6	358	4	**+24**
seo audit report generator	/white-label/	#17.2	314	1	**+24**
seo score checker	/seo-score/	#19.3	268	1	**+20**

Estimate: appearances × (8% − current click rate). The same rule the app uses for Quick wins.

CLICK RATE

Ranking well, but too few people click

For a page-one ranking, a typical share of searchers click your result (grey). On 5 searches you get far less (red). The usual cause is a title or description that does not stand out.



The home page in Google today (from the site crawl)

seoaudit.software

SEO Audit Software for Agencies | Free SEO Audit Tool

White label SEO audit software for agencies: audit any page, send branded PDF SEO reports, track keywords and turn visitors into leads. Free 14-day trial.

WHAT THIS MEANS

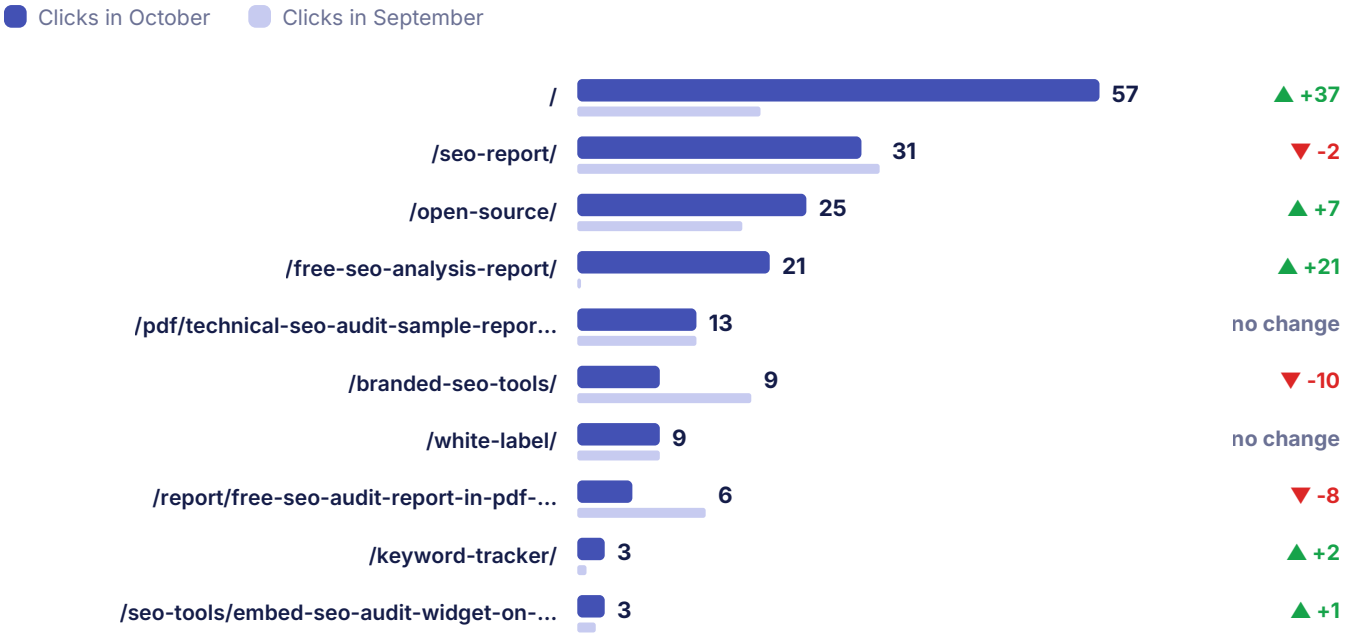
“seo audit software” shows you to 2,636 people a month at #3.6, but only 0.68% click. Lifting it to the typical 8% would add about **192 clicks a month** without changing a ranking. Test a title that leads with the benefit (for example the free trial) and a description that answers “which tool should I pick”.

Typical click rates by rank are the app's standard curve (#1 28%, #2 15%, #3 11%, #4 8%, #5 6%, lower 4%). The app flags #1–#5 only; #6–#10 are shown for context.

PAGES

The home page now brings the most clicks

Clicks per page this month, with September underneath, and the change in clicks.



Seen most often

PAGE	APPEARANCES	RANK	RATE	TOP SEARCH
/seo-report/	79,392	#25.2	0.04%	seo report
/	67,278	#32.7	0.08%	seo audit
/white-label/	46,692	#32.0	0.02%	white label seo reports
/on-page-seo-tools/	17,021	#33.7	0.01%	on-page seo checkers software
/keyword-tracker/	15,610	#39.8	0.02%	12578: real time keywords ranking

WHAT THIS MEANS

The home page gained the most (**20 → 57**) and /free-seo-analysis-report/ went from 0 to 21 clicks. /branded-seo-tools/ lost 10 clicks and the PDF report page lost 8. /seo-report/ is seen the most (79,392 appearances) but only 0.04% click: it ranks #25.2 on average.

DEVICES AND COUNTRIES

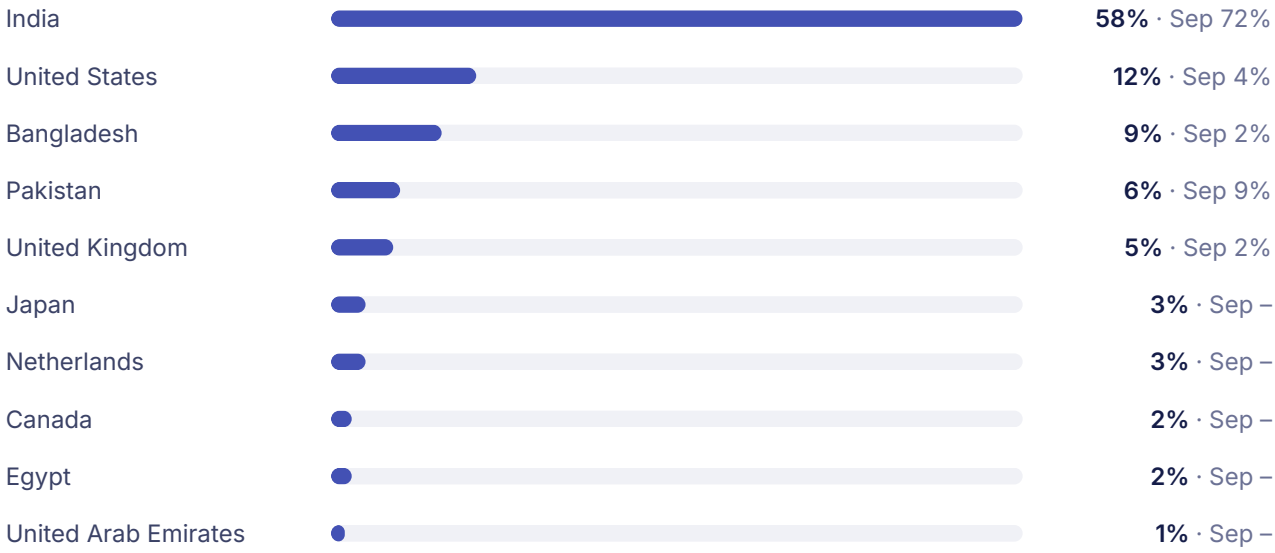
Mostly desktop, and the US share is growing

Who clicks through from Google, on which device and from which country.

Clicks by device



Clicks by country



Bars are scaled to the largest country. "–" = not in September's top 10.

WHAT THIS MEANS

84% of clicks come from computers, normal for a business tool. India is still the largest country but fell from 72% to 58%, while the United States grew from 4% to 12%.

Shares are of clicks. Search Console reports countries, not cities. Clicks from AI Overviews are counted inside normal web results and cannot be separated.

RANKING MOVEMENT

More searches fell than climbed

Of the searches that showed your site in both months, how many moved up, held or fell compared with September.



moved up: 3 · held (under 1 place): 5 · moved down: 5 · no September figure: 42

Biggest climbs

seo audit report generator	#42.9 → **#17.2**
seo report generator	#17.5 → **#16.0**
brandseotools	#7.3 → **#5.8**

Biggest drops

free seo audit report pdf	#35.7 → **#44.0**
seo audit report pdf	#5.9 → **#12.3**
seo report generator free	#15.3 → **#18.6**
open source seo tools	#12.7 → **#15.4**
free audit report generator	#9.8 → **#11.0**

Page-one searches from September that are no longer on page one

SEARCH	PAGE	SEP RANK	OCT RANK
seo audit report sample pdf	/pdf/technical-seo-audit-sample-report.pdf	#5.0	not returned
open source seo audit tool	/open-source/	#8.6	not returned
brandseotools login	/branded-seo-tools/	#5.2	not returned
free white label seo	/white-label/	#7.5	not returned
brandseo tools	/branded-seo-tools/	#3.9	not returned

WHAT THIS MEANS

Of the 13 searches we can compare, **3 moved up and 5 moved down**. 4 of the 5 drops are searches about reports (free PDF reports, report generators), so one update of the report pages addresses most of them. 11 searches left page one; 9 of them were not returned for October at all.

Compared: searches in both months' top 100. “Position” is Google's average for the month; moves under one place count as held. Left out: 45 automated-looking searches this month (69 in September) such as “12578: real time keywords ranking”, with 0 clicks: they look like rank-tracking tools, not people.

INDEXING HEALTH

Google can reach your pages; the sitemap misses some

A page Google cannot find or index cannot rank. This checks what the latest crawl of your site found.

Pages found by the site crawl on 27 Oct 2026: **144**



in the sitemap: 68 · indexable, not in the sitemap: 74 · not found (404): 2

- ✓ Sitemap found and read: **68** URLs, none broken · seoaudit.software/sitemap_index.xml
- ✓ No page blocked by mistake · 0 noindex, 0 canonicalised elsewhere
- ✓ 142 of 144 pages can be indexed · crawl health 80 / 100
- ! **74** indexable pages are not in the sitemap · mostly /help/ (71), /category/ (2), /author/ (1)
- ! **2** linked URLs return “not found” · /cdn-cgi/l/email-protection, /faqs/faqs/how-to-configure-white-label-notification-email

WHAT THIS MEANS

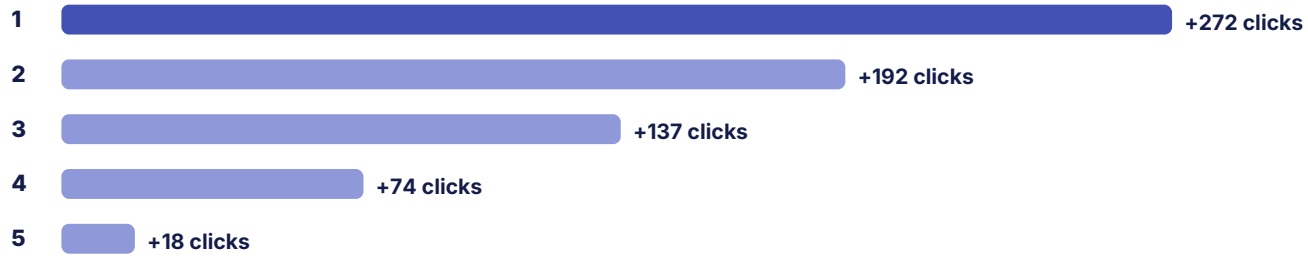
Google can reach and index almost every page. The gap is the sitemap: 74 live pages, mainly help articles and category pages, are missing from it, so Google finds them more slowly. Add them, and remove the link behind /cdn-cgi/l/email-protection (it comes from an e-mail address protected by Cloudflare).

From the app's own site crawl, not from Google. Google's own indexing status per page (URL Inspection) is not fetched yet; when it is, this page also lists pages Google has not indexed and why.

ACTION PLAN

Five steps worth about 693 extra clicks a month

Ranked by the extra Google clicks each one should bring. Bars are estimates from this month's numbers.



1 **Lift 3 “seo report generator” searches on /seo-report/ to page one**
Ranked #11.3–#18.6 with 3,513 appearances. Add a section that answers “generator” intent, link to it from the home page. In the app: Search Console › Quick wins.
Biggest win · **+272** clicks

2 **Rewrite the home page title and description for “seo audit software”**
You rank #3.6 but only 0.68% click (typical 8%). Test a title that states the benefit and the free trial. In the app: Search Console › CTR.
Quick · **+192** clicks

3 **Push the /open-source/ page up for 2 open source searches**
Ranked #13.0–#15.4. Add a comparison table and link to it from /seo-report/ and the blog. In the app: Search Console › Quick wins.
Content · **+137** clicks

4 **Improve 3 more page-two searches**
“seo audit company” #9.9 (/); “seo audit report generator” #17.2 (/white-label/); “seo score checker” #19.3 (/seo-score/). In the app: Search Console › Quick wins.
Content · **+74** clicks

5 **Win back the clicks /branded-seo-tools/ and the PDF report page lost**
Together they fell from 33 to 15 clicks. Check their titles and what now ranks above them. In the app: Search Console › Drops.
Recover · **+18** clicks

Housekeeping, no click estimate: add the 74 missing pages to the sitemap and remove the 2 broken links (page 13).

STARTING POINTS AND METHOD

Where we start next month

Next month's report opens by showing how far each of these numbers moved.

CLICKS	ON PAGE ONE	AVERAGE POSITION	TOP QUICK WIN
196	**9**	**27.8**	**#16.0**
October 2026	searches	lower is better	seo report generator

No targets are set for this client yet, so these are the starting points. When targets are set in the app, each card shows the target and the progress bar.

Data checks

- ✓ All three periods are complete · 31 + 30 + 31 days of data
- ! Your top 100 searches cover 104 of 196 clicks (53%) and 12% of appearances · Google hides rare searches
- ! 45 automated-looking searches left out of search counts · 904 appearances, 0 clicks
- ! Search appearance (rich results, videos) not fetched this month · page 11 shows devices and countries only

About this report

Words. “Clicks” = visits from Google search results. “Appearances” = Google impressions, the times your site was shown. “Position” or “rank” = Google's average position across all appearances that month (lower is better). “Search” = a query someone typed.

Data. Google Search Console, property https://seoaudit.software/, read-only: 1–31 October 2026, compared with September 2026 and October 2025. Search Console finalises data 2–3 days late. Indexing comes from the app's site crawl.

Estimates. Extra clicks = appearances × (target click rate − current click rate): 8% for page-two searches, the typical rate for the rank for page-one searches.

AI. The summary on page 3 is written from the numbers in this report only and checked so that it contains no other number.

Prepared with SEO Audit Software · seoaudit.software · produced 3 November 2026