MONTHLY SEO REPORT

How did the website do in October?

seoaudit.software

1–31 October 2026 · compared with 1–30 September 2026

CLICKS FROM GOOGLE	WEBSITE VISITS	LEADS
196	**914**	**6**
▲ 45.2% vs Sep	▲ 68.6% vs Sep	none in Sep

Google showed the site **282,223** times. **64** tracked keywords, **236** Business Profile views and a site health score of **82** complete the picture.

PREPARED FOR

SEO Software
seoaudit.software

PREPARED BY

SEO Audit Software
seoaudit.software

DATA SOURCES

Search Console, Analytics, Business Profile
plus rank tracking, site audit and website leads

EXECUTIVE SUMMARY

Organic clicks grew 45% to 196

The six numbers that matter, compared with September and with October last year. No alerts were raised this month.

ORGANIC CLICKS
196
▲ 45.2% vs Sep
▼ 19.7% vs Oct 2025 (244)

IMPRESSIONS
282,223
▲ 6.3% vs Sep
▼ 20.7% vs Oct 2025 (355,878)

AVERAGE POSITION
27.8
▼ 5.0 from 22.8
▲ 26.6 vs Oct 2025 (54.4)

LEADS
6
– Sep: 0
all from the contact form

WEBSITE VISITS
914
▲ 68.6% vs Sep
▲ 26.6% vs Oct 2025 (722)

SITE HEALTH
82 / 100
– no earlier score to compare
latest audit 1 Nov 2026

SUMMARY · WRITTEN FROM THIS REPORT'S NUMBERS

Google sent 196 clicks to seoaudit.software in October, 45% more than September, from 282,223 appearances. Visits rose 69% to 914 and 6 leads came in through the contact form. The average position slipped from 22.8 to 27.8, and Analytics has recorded no enquiry since May 2026.

Wins

- ✓ Organic clicks up 45%, to 196
- ✓ Website visits up 69%, to 914
- ✓ Business Profile views up 56%, to 236

Issues

- ! Average position slipped from 22.8 to 27.8
- ! Enquiries not tracked in Analytics since May 2026
- ! Clicks 19.7% below October 2025

Next steps

1. Push “seo report generator” (position 16.0) onto page one
2. Rewrite the title for “seo audit software” (CTR 0.68% at position 3.6)
3. Fix “Fully Loaded Time” on https://seoaudit.agency

SEARCH VISIBILITY AT A GLANCE

Google sent 196 clicks, 45% more than September

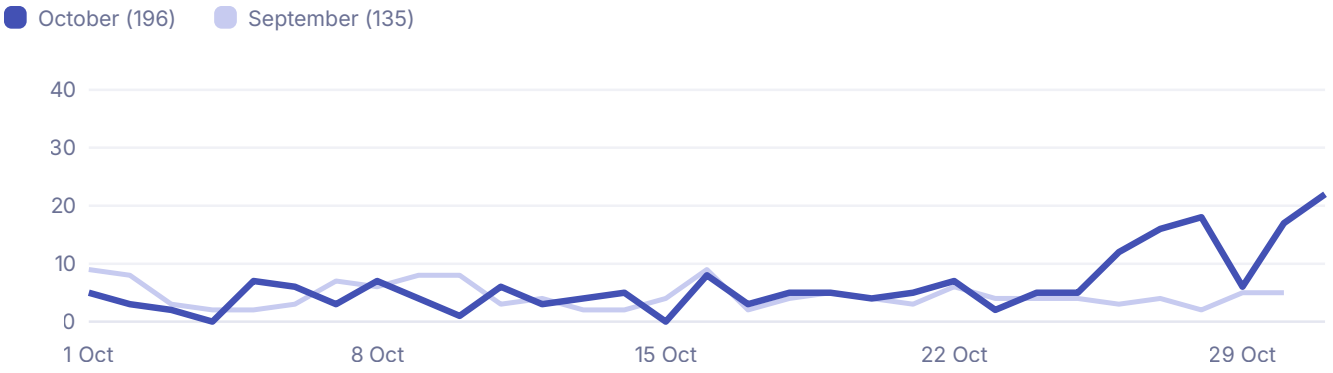
Clicks per day this month against last month, and the 10 searches that showed the site most often.

ORGANIC CLICKS
196
▲ 45.2% vs Sep (135)

ORGANIC VISITS (ANALYTICS)
251
27.5% of all 914 visits

LEADS FROM ORGANIC
Not tracked
Analytics records no enquiry event

Clicks per day



Top 10 searches by impressions

SEARCH	PAGE	IMPRESSIONS	CLICKS	CTR	POSITION
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
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
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

LEADS AND ACTIONS

6 leads this month, all from the contact form

Leads recorded by the website tools and calls from the Business Profile. September had 0, so there is no percentage change yet.

Leads by source

Contact form	6
Audit widget	0
AI chatbot	not connected
Calls from Business Profile	0

Top converting pages

Analytics records no key events, so pages cannot be ranked by leads yet. Most visited landing pages:

/	296 visits
/pricing	43 visits
/seo-report	43 visits

Five priority actions for next month

1 Set up enquiry tracking in Analytics — Tracking

The contact form brought 6 leads, but Analytics counted 0 key events. Mark form sends, calls and chats as key events so every report shows where leads come from.

2 Push “seo report generator” (position 16.0) onto page one — Search

It has 2,316 impressions on page two; page one could bring about 182 more clicks a month.

3 Rewrite the title for “seo audit software” (CTR 0.68% at position 3.6) — Search

It ranks in the top 5 but gets 18 clicks from 2,636 impressions. A clearer title and description earn more clicks.

4 Fix “Fully Loaded Time” on https://seoaudit.agency — Site health

Compress images, defer scripts, cache pages and remove unused plugins or widgets.

5 Win back clicks on /branded-seo-tools/ — Search

It fell from 19 to 9 clicks. Check the position of “brandseotools” and refresh the page.

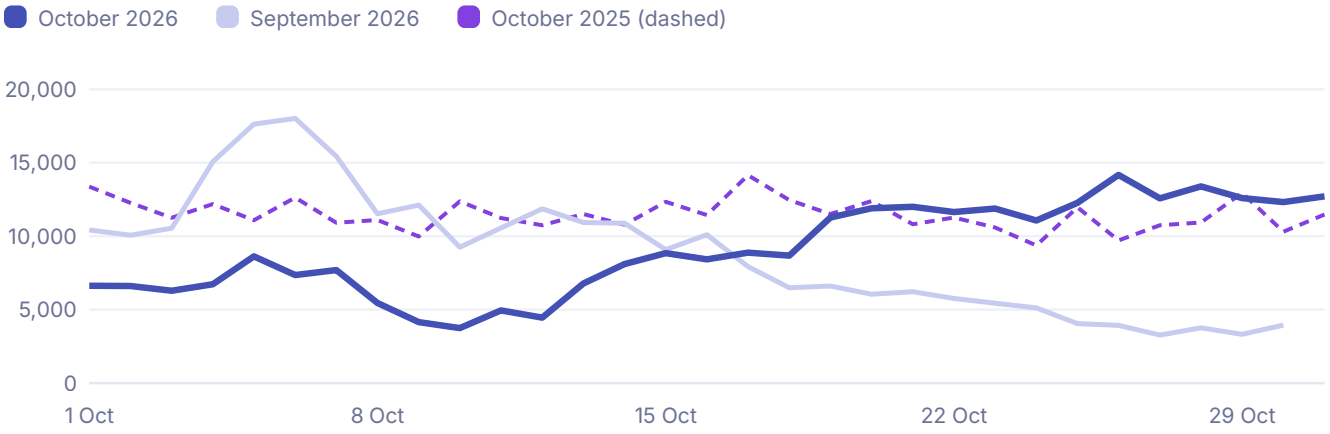
SEARCH CONSOLE PERFORMANCE

Seen 6% more often, clicked 45% more often

October against September and against October last year. Position is an average over every search the site appeared for: a lower number is better.

	OCT 2025	SEP 2026	OCT 2026	VS SEP	VS LAST YEAR
Clicks	244	135	**196**	▲ 45.2%	▼ 19.7%
Impressions	355,878	265,444	**282,223**	▲ 6.3%	▼ 20.7%
Click rate (CTR)	0.07%	0.05%	**0.07%**	▲ 0.02 pts	0 pts
Average position	54.4	22.8	**27.8**	▼ 5.0	▲ 26.6

Impressions per day



Brand and non-brand clicks

Without the brand name **176** · With it **20** (10.2%)

Searches without the name are new people finding the site.

Impressions by device

Desktop **84%** · Mobile **15%** · Tablet **1%**

Share of impressions by device type.

TOP KEYWORDS BY IMPRESSIONS

“seo report” showed the site most often: 4,898 times

The 25 searches with the most impressions this month, with the change since September.

SEARCH	IMPR.	CHANGE	CLICKS	CTR	POSITION	POS. CHANGE
seo report	4,898	–	6	0.12%	20.3	–
seo audit	3,357	–	7	0.21%	24.5	–
seo audit software	2,636	▲ 2.1%	18	0.68%	3.6	▼ 0.3
seo report tool	2,628	–	1	0.04%	20.9	–
white label seo reports	2,535	–	1	0.04%	32.2	–
seo report generator	2,316	▼ 27.6%	3	0.13%	16.0	▲ 1.5
seo audit tool	2,129	–	3	0.14%	37.9	–
white label seo software	1,818	–	1	0.06%	41.1	–
white label seo audit	1,602	–	1	0.06%	24.0	–
open source seo software	1,121	–	1	0.09%	13.0	–
seo report generator tool	839	–	1	0.12%	11.3	–
seo site audit	736	–	1	0.14%	36.7	–
seo lead generation tool	683	–	1	0.15%	21.3	–
website audit software	658	–	1	0.15%	27.1	–
open source seo tools	657	▼ 45.7%	3	0.46%	15.4	▼ 2.7
brandseotools	563	▼ 18.2%	2	0.36%	5.8	▲ 1.5
seo score	477	–	1	0.21%	23.4	–
website seo audit	475	–	1	0.21%	35.5	–
website seo audit software	462	–	1	0.22%	7.0	–
seo audit company	393	–	1	0.25%	9.9	–
seo audit tool free	363	–	2	0.55%	36.6	–
seo report generator free	358	▼ 16.7%	4	1.12%	18.6	▼ 3.3
seo audit report generator	314	▲ 31.4%	1	0.32%	17.2	▲ 25.7
seo score checker	268	–	1	0.37%	19.3	–
seo pdf branded reports	199	–	4	2.01%	7.6	–

“–” = the search was not in September's top 100, so there is nothing to compare with. Position change: ▲ = moved up.

KEYWORD OPPORTUNITIES

8 searches sit just off page one

Quick wins already rank in positions 8–20 and get real demand. Moving them onto page one is usually faster than starting new pages.

Quick wins

SEARCH · PAGE	POSITION	IMPRESSIONS	CLICKS	CTR	EXTRA CLICKS
seo report generator /seo-report/	16.0	2,316	3	0.13%	+182
open source seo software /open-source/	13.0	1,121	1	0.09%	+88
seo report generator tool /seo-report/	11.3	839	1	0.12%	+66
open source seo tools /open-source/	15.4	657	3	0.46%	+49
seo audit company /	9.9	393	1	0.25%	+30
seo report generator free /seo-report/	18.6	358	4	1.12%	+24
seo audit report generator /white-label/	17.2	314	1	0.32%	+24
seo score checker /seo-score/	19.3	268	1	0.37%	+20

Extra clicks = impressions × (8% − current CTR): what the search could bring each month on page one.

Good position, few clicks

SEARCH · PAGE	POSITION	IMPRESSIONS	CTR	EXPECTED
seo audit software / · Suggested: start the title with “seo audit software”, then the main benefit	3.6	2,636	0.68%	8%

WHAT THIS MEANS

Together the 8 quick wins could add about **483** clicks a month. Start with “seo report generator” on /seo-report/: position 16.0, 2,316 impressions, about 182 extra clicks.

PAGES FROM SEARCH

The home page led the growth: 20 → 57 clicks

The pages that got the most clicks from Google, and the biggest gains and losses since September.

PAGE	TOP SEARCH	CLICKS	VS SEP	POSITION
/	seo audit	57	▲ 37	32.7
/seo-report/	seo report	31	▼ 2	25.2
/open-source/	open source seo software	25	▲ 7	13.0
/free-seo-analysis-report/	seo analysis report	21	new	20.2
/pdf/technical-seo-audit-sample-report.pdf	seo report template pdf	13	0	55.1
/branded-seo-tools/	brandseotools	9	▼ 10	8.9
/white-label/	white label seo reports	9	0	32.0
/report/free-seo-audit-report-in-pdf-format/	free seo audit report pdf	6	▼ 8	40.8
/keyword-tracker/	12578: real time keywords ranking	3	▲ 2	39.8
/seo-tools/embed-seo-audit-widget-on-website/	not shared	3	▲ 1	11.2

+ 5 more pages with clicks in the app. “new” = no clicks in September.

Biggest gainers

▲ /	20 → 57
▲ /free-seo-analysis-report/	0 → 21
▲ /open-source/	18 → 25
▲ /keyword-tracker/	1 → 3
▲ /lead-generation-tools/	0 → 2

Biggest losers

▼ /branded-seo-tools/	19 → 9
▼ /report/free-seo-audit-report-in-pdf-format/	14 → 6
▼ /on-page-seo-tools/	5 → 1
▼ /seo-report/	33 → 31
▼ /seo-site-checkup-alternative/	2 → 1

TRAFFIC AND ACQUISITION · GOOGLE ANALYTICS

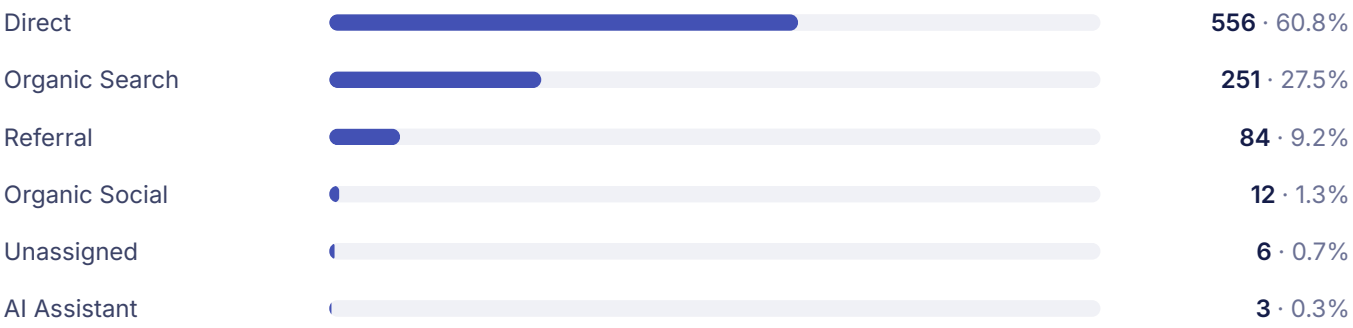
914 visits, 69% more than September

All website visits, not only from Google search: where people came from and the pages they landed on.

VISITS	PEOPLE	NEW PEOPLE	ENGAGED VISITS
914	685	671	45.0%
▲ 68.6% vs 542	▲ 53.6% vs 446	98% of all people	▼ 0.8 pts vs 45.8%

Engaged visit = stayed 10 seconds or more, viewed 2 pages or more, or completed a key event.

Visits by channel



Top landing pages

LANDING PAGE	VISITS	SHARE
/	296	32.4%
/pricing	43	4.7%
/seo-report	43	4.7%
(not set)	34	3.7%
/open-source	33	3.6%
/contact-us	24	2.6%

WHAT THIS MEANS

61% of visits are “Direct”: typed addresses, bookmarks and links without tracking tags. Tagging links in emails and ads would show where these people really come from. “(not set)” means Analytics could not tell the first page of the visit.

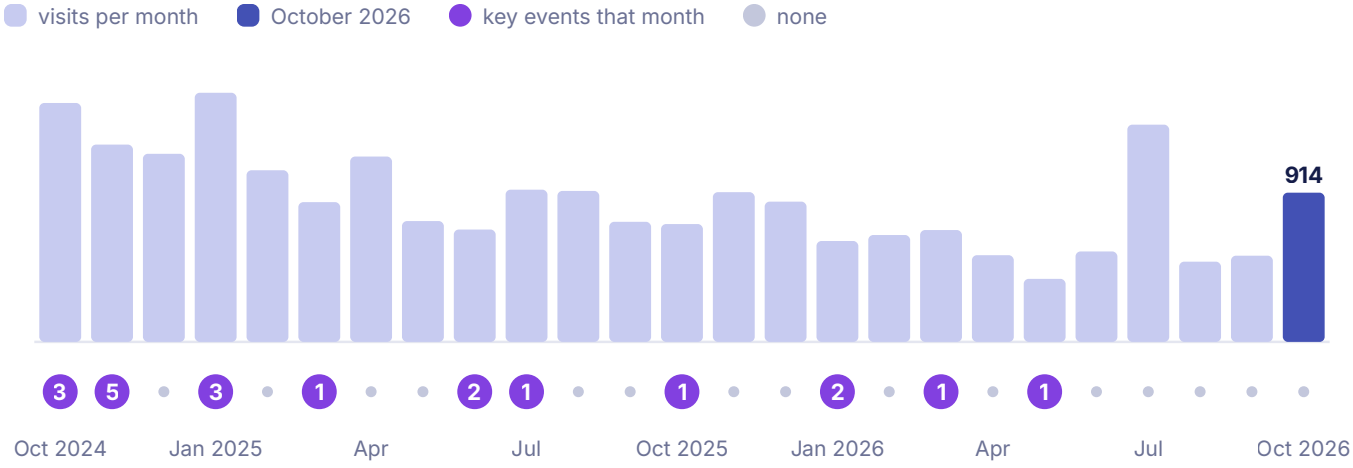
LEADS AND CONVERSIONS · GOOGLE ANALYTICS

Analytics measures no enquiries yet

Analytics counted **0 key events** in October. That means enquiries are **not tracked**, not that nobody asked: the contact form alone brought **6** leads this month.

KEY EVENTS (ENQUIRIES)	CONVERSION RATE	LAST KEY EVENT
Not tracked	–	May 2026
0 recorded in October	needs key events first	5 months without one

Visits per month and key events



20 key events in the last 25 months; none since May 2026. Visits kept coming, so the tracking stopped, not the interest.

Set up enquiry tracking

Tracking

Without key events this report cannot show which channels, pages and searches bring leads, or a conversion rate.

1. In Google Analytics, open Admin → Events and check that the contact form, phone clicks and chat start still send an event.
2. Mark those events as key events (Admin → Key events).
3. Send one test enquiry and confirm it appears in Realtime within a few minutes.

GOOGLE BUSINESS PROFILE

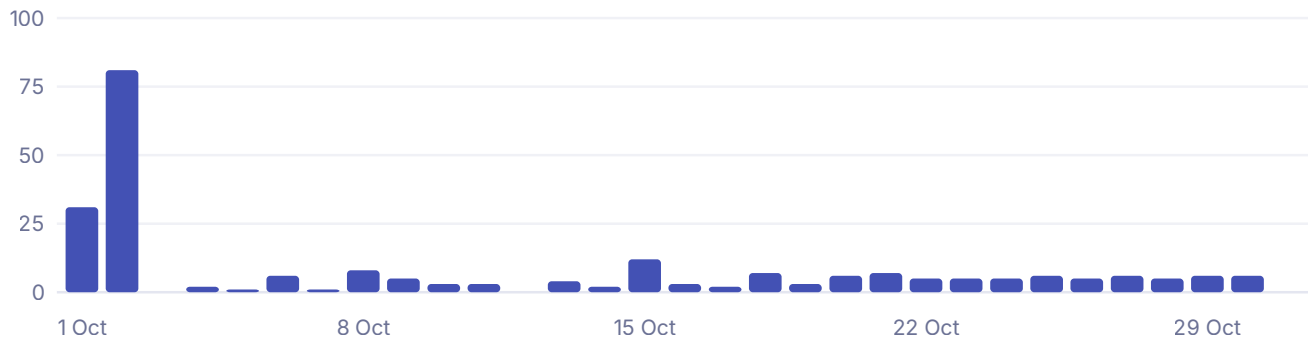
236 profile views, up 56%

How often the profile was seen on Google Search and Maps, and what people did from it.

VIEWS ON MAPS	VIEWS ON SEARCH	DIRECTION REQUESTS	WEBSITE CLICKS
169	67	35	3
▲ 79.8% Sep: 94	▲ 17.5% Sep: 57	▲ 6.1% Sep: 33	▲ 50.0% Sep: 2

CALLS	MESSAGES	BOOKINGS	RATING
0	0	0	Not available
– Sep: 0	– Sep: 0	– Sep: 0	see below

Profile views per day



Busiest day: 2 Oct 2026 with 81 views. Half of the days had 5 views or fewer.

No search terms for October

Google shares the searches that found the profile once a month, and only above a privacy threshold. Latest terms shared (September):

- local search audits fewer than 15
- local seo audit services fewer than 15
- seo fewer than 15
- seo software fewer than 15

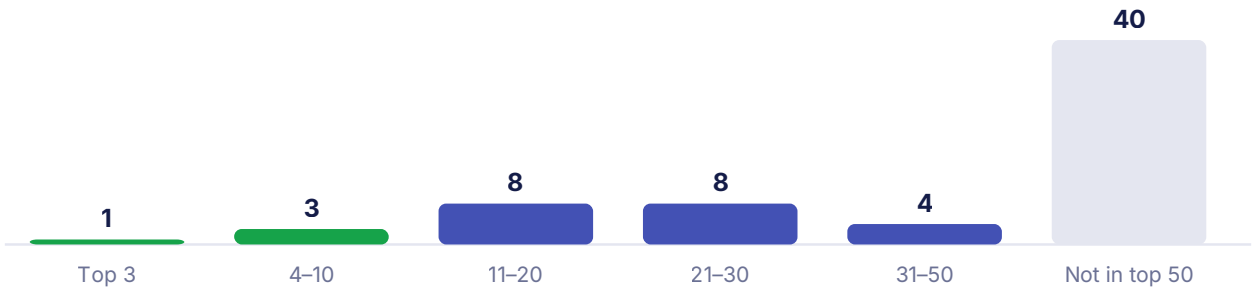
Reviews could not be read

Google did not return the rating and reviews for this profile, so they are left out rather than shown as 0. Ask the agency to check the Business Profile reviews access.

RANK TRACKING

4 of 64 tracked keywords are on page one

24 keywords rank in Google's top 50; **40** are not in the top 50 yet. This is the first period with a rank check, so there are no movers to compare yet.



BEST POSITION

#1

"seo audit software"

PAGE TWO (11–20)

8

closest to page one

MOVED UP / DOWN

–

no check in the previous period

Best positions

KEYWORD	POSITION	CHANGE	RANKING PAGE
seo audit software	1	–	/ (home page)
seo audit report software	8	–	app.seoaudit.software/audit-page
white label seo report	8	–	/report/what-is-white-label-seo-audit-reporting-software/
seo reports software	8	–	/ (home page)
seo report tool	11	–	/ (home page)
seo report white label	13	–	/report/what-is-white-label-seo-audit-reporting-software/
open source seo software	14	–	/open-source/
website seo audit software	15	–	app.seoaudit.software/audit-page
website seo audit software	15	–	app.seoaudit.software/audit-page
white label seo audit	17	–	/white-label/

+ 14 more keywords in the top 50 in the app. Location: United States. A keyword can appear twice: once for desktop and once for mobile.

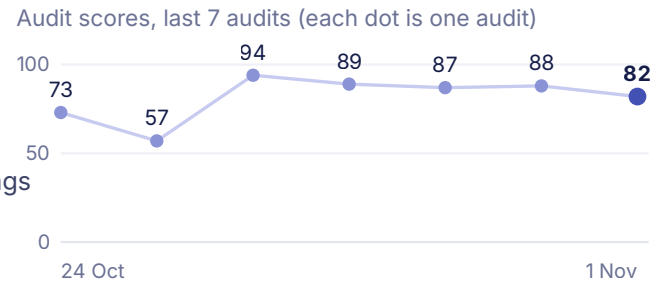
SITE HEALTH AND NEXT MONTH'S PLAN

Site health 82 out of 100

From the latest site audit: https://seoaudit.agency on 1 Nov 2026, with **5** problems and **8** warnings.

Good

5 problems, 8 warnings



Top issues to fix

LEVEL	ISSUE	HOW TO FIX
Problem	Fully Loaded Time	Compress images, defer scripts, cache pages and remove unused plugins or widgets.
Problem	Some H2 tags length is too long	Keep headings between 20 and 60 characters and move detail into the body text.
Problem	Some H3 tags length is too long	Keep headings between 20 and 60 characters and move detail into the body text.
Problem	Some internal links have been used more than 3 times	Link to each page once or twice per page, from the most relevant spot.
Problem	Some external links don't have discernible text	Give every link visible text, or an aria-label for icon links.

+ 8 more in the app (all warnings).

WEBSITES LINKING HERE
147
referring domains

BACKLINKS
781
100% follow links

AUTHORITY SCORE
259 / 1,000
DataForSEO rank

NEXT MONTH

Set up enquiry tracking, move “seo report generator” onto page one, rewrite the title for “seo audit software”, and fix the 5 audit problems, starting with “Fully Loaded Time”. The full list is on page 4.

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