WEEKLY PULSE · WEEK 43

How did your website do this week?

seoaudit.software

19 October – 25 October 2026 · compared with 12–18 Oct

SEARCH CLICKS	WEBSITE VISITS	PROFILE ACTIONS	ON PAGE ONE
33	**293**	**12**	**14**
▲ 17.9%	▲ 98.0%	▼ 25.0%	▲ 10 keywords
Last week: 28	Last week: 148	Last week: 16	25 Oct: 4 · 2 Nov: 14

Alerts this week

- ✓ Website visits nearly doubled: **293** against 148 (▲ 98.0%). Wed 21 Oct alone brought 87, more than twice the daily median of 39.
- ✓ Keywords on Google's page one went from **4** to **14** between the rank checks of 25 Oct and 2 Nov.
- ! Average Google position slipped from 26.6 to **30.7**, while impressions rose 51.5%. The site is showing for more searches, mostly lower down.
- ! Business Profile actions fell from 16 to **12** (▼ 25.0%): direction requests 15 → 11.
- ! **3** keywords left Google's top 50 on both devices (see page 3).
- × Enquiries are not tracked: **0** key events in Google Analytics in both weeks, while the app logged 6 form leads in October.

PREPARED FOR
SEO Software
seoaudit.software

PREPARED BY
SEO Audit Software
seoaudit.software

SOURCES
Search Console, Analytics, Business Profile, rank tracker
Mon–Sun weeks, daily totals

GOOGLE SEARCH · WEBSITE VISITS

Visits nearly doubled, search clicks up 17.9%

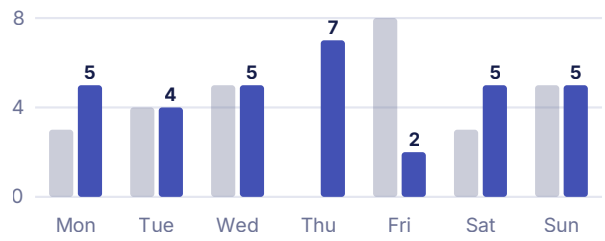
Google showed the site **82,056** times, 51.5% more than last week, but lower down the results, so clicks grew less.

CLICKS	IMPRESSIONS	AVG POSITION	CLICK RATE
33	**82,056**	**30.7**	**0.04%**
▲ 17.9%	▲ 51.5%	▼ 4.1 places	▼ 0.01 pts
Last week: 28	Last week: 54,155	Last week: 26.6	Last week: 0.05%

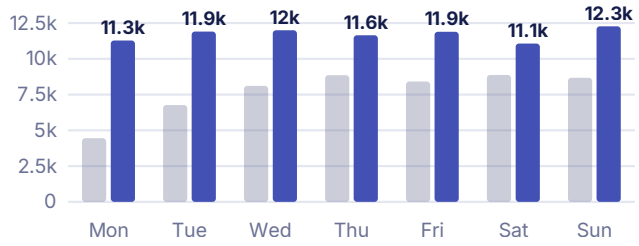
Search, day by day

This week · 19–25 Oct Last week · 12–18 Oct

CLICKS



IMPRESSIONS



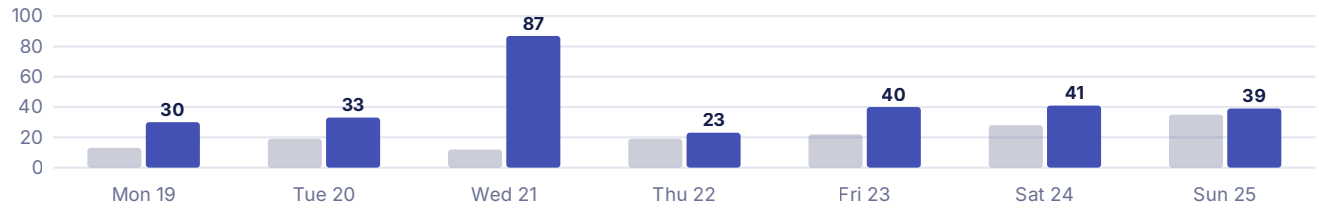
Top searches and pages this week

Coming soon

Google's daily totals do not say which searches or pages brought the clicks. The biggest gainers and losers will show here once the weekly breakdown is switched on.

Website visits, day by day

This week Last week



VISITS	VISITS PER DAY	ENGAGEMENT RATE	ENQUIRIES
293	**41.9**	**45.0%**	**Not tracked**
▲ 98.0%	Last week: 21.1	October average	0 key events in both weeks
Last week: 148	Best: Wed 21 Oct		

BUSINESS PROFILE · RANKINGS · NEXT WEEK

Page-one keywords jumped from 4 to 14

More profile views but fewer profile actions, and most tracked keywords moved up.

Google Business Profile

Action rate = (calls + directions + website + messages) ÷ views

	VIEWS	SEARCH	MAPS	DIRECTIONS	WEBSITE	CALLS	ACTION RATE
This week	**37**	24	13	11	1	0	32.4%
Last week	30	14	16	15	1	0	53.3%
Change	▲ 23.3%	▲ 71.4%	▼ 18.8%	▼ 26.7%	no change	–	▼ 20.9 pts

Rank changes

Last two checks: **25 Oct → 2 Nov** · 60 tracked rows

ON PAGE ONE	IN THE TOP 3	IN THE TOP 50	AVG POSITION
14	**7**	**35**	**16.1**
▲ from 4	▲ from 1	▲ from 23	▲ from 20.6

New on page one · 10 rows, 9 keywords (two positions = desktop and mobile check)

white label seo reports #1 · seo audit software #1 · generate pdf seo reports #1 · website seo audit software #3 · seo site audit software #4 · + 4 more in the app

Left the top 50 on both devices: “how to create seo report”, “white label seo audit” and “create seo reports”.

Three things to do next week

1. **Track enquiries in Google Analytics**
   Mark the contact and sign-up form submissions as key events (GA4 › Admin › Events). The app logged 6 form leads in October; Analytics counted 0.

2. **Win back the 3 keywords that dropped out**
   They last ranked with /seo-report/, /white-label/ and /report/what-is-white-label-seo-audit-reporting-software/. Check that those titles and headings still use the words.

3. **Push page-two keywords onto page one**
   10 rows rank at 11–20, led by “seo report tool” #11, “online seo report” #12 and “seo software reports” #12. 5 of them point to /seo-report/: add a section that answers these searches.