YOUR MONTH IN 30 SECONDS · OCTOBER 2026

Google clicks up 45.2%, visits up 68.6%

196 clicks from Google and **914** visits, both well above September. Enquiries cannot be counted yet: none recorded since May 2026.

CLICKS FROM GOOGLE
196
▲ **45.2%** vs Sep (135)
From Google Search

SEEN IN GOOGLE
282,223
▲ **6.3%** vs Sep (265,444)
Average position **27.8** (Sep 22.8)

WEBSITE VISITS
914
▲ **68.6%** vs Sep (542)
251 from Google search (Sep 203)

ENQUIRIES
Not tracked
– 0 key events in GA4
Audit-form leads: **6** (Sep 0)

GOOGLE PROFILE ACTIONS
38
▲ **8.6%** vs Sep (35)
35 directions · **3** website · **0** calls

KEYWORDS ON PAGE ONE
4 of 64
– first month tracked
#1 for "seo audit software"

CLICKS FROM GOOGLE PER DAY
October **196** September **135**

Best day **22** on 31 Oct; the last six days brought **91**, almost half.



3 WINS

- **Clicks up 45.2%**
  196 clicks from Google, up from 135.
- **Google visits up**
  251 visits (▲ 23.6%), **64.9%** engaged.
- **#1 on Google**
  for "seo audit software" (United States).

3 ISSUES

- **Enquiries not tracked**
  0 key events in 5 months: a tracking gap.
- **Few clicks per view**
  0.07% click rate; average position 22.8 → 27.8.
- **40 keywords not ranked**
  Not in the top 50, of 64; **8** sit on page two.

3 NEXT ACTIONS

1. **Track enquiries** THIS WEEK
   Mark sign-ups and contact forms as key events in GA4.
2. **New home title** THIS WEEK
   "seo audit software" is at position **3.6** but gets **0.68%** clicks (~8% usual).
3. **Page one push** THIS MONTH
   "seo report generator" at position **16.0**: up to **182** more clicks.

Prepared for **SEO Software** by **SEO Audit Software** · 1–31 Oct 2026 vs September · Data: Google Search Console, Google Analytics 4, Google Business Profile, rank check of 25 Oct 2026.