SEARCH TO ENQUIRY REPORT

Do Google searches turn into enquiries?

seoaudit.software

October 2026 · compared with September 2026 and October 2025



People saw the site **282,223** times in Google, clicked **196** times and **163** organic visits were engaged. **No enquiries were recorded, because enquiry tracking is not set up.**

PREPARED FOR

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DATA SOURCES

Search Console + Google Analytics 4
1–31 October 2026

SUMMARY

196 clicks from Google, 0 enquiries recorded

Search brought **45%** more clicks than in September, and visitors from Google stay longer than anyone else. But the last step, the enquiry, is invisible: Google Analytics has no enquiry event, so it records **0**.

The journey this month



Clicks come from Search Console, visits from Google Analytics. The two tools count differently (GA4 also counts Bing and repeat sessions), so visits can be higher than clicks. Compare trends, not exact numbers.

IMPRESSIONS
282,223
vs Sep ▲ 6.3%
vs Oct 2025 ▼ 20.7%

CLICKS
196
vs Sep ▲ 45.2%
vs Oct 2025 ▼ 19.7%

ORGANIC VISITS
251
vs Sep ▲ 23.6%
vs Oct 2025 –

ENQUIRIES
0
Sep **0**
Oct 2025 **1**

Going well

- Clicks **+45.2%** vs September; **91** of them came in the last 6 days of October.
- Google visitors engage most: **64.9%** vs **45.0%** for the whole site.

Needs attention

- No enquiry tracking: the last key event was in **May 2026**.
- Average position slipped from **22.8** to **27.8**.

ACTION NO. 1

Set up enquiry tracking (GA4 key events for the contact form, chat and sign-up). Until then this report can show interest, but not which searches bring customers.

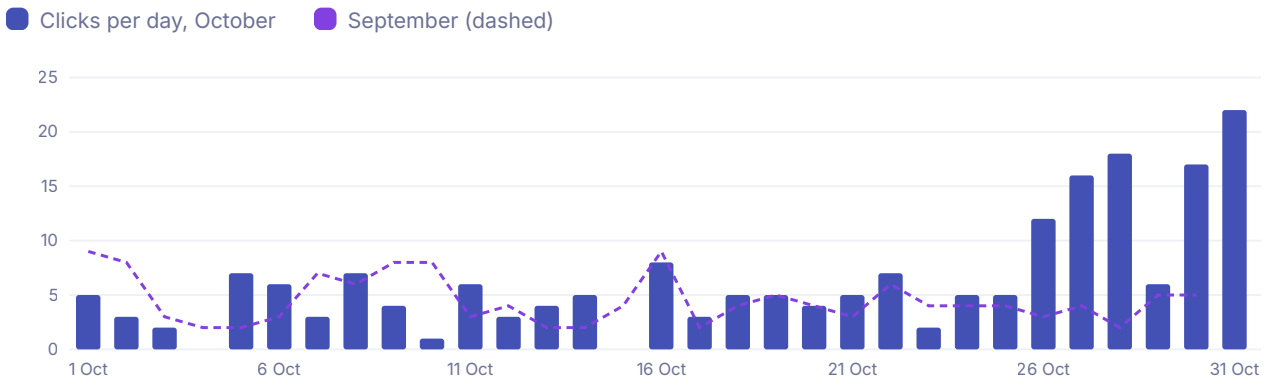
STEP 1–2 · SEEN AND CLICKED IN GOOGLE

Clicks up 45%, almost half in the last six days

From 19 October Google showed the site nearly twice as often (**6,800** → **12,294** impressions a day), and clicks followed. Still, only 1 in **1,440** impressions becomes a click, because most pages rank on page 3 or lower.

IMPRESSIONS	CLICKS	CLICK RATE	AVG. POSITION
282,223	**196**	**0.07%**	**27.8**
vs Sep ▲ 6.3%	vs Sep ▲ 45.2%	Sep 0.05%	Sep 22.8
vs Oct 2025 ▼ 20.7%	vs Oct 2025 ▼ 19.7%	Oct 2025 0.07%	Oct 2025 54.4

Position: lower is better. 27.8 is worse than September (22.8) and much better than October 2025 (54.4). Click rate is shown with two decimals because it is below 1%.



Devices (share of clicks)

Desktop	84%
Mobile	15%
Tablet	1%

Top countries (share of clicks)

India	58%
United States	12%
Bangladesh	9%

STEP 3–4 · VISITED AND STAYED

Google visitors stay longer than anyone else

251 visits came from search engines (▲ 23.6% vs September). **64.9%** of them were engaged (stayed 10 seconds or more, saw 2 pages or took an action), against **33.5%** for Direct visits.

ORGANIC VISITS	ENGAGED ORGANIC	FROM GOOGLE	ALL VISITS
251	**163**	**246**	**914**
vs Sep ▲ 23.6%	sessions × rate	of organic 98.0%	vs Sep ▲ 68.6% vs Oct 2025 ▲ 26.6%

Visits by channel

CHANNEL	VISITS	SHARE	VS SEP	ENGAGEMENT	RATE	ENQUIRIES
Direct	556	60.8%	▲ 76.5% 315 in Sep		33.5%	0
Organic Search	251	27.5%	▲ 23.6% 203 in Sep		64.9%	0
Referral	84	9.2%	▲ 663.6% 11 in Sep		65.5%	0
Organic Social	12	1.3%	▲ 100% 6 in Sep		33.3%	0
Unassigned	6	0.7%	▲ 200% 2 in Sep		0.0%	0
AI Assistant	3	0.3%	– 0 in Sep		66.7%	0

Enquiries = GA4 key events. All channels show 0 because no enquiry event is set up, not because nobody asked.

WHY CLICKS AND VISITS DIFFER

Search Console counted **196** Google clicks; Analytics counted **246** visits from Google. Analytics starts a new visit after 30 minutes of inactivity and only counts people who load the tracking tag, so the two numbers never match exactly.

JOURNEY PER LANDING PAGE

Home page and /seo-report bring most clicks

Each row follows one page from Google to the visit. The first four columns come from Search Console, the next three from Analytics. The enquiry column stays empty until enquiry tracking is set up.

LANDING PAGE	IMPR.	CLICKS	CTR	POS.	VISITS*	ENGAGED	ENG. RATE	ENQUIRIES
/	67,278	**57** ▲ 185%	0.08%	32.7	296	172	58.1%	–
/seo-report	79,392	**31** ▼ 6.1%	0.04%	25.2	43	34	79.1%	–
/open-source	3,845	**25** ▲ 38.9%	0.65%	13.0	33	18	54.5%	–
/free-seo-analysis-report	4,396	**21** new	0.48%	20.2	18	13	72.2%	–
/pdf/technical-seo-audit-sample-report.pdf	4,419	**13** 0%	0.29%	55.1	PDF: not tracked by GA4			–
/white-label	46,692	**9** 0%	0.02%	32.0	18	13	72.2%	–
/branded-seo-tools	2,049	**9** ▼ 52.6%	0.44%	8.9	5	3	60.0%	–
/report/free-seo-audit-report-in-pdf-format	7,100	**6** ▼ 57.1%	0.08%	40.8	21	12	57.1%	–
/keyword-tracker	15,610	**3** ▲ 200%	0.02%	39.8	8	2	25.0%	–
/seo-tools/embed-seo-audit-widget-on-website	598	**3** ▲ 50%	0.50%	11.2	6	4	66.7%	–

+ 16 more pages with clicks in the app. Under each click count: change vs September (“new” = no clicks in September).
* Visits and engagement are for **all** visits that started on the page (any source); Analytics is not yet asked for organic-only visits per page. Engaged = visits × engagement rate. PDF files cannot run the Analytics tag.

WHAT THIS SHOWS

/seo-report holds visitors best (**79.1%** engaged) but turns only **0.04%** of its **79,392** impressions into clicks. Better rankings and a sharper title there would pay off most.

WHERE THE JOURNEY LEAKS

Big pages are seen, but rarely clicked

Four pages were shown more than 10,000 times and almost nobody clicked. Pages that do get clicked mostly hold visitors well. Two of the busiest pages on the site get no search traffic at all.

Seen, not clicked

Leak 1

10,000+ impressions, click rate under 0.1%. Mostly ranked on page 3–4.

PAGE	IMPR.	CTR	POS.
/seo-report	79,392	0.04%	25.2
/	67,278	0.08%	32.7
/white-label	46,692	0.02%	32.0
/on-page-seo-tools	17,021	0.01%	33.7

Clicked and stayed

Works

Engagement 70% or more (10+ visits). Send more search traffic here.

PAGE	CLICKS	VISITS*	ENG.
/seo-report	31	43	79.1%
/website-audit-tool	2	12	75.0%
/free-seo-analysis-report	21	18	72.2%
/white-label	9	18	72.2%

Clicked, then left

Leak 2

Engagement under 40% (5+ visits): the page does not match what the search promised.

PAGE	CLICKS	VISITS*	ENG.
/compare	1	7	14.3%
/on-page-seo-tools	1	7	14.3%
/report/start-white-label-seo-reporting-service	1	5	20.0%
/keyword-tracker	3	8	25.0%

Visited, but not from Google

No search

10+ visits and no search clicks. These pages sit late in the journey.

PAGE	VISITS*	ENG.	CLICKS
/pricing	43	44.2%	–
/contact-us	24	37.5%	0
/blog	20	45.0%	0
/audit-page	16	50.0%	–

* Visits = all visits that started on the page (any source). Not measurable: **/pdf/technical-seo-audit-sample-report.pdf** got **13** clicks, but a PDF cannot run the Analytics tag, so nothing after the click is known.

FIX FIRST

Rewrite the titles and descriptions of /seo-report and /white-label so they match the searches they appear for (“seo report generator”, “white label seo reports”), and improve /keyword-tracker so the visitors who do arrive stay.

JOURNEY PER SEARCH THEME

“SEO report” searches bring the most clicks

The top 100 searches, grouped by what people were looking for. Analytics never sees the search words, so the last column shows how well the theme’s main landing page holds visitors.

THEME	SEARCHES	IMPR.	CLICKS	CTR	POS.	MAIN LANDING PAGE	PAGE ENG.
SEO report generator	13	11,709	**25** 21 in Sep	0.21%	18.8	/seo-report	79.1%
SEO audit tool	9	8,236	**20** 3 in Sep	0.24%	29.8	/	58.1%
Your brand name	3	3,139	**20** 5 in Sep	0.64%	4.3	/	58.1%
PDF and sample reports	7	521	**11** 12 in Sep	2.1%	26.9	/pdf/technical-seo-audit-sample-report.pdf	PDF
Open source	6	1,937	**10** 10 in Sep	0.52%	13.7	/open-source	54.5%
SEO score and analysis	6	887	**6** 0 in Sep	0.68%	20.8	/free-seo-analysis-report	72.2%
White label	5	5,996	**4** 1 in Sep	0.07%	32.8	/white-label	72.2%
Other tools by name	3	665	**4** 13 in Sep	0.60%	6.8	/branded-seo-tools	60.0%
Rank and keyword tracking	2	31	**3** 0 in Sep	9.7%	25.5	/keyword-tracker	25.0%
Other	1	683	**1** 1 in Sep	0.15%	21.3	/lead-generation-tools	45.5%
Numbered tracker queries likely automated, ignore	45	904	**0** 0 in Sep	0.00%	32.7	/keyword-tracker	25.0%

Based on the top 100 searches, which hold **104** of **196** clicks and **34,708** of **282,223** impressions; Google hides rare searches. “in Sep” uses September’s top 100 searches. Page eng. = engagement rate of all visits to the main landing page.

CLOSE TO PAGE ONE

8 searches could bring up to 483 more clicks

These searches rank 8 to 20, around the bottom of page one. Moving them up is the fastest way to more visits, and most land on pages that hold visitors well.

SEARCH AND LANDING PAGE	POS.	IMPR.	CLICKS	EXTRA CLICKS*	PAGE ENG.
seo report generator /seo-report/	16.0	2,316	3	**+182**	79.1%
open source seo software /open-source/	13.0	1,121	1	**+88**	54.5%
seo report generator tool /seo-report/	11.3	839	1	**+66**	79.1%
open source seo tools /open-source/	15.4	657	3	**+49**	54.5%
seo audit company /	9.9	393	1	**+30**	58.1%
seo report generator free /seo-report/	18.6	358	4	**+24**	79.1%
seo audit report generator /white-label/	17.2	314	1	**+24**	72.2%
seo score checker /seo-score/	19.3	268	1	**+20**	33.3%

* Extra clicks a month if the search reached an 8% click rate: impressions × (8% − current click rate). An estimate, not a promise. Page eng. = engagement rate of all visits to that page.

“seo audit software” ranks 3.6 but few people click

Low click rate

Shown **2,636** times, clicked **18** times (0.68%). A result at this position usually gets about **8%**.

1. Search it in Google and look at what shows above and around your result (ads, other tools, a features box).
2. Rewrite the home page title and description so they say clearly what the user gets, then check again in Search Console after 4 weeks.

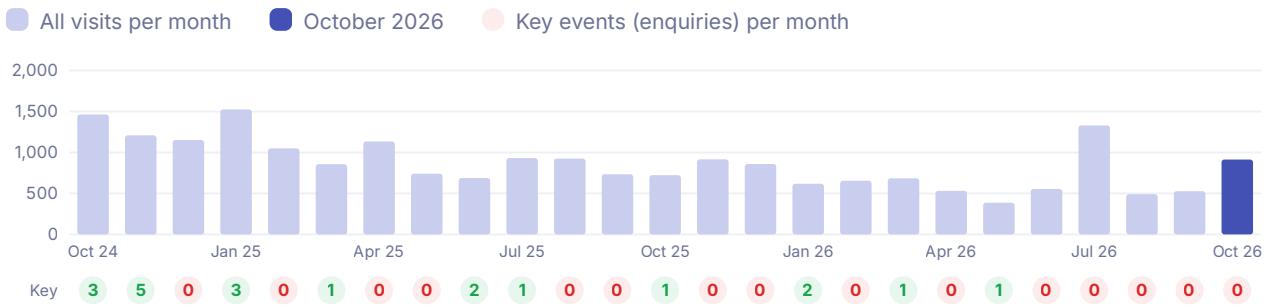
DO NEXT

Start with “seo report generator” and “seo report generator tool”: both go to /seo-report, the page with the best engagement (**79.1%**). Add a section that answers the search directly.

STEP 5 · ENQUIRED

0 enquiries, because none are tracked

Google Analytics counts an enquiry only when a “key event” fires, for example when the contact form is sent. It recorded **20** key events in 25 months, none since **May 2026**. People do reach the contact page; their messages are not counted.



KEY EVENTS, OCTOBER

0

5 months in a row at 0

OPENED THE CONTACT PAGE

38

visitors (GA4 page users)

STARTED ON /CONTACT-US

24

visits, 37.5% engaged

Set up enquiry tracking in Google Analytics

Action no. 1

Without it, no report can say which searches, pages or channels bring customers, and Google cannot optimise for them.

1. In Google Tag Manager, add a GA4 event **generate_lead** that fires on the contact form’s “thank you” message. Do the same for chat and sign-up.
2. In GA4 → Admin → Data display → Events, switch on “Mark as key event” once the events appear (up to 24 hours).
3. Send one test enquiry and check it in GA4 → Reports → Realtime.

Tracking health: 5 of 6 checks pass

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

WHAT TO DO NEXT

Five steps, starting with tracking

Ordered by impact. The first step does not bring visits, but it makes every other step measurable in next month's report.

1 **Set up enquiry tracking (key events)**
Contact form, chat and sign-up as GA4 key events. Today every channel shows 0 enquiries. — Measurement

2 **Win clicks on /seo-report and /white-label**
126,084 impressions, **40** clicks. Rewrite titles and descriptions for "seo report generator" and "white label seo reports". — Clicks

3 **Push the 8 searches ranking 8–20**
Up to **483** extra clicks a month (estimate). Start with "seo report generator". — Rankings

4 **Fix pages where visitors leave**
/compare (14.3%), /on-page-seo-tools (14.3%), /report/start-white-label-seo-reporting-service (20.0%) engagement. Make the first screen match the search. — Engagement

5 **Tag links so "Direct" shrinks**
Direct is **60.8%** of visits. Add UTM tags to emails, the Business Profile and partner links. — Data quality

How this report is made

Sources. Google Search Console (impressions, clicks, positions; property https://seoaudit.software/) and Google Analytics 4 (visits, engagement, key events; properties/282986706). Period October 2026, compared with September 2026 and October 2025.

Joining pages. Both tools are matched on the page path: the domain, query string and trailing slash are removed, so https://seoaudit.software/seo-report/ and /seo-report are one page. Search Console rows that become the same path are added together.

Limits. Search Console hides rare searches; Analytics never sees search words. Per-page visits count every source. Enquiries are GA4 key events, so they stay at 0 until tracking is set up.

NEXT REPORT

Once key events run, this report fills its last column: enquiries per landing page and per search theme, and the enquiry rate of visitors from Google.