QUARTERLY REVIEW · COMPLETE REPORT

What did the last three months bring?

seoaudit.software

August – October 2026 · compared with May – July 2026 and August – October 2025

Google sends more clicks and the site is technically healthier, but visits fell **14.9%** against the quarter before and Google Analytics recorded **0** enquiries, because enquiry tracking has not worked since **May 2026**.

WEBSITE VISITS	CLICKS · OCT	NEW LINKING SITES	SITE HEALTH
1,932	**196**	**58**	**80** /100
▼ 14.9% vs May – Jul 2026	▲ 45.2% vs Sep	43 look like spam	▲ from 53 first crawl

PREPARED FOR
SEO Software
seoaudit.software

PREPARED BY
SEO Audit Software
seoaudit.software

DATA
7 sources
Analytics, Search Console, Business Profile, rank tracker, backlinks, site crawl, page audits

EXECUTIVE SUMMARY

More Google clicks, fewer visits, no enquiries counted

The quarter in six numbers. Visits are compared with May – Jul 2026 and with Aug – Oct 2025. Search Console numbers are for October, the last month of the quarter (see page 25).

WEBSITE VISITS
1,932
▼ 14.9% quarter · ▼ 18.9% year

ENQUIRIES RECORDED
Not tracked
0 key events · last one May 2026

FORM LEADS · OCT
6
0 in September

GOOGLE CLICKS · OCT
196
▲ 45.2% vs Sep · ▼ 19.7% year

AVG GOOGLE POSITION · OCT
27.8
▼ 5 vs Sep · ▲ 26.6 year

SITE HEALTH
80 /100
▲ 27 since 24 Oct

3 wins

- Google clicks ▲ 45.2% in October (135 → 196).
- Crawl errors fell from 17 to 1; 3 issue types fully fixed.
- “seo audit software” ranks **#1** in Google.

3 issues

- No enquiries counted for 5 months: tracking is broken.
- Visits ▼ 14.9% vs the quarter before, ▼ 18.9% vs last year.
- 43 of 58 new linking sites look like spam.

3 next steps

- Repair enquiry tracking in Google Analytics.
- Disavow the 44 spam linking sites.
- Lift 8 searches from page two to page one.

IN ONE SENTENCE

Search is the bright spot: clicks are up and the average position is 26.6 places better than a year ago. The biggest gap is measurement: until enquiries are counted again, nobody can show which of these visits turn into customers. That is the first job for next quarter.

QUARTER SCORECARD

This quarter against the last one and last year

The first block covers the full three months. The second block uses the last month of the quarter, because only those months of Search Console, Business Profile and lead data were loaded for this report.

SUMMARY · WRITTEN FROM THIS REPORT'S NUMBERS, REVIEWED BY THE AGENCY

Over August – October 2026 the website had 1,932 visits, 14.9% fewer than in May – Jul 2026 and 18.9% fewer than a year ago. Google Analytics recorded 0 enquiries because tracking stopped working after May 2026. In October Google clicks rose to 196 from 135, and the site gained 58 new linking websites in the quarter, 43 of them spam.

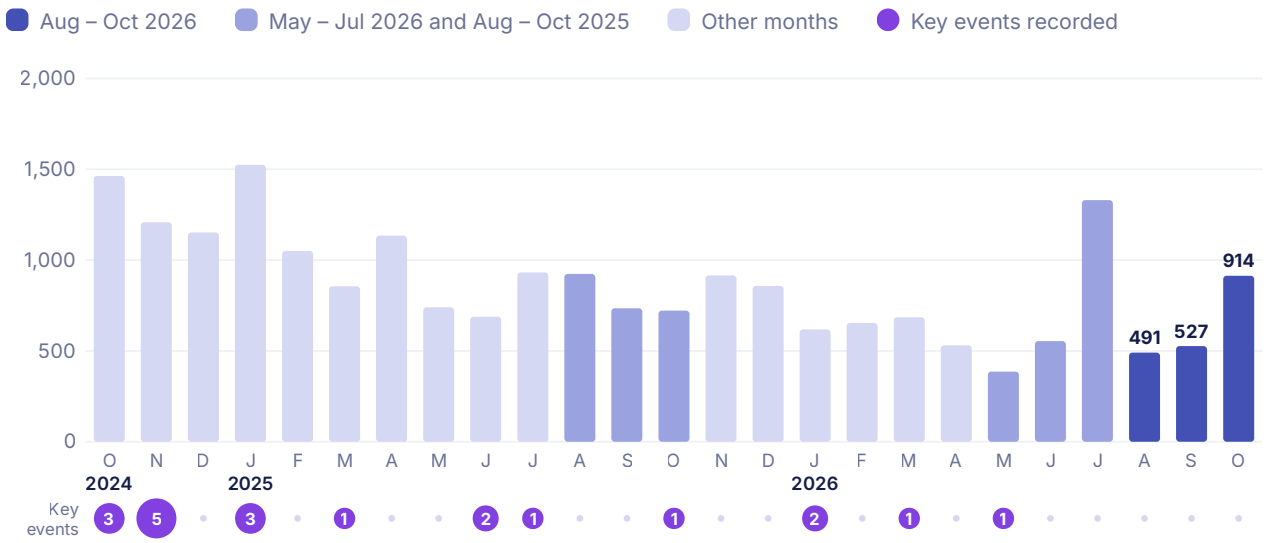
FULL QUARTER	AUG – OCT 2026	MAY – JUL 2026	CHANGE	AUG – OCT 2025	CHANGE
Website visits Google Analytics · sessions	**1,932**	2,270	▼ 15%	2,381	▼ 19%
Enquiries (key events) Google Analytics · tracking broken	**0**	1	▼ 100%	1	▼ 100%
New linking websites DataForSEO · first seen in the quarter	**58**	12	▲ 383%	10	▲ 480%
of which clean not flagged as spam	**15**	12	▲ 25%	10	▲ 50%
LAST MONTH OF THE QUARTER	**OCT 2026**	**SEP 2026**	**CHANGE**	**OCT 2025**	**CHANGE**
Google clicks Search Console · October	**196**	135	▲ 45%	244	▼ 20%
Google impressions times the site was shown	**282,223**	265,444	▲ 6%	355,878	▼ 21%
Average position lower is better	**27.8**	22.8	▼ 5	54.4	▲ 26.6
Business Profile views Search + Maps · October	**236**	151	▲ 56%	–	–
Profile actions calls, directions, website	**38**	35	▲ 9%	–	–
Form leads own lead forms · October	**6**	0	–	–	–

– = not available: Business Profile and lead data were not loaded for October 2025. Changes are in %, except average position (in places; ▲ green = moved up in Google).

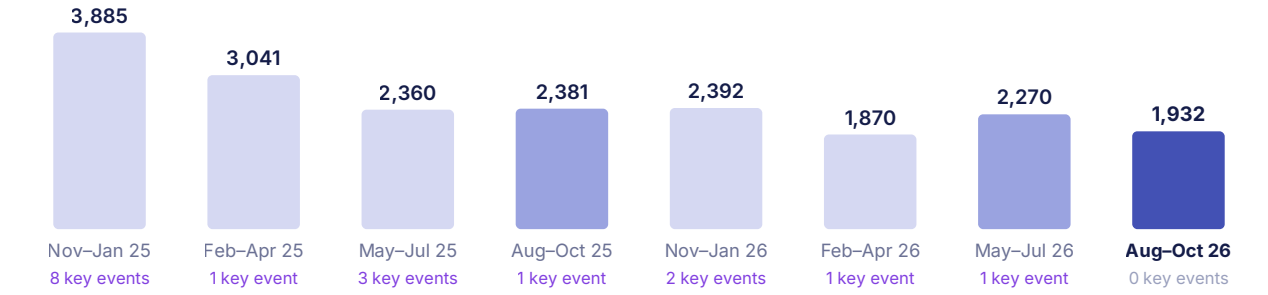
WEBSITE VISITS · TWO YEARS

Visits down 15% on the quarter, and no enquiries since May

Visits per month for the last 25 months (Google Analytics). Dark bars are this quarter, mid-blue bars the quarters it is compared with. Purple dots show the months with recorded enquiries (key events).



Visits per quarter · three-month blocks ending with each quarter's last month



WHAT THIS MEANS

The quarter before had an unusual July: 1,330 visits, the busiest month since January 2025. Without that peak this quarter would look stable; October alone brought 914 visits. Over 25 months Analytics counted only 20 enquiries, the last in May 2026.

THE QUARTER MONTH BY MONTH

October was the strongest month of the quarter

Each source, month by month. October beat September on visits (914 against 527), Google clicks, profile views and leads.

MEASURE	AUG 2026	SEP 2026	OCT 2026
Website visits Google Analytics	491	527	914
Enquiries (key events) Google Analytics	0	0	0
Google clicks Search Console	not loaded	135	196
Google impressions Search Console	not loaded	265,444	282,223
Average position Search Console	not loaded	22.8	27.8
Profile views Business Profile	not loaded	151	236
Profile actions Business Profile	not loaded	35	38
Form leads own lead forms	not loaded	0	6
New linking sites DataForSEO, clean + spam	19 (13 spam)	19 (16 spam)	20 (14 spam)

Why some August cells are empty

Search Console, Business Profile and lead numbers were exported for September and October only. In the app every month of the quarter is filled: Search Console with one `searchAnalytics.query` call with the dimension `date` over 1 Aug – 31 Oct, Business Profile with the daily metrics over the same range, leads from the lead table.

WHAT THIS MEANS

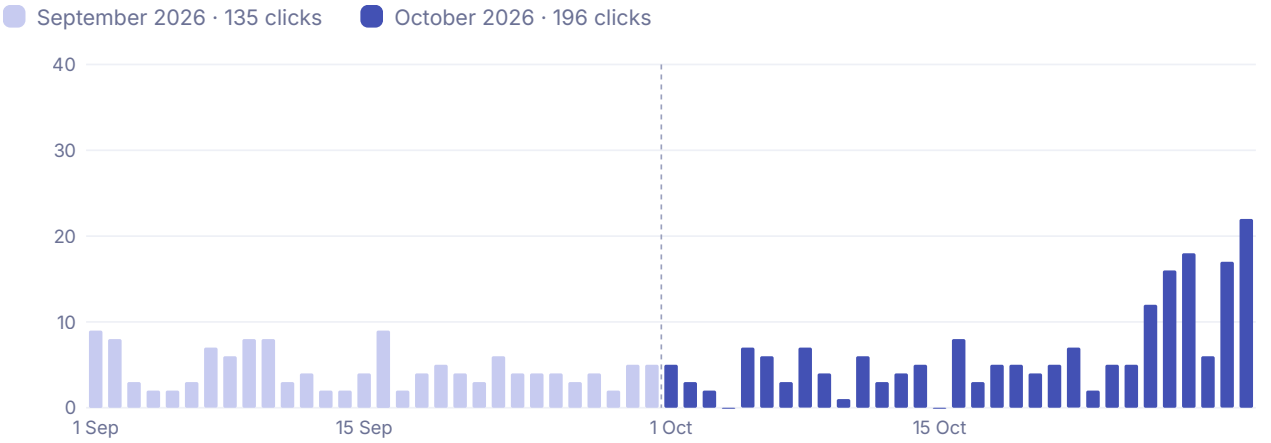
The trend inside the quarter is up: visits rose from 491 in August to 914 in October. New linking sites stayed high every month, but most of them look like spam (page 18).

GOOGLE SEARCH · SEARCH CONSOLE

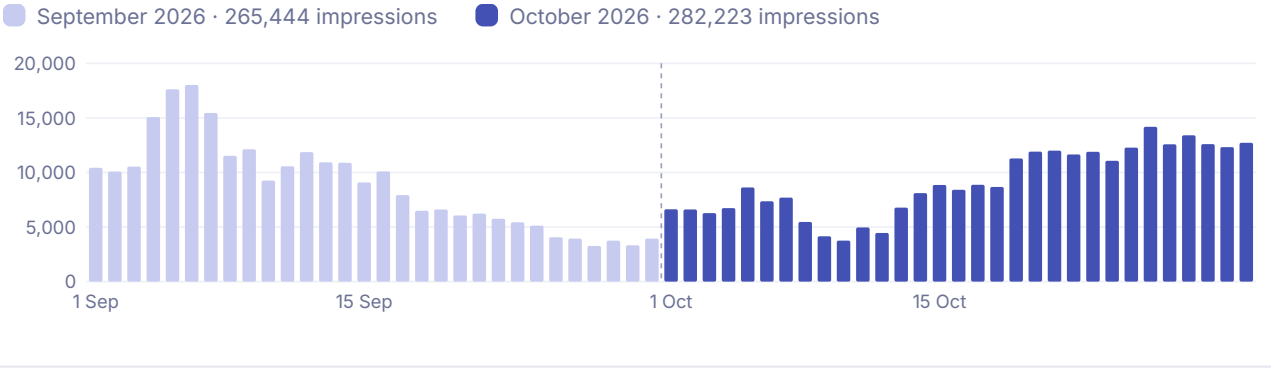
Clicks up 45% in October, position slipped

How often Google showed the site (impressions), how often people clicked, and the average position, for October 2026 against September and October 2025.

CLICKS	IMPRESSIONS	CLICK RATE (CTR)	AVERAGE POSITION
196	**282,223**	**0.07%**	**27.8**
▲ 45.2% vs Sep · ▼ 19.7% vs Oct 25	▲ 6.3% vs Sep · ▼ 20.7% vs Oct 25	Sep 0.05% · Oct 25 0.07%	▼ 5 vs Sep · ▲ 26.6 vs Oct 25



Clicks per day. August is not in this export; in the app the charts show all 3 months of the quarter.



WHAT THIS MEANS

More people clicked, even though the average position moved from 22.8 to 27.8. The site now shows for many broader searches far down the results, which pulls the average down. Against last year the position is much better (54.4 in October 2025), but clicks are still 20% lower.

TOP SEARCHES · OCTOBER 2026

“SEO report” searches show the site most often

The 10 searches that showed the site most often in October, with the change against September. Most sit on page two or three, so each step up brings more clicks.

SEARCH · PAGE SHOWN	IMPRESSIONS	VS SEP	CLICKS	POSITION	VS SEP
seo report /seo-report/	4,898	New	6	20.3	–
seo audit /	3,357	New	7	24.5	–
seo audit software /	2,636	▲ 2.1%	18	3.6	▼ 0.3
seo report tool /seo-report/	2,628	New	1	20.9	–
white label seo reports /white-label/	2,535	New	1	32.2	–
seo report generator /seo-report/	2,316	▼ 27.6%	3	16.0	▲ 1.5
seo audit tool /	2,129	New	3	37.9	–
white label seo software /white-label/	1,818	New	1	41.1	–
white label seo audit /white-label/	1,602	New	1	24.0	–
open source seo software /open-source/	1,121	New	1	13.0	–

New = not in September's list of the top 100 searches. Position change in places: ▲ green = moved up.

BRAND SEARCHES

10.2%

20 of 196 clicks came from people who searched the brand name (“seoaudit”, “seo audit software”).

AUTOMATED SEARCHES LEFT OUT

45

of the 100 searches Google listed look like “12578: real time keywords ranking”. They are tracking robots, not people.

KEYWORD OPPORTUNITIES

8 searches could bring about 483 more clicks a month

Quick wins are searches where the site is already at position 8–20 and shown at least 100 times. Moving them to page one brings clicks without new pages. “Extra” assumes an 8% click rate.

SEARCH · PAGE	POSITION	IMPRESSIONS	CLICKS	EXTRA CLICKS
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

Ranks high, but few people click

“seo audit software” · position 3.6, click rate 0.68% Low click rate

At position 4 about 8% of searchers usually click. Here only 18 of 2,636 did. The title and description in Google do not make people choose this result.

1. Rewrite the title of **/** to lead with the benefit, for example “SEO Audit Software for Agencies: White-Label Reports in 1 Click”.
2. Give the description a reason to click: a free plan, a sample report or the number of checks. Recheck after 4 weeks.

TAKEAWAY

Start with /seo-report/: it holds 3 of the 8 quick wins. Add a section that answers “SEO report generator” directly, link to it from the home page and the blog, and recheck the positions in four weeks.

PAGES FROM GOOGLE · OCTOBER 2026

The home page tripled its Google clicks

The pages people land on from Google, with their clicks in October and September. The home page went from 20 to 57 clicks.

PAGE · TOP SEARCH	OCT	SEP	CHANGE	IMPRESSIONS	POSITION
/ top search: seo audit	57	20	▲ 37	67,278	32.7
/seo-report/ top search: seo report	31	33	▼ 2	79,392	25.2
/open-source/ top search: open source seo software	25	18	▲ 7	3,845	13.0
/free-seo-analysis-report/ top search: seo analysis report	21	0	▲ 21	4,396	20.2
/pdf/technical-seo-audit-sample-report.pdf top search: seo report template pdf	13	13	0	4,419	55.1
/branded-seo-tools/ top search: brandseotools	9	19	▼ 10	2,049	8.9
/white-label/ top search: white label seo reports	9	9	0	46,692	32.0
/report/free-seo-audit-report-in-pdf-format/ top search: free seo audit report pdf	6	14	▼ 8	7,100	40.8

Gained most clicks

/	**20 → 57**
/free-seo-analysis-report/	**0 → 21**
/open-source/	**18 → 25**

Lost most clicks

/branded-seo-tools/	**19 → 9**
/report/free-seo-audit-report-in-pdf-format/	**14 → 6**
/on-page-seo-tools/	**5 → 1**

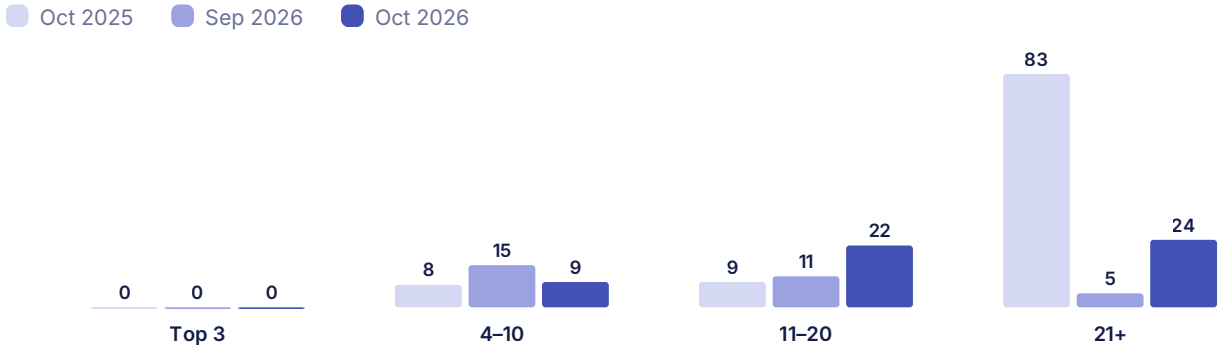
TAKEAWAY

Two pages lost the most: /branded-seo-tools/ (19 → 9) and the PDF report article (14 → 6). Refresh both with new examples and a current date, and link to them from the home page, which now gets the most Google visitors.

KEYWORD DEEP DIVE

Fewer searches on page one, many more on page two and three

The searches Search Console lists for each month (automated tracker searches removed), grouped by position. October has 55 real searches, September 31, October 2025 100.



New in October · 42 searches, position shown

- seo report **20**
- seo audit **24**
- seo report tool **21**
- white label seo reports **32**
- seo audit tool **38**
- white label seo software **41**
- white label seo audit **24**
- open source seo software **13**

Gone since September · 18 searches, last position

- on page seo audit **54**
- on page seo tools **20**
- seo report free download **19**
- website audit report pdf **15**
- seo audit report sample pdf **5**
- open source seo **11**
- open source seo audit tool **9**
- brandseotools login **5**

Question searches (how, what, why...): none in the lists for these months. Search Console returns the top 100 searches per month, so “new” and “gone” mean in or out of that list.

WHAT THIS MEANS

Page-one searches went from 15 in September to 9 in October, while searches at 11–20 doubled to 22. That is the pool the quick wins on page 8 come from.

DEVICES, COUNTRIES AND SEARCH APPEARANCE

Most searchers use a computer and live in India

Who sees the site in Google: share of Google clicks by device and by country (Search Console; country shares are of the top 10 countries), next to the device split of all website visits (Google Analytics, October).

DEVICE	GOOGLE · OCT	SEP	OCT 2025	ALL VISITS	ENGAGED
Desktop	**84%**	81%	82%	92.6%	44.8%
Mobile	**15%**	19%	18%	8.1%	51.4%
Tablet	**1%**	1%	0%	0.1%	100.0%

Countries · October

India	58%
United States	12%
Bangladesh	9%
Pakistan	6%
United Kingdom	5%
Japan	3%

Countries · October 2025

India	73%
Pakistan	6%
Bangladesh	4%
United Kingdom	4%
Spain	3%
Morocco	3%

Search appearance

No rich results (stars, FAQ, video) were recorded in Google for this site in October. The site has FAQ and breadcrumb markup on 40 and 141 pages; Google decides when to show it.

WHAT THIS MEANS

The United States share of Google traffic grew to 12% from 4% in September. Phones bring only 15% of Google clicks.

WHERE VISITORS COME FROM · GOOGLE ANALYTICS

Google and other websites bring the visitors who stay

Visits by channel in October, the last month of the quarter, against September. “Engaged” means the visitor stayed 10 seconds or more, viewed two pages or took an action.

VISITS · OCT
914
▲ 68.6% vs Sep

PEOPLE
685
▲ 53.6% vs Sep

ENGAGED VISITS
45.0%
Sep 45.8% · Oct 25 59.1%

NEW VS RETURNING
76%
of visits are first visits

CHANNEL	OCT	SEP	CHANGE	ENGAGED
Direct	**556**	315	▲ 76%	33.5%
Organic Search	**251**	203	▲ 24%	64.9%
Referral	**84**	11	▲ 664%	65.5%
Organic Social	**12**	6	▲ 100%	33.3%
Unassigned	**6**	2	▲ 200%	0.0%
AI Assistant	**3**	0	new	66.7%

Quarter totals per channel need one Analytics call over 1 Aug – 31 Oct with the dimension `sessionDefaultChannelGroup` ; the app makes it when the report runs.

WHAT THIS MEANS

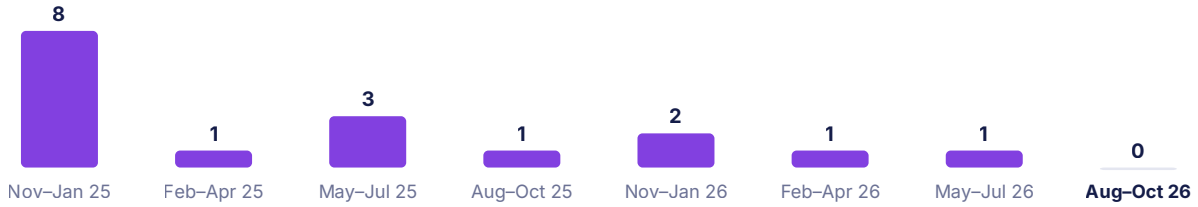
Direct visits (556, engaged only 33.5%) likely include the team’s own visits and test traffic (two test referrals from localhost appear in the sources). Google (64.9% engaged) and referrals (65.5%) bring people who read. AI assistants such as ChatGPT sent their first 3 visits.

LEADS AND CONVERSIONS

6 form leads in October, but Analytics counted none

Leads come from two places: the site's own lead forms (counted by the app) and the actions Google Analytics records as key events (sign-ups, contact forms). The two should match. This quarter they do not.

Key events per quarter · Google Analytics



FORM LEADS · OCT

6

0 in September · source: form 6

CALLS FROM BUSINESS PROFILE

0

0 in September

KEY EVENTS THIS QUARTER

0

1 the quarter before · 1 a year ago

Count enquiries in Google Analytics again

Fix first

Without key events, no report can show which channel, page or search brings customers. The last one was recorded in May 2026.

1. In Google Tag Manager, send an event (for example **sign_up** or **generate_lead**) when the sign-up or contact form succeeds.
2. In Google Analytics, open Admin → Events and mark that event as a key event.
3. Send a test form and check it in Admin → DebugView; it appears in reports after 24–48 hours.

Chatbot conversations and lead response times appear on this page once a chatbot is connected to the client in the app. Lead quality needs the lead source on every lead; today all 6 came from the form.

WHAT VISITORS DO · OCTOBER 2026

The home page brings a third of all visits

The pages people arrive on, and the pages they read longest. Green bars: more than 56% of visits engaged, the median for business sites.

Pages people arrive on

LANDING PAGE	OCT	SEP	ENGAGED
/	**296**	114	58.1%
/pricing	**43**	31	44.2%
/seo-report	**43**	51	79.1%
/open-source	**33**	35	54.5%
/contact-us	**24**	25	37.5%
/report/free-seo-audit-report-in-pdf-format	**21**	31	57.1%
/blog	**20**	11	45.0%
/free-seo-analysis-report	**18**	0	72.2%

Pages people read

PAGE	VIEWS	PEOPLE	TIME PER PERSON
/	883	230	1 min 05 s
/pricing/	183	55	0 min 49 s
/audit-page	130	48	0 min 39 s
/contact-us/	114	38	0 min 26 s
/seo-report/	105	46	0 min 17 s
/blog/	78	19	0 min 17 s

WHAT THIS MEANS

38 people opened the contact page in October, yet no enquiry was counted. The path from landing page to enquiry can only be measured once enquiry tracking works (page 13). Then this page shows where visitors drop off.

GOOGLE BUSINESS PROFILE

Profile views up 56%, Maps brings most of them

How often the business profile was seen on Google Search and Maps, and what people did next. October against September; August was not in this export.

VIEWS	DIRECTION REQUESTS	WEBSITE CLICKS	CALLS
236	**35**	**3**	**0**
▲ 56.3% vs Sep	33 in September	2 in September	0 in September

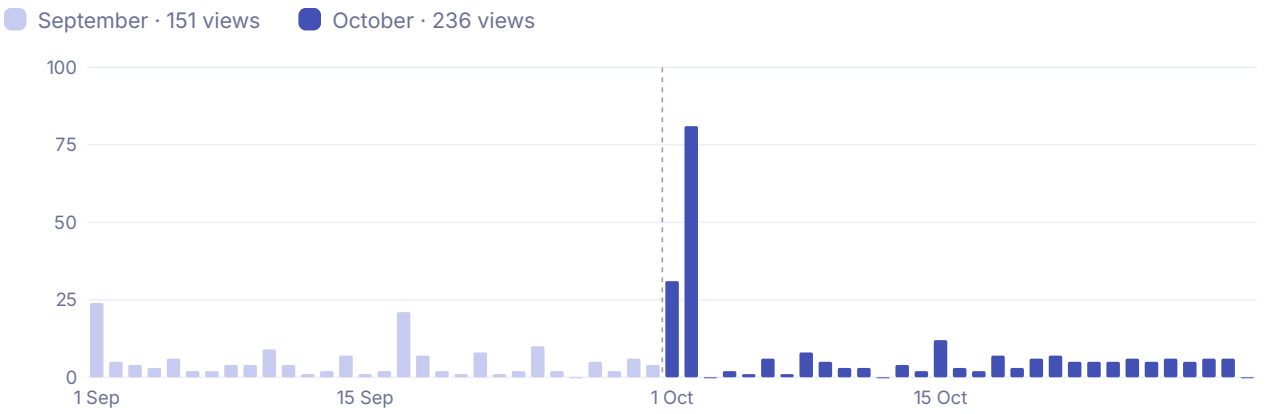
Where the views come from

Google Maps	169
Google Search	67

September: Maps 94, Search 57.

Bookings and messages

0 bookings and 0 messages in October. Both stay at zero until booking links and chat are switched on in the profile.



WHAT THIS MEANS

Two days, 1 Oct and 2 Oct, brought 112 of the 236 October views; the rest of the month was steady. The 35 direction requests are the main action people take. Adding photos, services and a booking or chat link gives them more reasons to click through.

LOCAL SEO

Local search terms are small, reviews not shared yet

Which searches showed the business profile, what Google shares about reviews, and where website visitors are. For an online software company, local search matters less than for a shop, but a complete profile still builds trust.

Searches that showed the profile · September

SEARCH TERM	VIEWS
local search audits	fewer than 15
local seo audit services	fewer than 15
seo	fewer than 15
seo software	fewer than 15

Google shares terms by month and hides counts under 15. No terms were shared for October yet.

Where website visitors are · October

CITY	VISITS
Singapore	193
Tongi Dhaka Division	159
Dhaka Dhaka Division	33
Khulna Khulna Division	26
Delhi Delhi	18
Boardman Oregon	16

Reviews and rating

Google did not return a rating or reviews for this profile, so there is no review trend or reply rate to show. Ask the first happy customers for a review; this block then shows the rating, new reviews and reply rate.

Map-pack rankings

No local keywords are tracked in the map pack for this client. Add them in Rank Tracking with a city as the location if local customers matter.

WHAT THIS MEANS

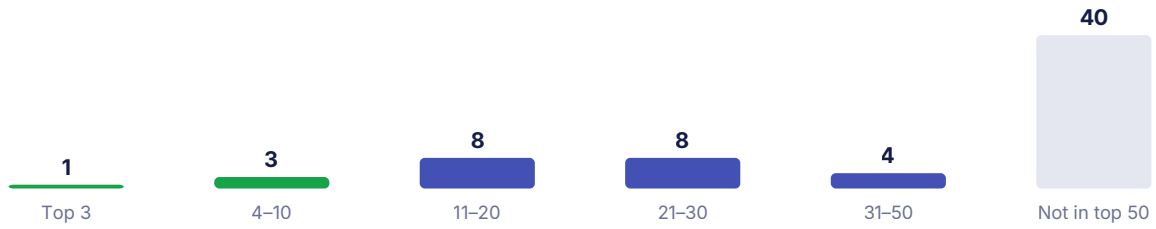
Singapore and Tongi lead the visitor cities with 193 and 159 visits. Part of this is possibly the team's own or automated traffic. Exclude the office IP address in Google Analytics to keep the numbers clean.

RANK TRACKING · BASELINE

24 of 64 tracked keywords are in Google's top 50

Rank tracking started on 25 October 2026, inside this quarter. This first check is the baseline: next quarter's report shows how each keyword moved from here.

Positions on the first check · 64 keyword checks, United States, desktop and mobile



Best positions

KEYWORD	POSITION	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
white label seo audit	17	/white-label/
white label seo analysis tool	18	/white-label/

+ 14 more keyword checks in the top 50 in the app. Each keyword is checked on desktop and on mobile, so one keyword can appear twice.

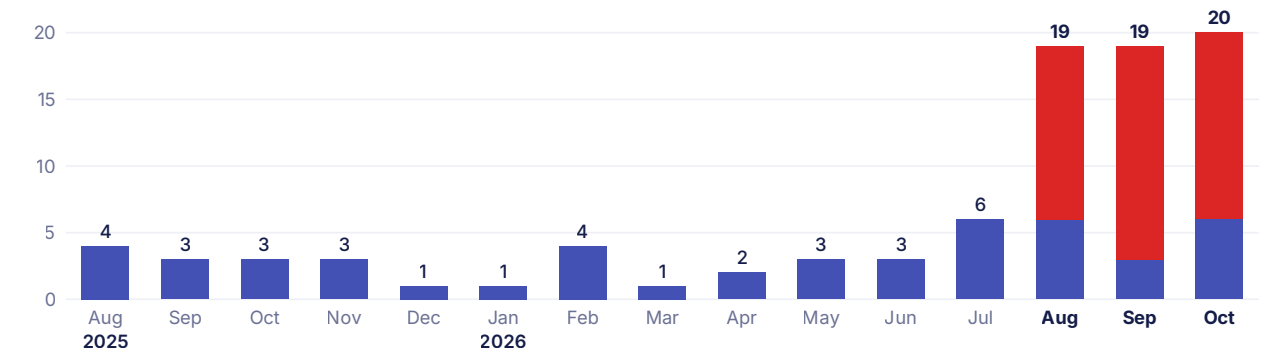
TAKEAWAY

4 checks are on page one and 8 more sit at 11–20, one step away. Some keywords rank with the app address (app.seoaudit.software) instead of the main site; one clear page per topic on the main site makes rankings steadier.

BACKLINKS

58 new linking websites, 43 of them look like spam

Websites that link to the site, by the month the link was first seen. Blue are normal links, red are sites flagged as spam (spam score 60 or more). In total 147 websites link here with 781 links.



THIS QUARTER

58

15 clean · 43 spam

QUARTER BEFORE

12

12 clean · 0 spam

SAME QUARTER LAST YEAR

10

10 clean · 0 spam

Best new clean links

WEBSITE	AUTHORITY	FIRST SEEN
www.sitelike.org	589	24 Sep
www.spotsaas.com	508	2 Aug
remoteok.com	477	23 Aug
radarhq.ai	444	21 Sep
www.itechguides.com	373	14 Oct
bye.fyi	306	6 Aug

What to do

- Add the 44 spam domains to a disavow file and upload it in Google Search Console.
- Google ignores most spam links, so this protects rather than repairs.
- Ask directories and review sites to link to feature pages, not only the home page.

Lost links: none yet. 25 October 2026 was the first refresh, so there is no earlier list to compare.

SITE HEALTH · CRAWL OF 144 PAGES

Site health rose from 53 to 80, errors from 17 to 1

The site was crawled 4 times this quarter. Health is a score out of 100: errors cost the most, warnings less. The last crawl added a new notice check (hreflang), which lowered the score a little.



Fixed this quarter

ISSUE	24 OCT	NOW
Duplicate titles	16 pages	0 pages
Missing meta description	6 pages	0 pages
Thin pages (under 300 words)	2 pages	0 pages

Still open

ISSUE	TYPE	NOW	24 OCT
Broken internal links	Error	1	1
Title too long	Warning	60	5
Images without alt text	Warning	6	4
No hreflang tag	Notice	142	0

TAKEAWAY

One error is left: a broken internal link (the Cloudflare email-protection address). Fixing it brings errors to zero. Of the 60 long titles, 39 of the 50 listed are help pages; shorten them to under 60 characters so Google shows them in full.

PAGE AUDITS · HOME PAGE, 28 OCTOBER 2026

The home page scores between 87 and 94 in every audit

Four audits of the home page were run this quarter. The full audit (Web Page Audit +) checks 74 points in seven areas. The table shows how many passed per area.



Web Page Audit
3 problems · 9 warnings



Keyword Score
4 problems · 13 warnings



Web Page Audit +
4 problems · 11 warnings



Keyword Score +
4 problems · 15 warnings

Checks by area · Web Page Audit +

AREA	PASSED	PASSED	PROBLEMS	WARNINGS
Links		5 of 9	2	2
Images		3 of 5	0	2
Technical		15 of 19	0	4
Speed		10 of 12	1	1
On-page		20 of 23	1	2
Content		4 of 4	0	0
Mobile		2 of 2	0	0

Problems to fix

- ! Some H2 tags length is too long · On-page
- ! Some internal links have been used more than 3 times · Links
- ! Some external links have been used more than 3 times · Links
- ! Page has higher other requests. It's over 100 KB · Speed

Fixed vs new since the last report: this is the first quarter with page audits for this client, so the next report compares with these results.

INDEXING AND SPEED

Google can reach 142 of 144 pages, and the home page is fast

Can Google find and read every page, and does the site load fast enough? Indexing comes from the site crawl, speed from Google Lighthouse on the home page.

INDEXABLE PAGES	IN THE SITEMAP	MOBILE SPEED	DESKTOP SPEED
142 /144	**68**	**98**	**100**
2 pages return an error	74 pages missing	Lighthouse, of 100	Lighthouse, of 100

Core Web Vitals · home page

MEASURE	MOBILE		DESKTOP	
Largest Contentful Paint (LCP)	1.9 s	Good	0.6 s	Good
Cumulative Layout Shift (CLS)	0	Good	0.01	Good
Total Blocking Time (TBT)	0 ms	Good	14 ms	Good
First Contentful Paint (FCP)	1.8 s	Good	0.5 s	Good

Lab data from one Lighthouse run on 28 October 2026. Field data from real Chrome users (CrUX: LCP, INP, CLS) was not part of this export. In the app it comes from `data.cwv` and replaces this note when Google has enough visits for the site.

74 indexable pages are missing from the XML sitemap

Sitemap

The sitemap (seoaudit.software/sitemap_index.xml) lists 68 pages. Pages outside it are found more slowly and may be crawled less often.

1. In Yoast SEO, check that the help pages' post type is included in the sitemap.
2. Resubmit the sitemap in Google Search Console → Sitemaps.

CONTENT PERFORMANCE

The articles lost reach in October

Blog posts and report articles, with their Google clicks and impressions in October and September. Articles bring visitors who are still learning; they are the first step before a free audit or a sign-up.

ARTICLE	CLICKS OCT	SEP	IMPR. OCT	SEP
/report/free-seo-audit-report-in-pdf-format/	6	14	7,100	11,423
/report/what-is-white-label-seo-audit-reporting-software/	–	0	–	2,703
/blog/	0	0	19	428
/report/create-instant-seo-score-report/	1	0	241	125
/report/start-white-label-seo-reporting-service/	1	–	9	–
/report/free-seo-audit-report-in-format/	–	0	–	2

The PDF report article is fading

Content decay

Clicks fell from 14 to 6 and impressions from 11,423 to 7,100. It was the strongest article.

1. Update the sample report images and the date.
2. Add a short “how to make a PDF report” section.

The blog index gets visits, none from Google

Blog

20 visits started on /blog in October (11 in September), but it had no Google clicks.

1. Publish one article per quick-win search (page 8).
2. Link each new article from the home page for its first month.

“Best new content” needs the date each page first got Google clicks; it was not in this export. In the app: pages whose first click falls inside the quarter, by clicks.

WORK DONE THIS QUARTER

Four pieces of work, plus live Google data

Everything below comes from the app's own records for August – October 2026: crawls, audits, rank checks and backlink checks. Work outside the app, such as content written, is added by the agency before sending.

1 **Site health**

Crawled the site 4 times (24 Oct – 27 Oct) and fixed 3 issue types: duplicate titles (16 → 0), missing meta description (6 → 0), thin pages (under 300 words) (2 → 0). Errors went from 17 to 1.

Done

2 **Page audits**

Ran 4 audits of the home page on 28 Oct: Web Page Audit 94, Keyword Score 89, Web Page Audit + 88, Keyword Score + 87.

Done

3 **Rank tracking**

Set up tracking for 64 keyword checks in the United States, first checked on 25 Oct. 4 are on page one.

Done

4 **Backlinks**

Checked the link profile on 25 Oct: 147 linking websites, 44 flagged as spam and listed for a disavow file.

Done

5 **Live data**

Google Search Console, Google Analytics 4 and the Business Profile are connected to the reporting app, so every report uses live Google data.

Live

Agency notes

No extra notes were added for this quarter. Notes typed in the report editor (for example “rewrote the pricing page”) appear here as extra lines.

WHERE THIS LEAVES US

The technical clean-up is almost done: 1 error left, health 80. Next quarter shifts the effort to measurement (enquiry tracking) and to growth: page-two keywords and clean links.

PLAN FOR NEXT QUARTER

Measure first, then grow

A three-month plan, ordered by impact. Month 1 makes the numbers trustworthy, month 2 lifts the searches closest to page one, month 3 builds trust signals.

MONTH 1

November

- Repair enquiry tracking (key events) and test it
- Fix the last broken internal link
- Upload a disavow file for the 44 spam domains
- Add the 74 missing pages to the sitemap

MONTH 2

December

- Improve /seo-report/ for its 3 quick-win searches
- Rewrite the home page title for “seo audit software”
- Shorten the 60 long page titles
- Refresh the PDF report article

MONTH 3

January

- Earn links to feature pages from directories
- Ask first customers for Google reviews
- Compare rankings with the 25 Oct baseline
- Exclude office traffic in Google Analytics

Targets for the next quarterly report

MEASURE	NOW	TARGET
Enquiries counted	0	**Counted every month**
Crawl errors	1	**0**
Spam links disavowed	0 of 44	**44 of 44**
Page-one keyword checks	4	**More than 4**
Pages missing from sitemap	74	**0**
Google clicks per month	196	**Above 196**

WHY THIS ORDER

Enquiry tracking comes first because every other target is judged by it. Once enquiries are counted, the next report can show which searches and pages bring customers, not only visitors.

METHOD AND GLOSSARY

Where the numbers come from

Every number in this report comes from the sources below, for the dates shown. Nothing is estimated except the “extra clicks” on page 8, which uses an 8% click rate.

SOURCE	PERIOD USED	NOTE
Google Analytics 4	August – October 2026 (monthly), October in detail	Quarter, previous quarter, year before
Search Console	September and October 2026, October 2025	August needs one call with dimension “date”
Business Profile	September and October 2026	August not loaded; reviews not returned
Rank tracker	First check 25 Oct	Baseline for next quarter
Backlinks (DataForSEO)	Refresh of 25 Oct	Months from first-seen dates
Site crawl	4 crawls, 24 Oct – 27 Oct	144 pages
Page audits	4 audits, 28 Oct	Home page

Left out because the data does not exist for this client: competitor share of voice (no competitors tracked), online sales (no e-commerce in Analytics), app performance (no app).

Glossary

Impression One time the site was shown in Google results.

Average position Where the site appeared on average; 1 is the top, lower is better.

Key event An action marked as valuable in Analytics, such as a sign-up or a contact form.

Linking website Another website with at least one link to this site.

Site health Crawl score out of 100; errors cost most.

Disavow file A list that tells Google to ignore links from certain sites.

Click rate (CTR) Clicks divided by impressions.

Visit (session) One visit to the website, counted by Google Analytics.

Engaged visit A visit of 10 s or more, two or more pages, or an action.

Spam link A link from a site with a spam score of 60 or more.

Core Web Vitals Google's speed measures: LCP (loading), CLS (layout shifts), INP/TBT (response).

Page one Positions 1 to 10 in Google.

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