FIRST 30 DAYS REPORT · ONBOARDING

Where does the website start from?

seoaudit.software

Baseline month: October 2026 · prepared 3 November 2026

CLICKS FROM GOOGLE	WEBSITE VISITS	KEYWORDS ON PAGE ONE	SITE HEALTH
196	914	4 of 64	80 / 100
▲ 45.2% vs Sep	▲ 68.6% vs Sep	rank check 25 Oct 2026	crawl of 27 Oct 2026

These are the **"before" numbers**. Every later report is measured against them. Enquiries are **not tracked yet**: Google Analytics recorded 0 key events in October (the last one in May 2026).

PREPARED FOR
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BASELINE BUILT FROM
6 sources
Search Console, Analytics 4, Business Profile, rank tracker, backlinks, site crawl

IN SHORT

Sound site, growing visits, enquiries not measured

The site is technically healthy and Google traffic grew in October. The one big gap: **no enquiry is counted**, so we cannot yet show which work brings customers.

GOOGLE CLICKS	VISITS	ENQUIRIES	PAGE-ONE KEYWORDS	SITE HEALTH
196	**914**	**Not tracked**	**4** / 64	**80** / 100
▲ 45.2% vs Sep	▲ 68.6% vs Sep	none since May 2026	24 in the top 50	144 pages crawled

3 biggest opportunities

1. **8 searches are close to page one.** Moving them up could bring up to **483** more clicks a month.
2. **“seo audit software” ranks #3.6** but only 0.68% of searchers click. A better snippet is worth about 211 clicks instead of 18.
3. **Quick technical wins:** 74 pages missing from the sitemap and 60 titles that are too long. Fixing both lifts site health to about 94.

3 risks to know

- ! **Enquiries are not counted.** 0 key events since May 2026 (20 in the last 25 months).
- ! **Visits are lower than a year ago:** 8,464 in the last 12 months against 11,667 in the 12 before (▼ 27.5%).
- ! **60.8% of visits are “Direct”** with 33.5% engaged, so the real source of most visits is unknown.

SUMMARY

October 2026 is the starting line. Google showed the site 282,223 times and sent 196 clicks, 45.2% more than in September but fewer than the 244 of October 2025. The website had 914 visits, 251 of them from Google search. No enquiries were recorded because enquiry tracking has not worked since May 2026, so switching it back on comes first. The site is in good shape, with site health 80 and a homepage audit score of 88. The fastest gains are 8 searches close to page one and a better search snippet for “seo audit software”.

THE BASELINE · OCTOBER 2026

The “before” picture in 19 numbers

Keep this page. In 30, 60 and 90 days we compare against these exact values. “–” means the earlier value does not exist in the data, not zero.

MEASURE	OCT 2026	SEP 2026	OCT 2025	VS SEP	SOURCE
GOOGLE SEARCH					
Times seen in Google impressions	**282,223**	265,444	355,878	▲ 6.3%	Search Console
Clicks from Google	**196**	135	244	▲ 45.2%	Search Console
Click rate clicks ÷ impressions	**0.07%**	0.05%	0.07%	▲ 0.02 pts	Search Console
Average position lower is better	**27.8**	22.8	54.4	▼ 5.0	Search Console
Clicks on the brand name 10.2% of clicks	**20**	–	–		Search Console
WEBSITE					
Visits sessions	**914**	542	722	▲ 68.6%	Analytics 4
Visits from Google search Organic Search channel	**251**	203	–	▲ 23.6%	Analytics 4
Engaged visits stayed 10 s+, 2+ pages or acted	**45.0%**	45.8%	59.1%	▼ 0.8 pts	Analytics 4
Enquiries (key events) last one: May 2026	**Not tracked**	0	1	–	Analytics 4
Leads from the audit form lead widget in the app	**6**	0	–	–	App leads
RANKINGS · 64 TRACKED KEYWORDS, UNITED STATES, CHECK OF 25 OCT 2026					
Keywords on page one positions 1–10	**4**	–	–		Rank tracker
Keywords in the top 50	**24**	–	–		Rank tracker
LOCAL · GOOGLE BUSINESS PROFILE					
Profile views Search + Maps	**236**	151	–	▲ 56.3%	Business Profile
Customer actions directions, site, calls	**38**	35	–	▲ 8.6%	Business Profile
AUTHORITY · BACKLINKS					
Backlinks / linking websites	**781 / 147**	–	–		Backlinks
Authority score DataForSEO, scale 0–1,000	**259**	–	–		Backlinks
SITE					
Site health 144 pages, crawl of 27 Oct 2026	**80 / 100**	–	–		Site crawl
Homepage audit score 28 Oct 2026	**88 / 100**	–	–		Page audit
Speed score on phones Lighthouse, homepage	**98 / 100**	–	–		Page audit

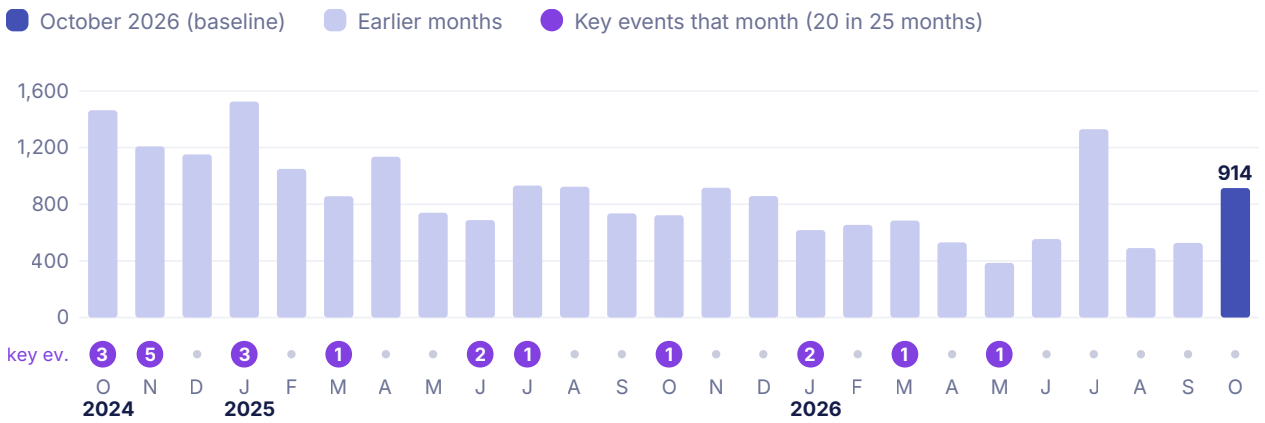
A Google click is not the same as a website visit (different counting). Analytics September = 31 Aug – 30 Sep. Rankings, backlinks, health and audits start with this report.

WHERE VISITORS COME FROM

914 visits in October, the most since July 2026

Two years of visits for context. The purple dots are months with recorded enquiries (key events): the last one was in **May 2026**, so for 5 months nothing has been counted.

Visits per month, last 25 months



Visits by channel

CHANNEL	VISITS	SHARE	ENGAGED	VS SEP
Direct Typed address, bookmarks, untagged links	**556**	60.8% of visits	33.5%	▲ 76.5%
Organic Search Unpaid Google and Bing results	**251**	27.5% of visits	64.9%	▲ 23.6%
Referral Links on other websites	**84**	9.2% of visits	65.5%	▲ 663.6%
Organic Social Unpaid social media posts	**12**	1.3% of visits	33.3%	▲ 100%
Unassigned Source GA4 could not classify	**6**	0.7% of visits	0%	▲ 200%
AI Assistant ChatGPT and other AI assistants	**3**	0.3% of visits	66.7%	new

WHAT THIS MEANS

Google search brings 27.5% of visits, and those visitors engage well (64.9% engaged). “Direct” is 60.8% with only 33.5% engaged: part of it is untagged links and test visits (13 visits came from localhost).

VISIBILITY IN GOOGLE

Seen 282,223 times, clicked 196 times

Google shows the site often, but mostly low on the page: the average position is 27.8, and a click rate of 0.07% is roughly 1 click per 1,440 views. Moving pages up is the main lever.

IMPRESSIONS	CLICKS	CLICK RATE	AVG. POSITION
282,223	**196**	**0.07%**	**27.8**
▲ 6.3% vs Sep	▲ 45.2% vs Sep	▲ 0.02 pts	▼ 5.0 vs Sep

Where the 64 tracked keywords rank

Google United States, check of 25 Oct 2026

Top 3	1
Positions 4–10	3
Positions 11–20	8
Positions 21–30	8
Positions 31–50	4
Not in the top 50	40

8 keywords sit on page two (11–20), the closest to page one.

Searches seen most

SEARCH	POS.	SEEN	CLICKS
seo report /seo-report/	20.3	4,898	**6**
seo audit /	24.5	3,357	**7**
seo audit software /	3.6	2,636	**18**
seo report tool /seo-report/	20.9	2,628	**1**
white label seo reports /white-label/	32.2	2,535	**1**
seo report generator /seo-report/	16.0	2,316	**3**

GOOD TO KNOW

84% of Google clicks come from computers. India brings 58% of clicks and United States 12%. Brand-name searches are 10.2% of clicks, so most visitors find the site through topics, not the name.

SITE HEALTH AND TECHNICAL AUDIT

Healthy and fast, with a few clean-up jobs

The crawl checked every page Google can reach, the audit checked the homepage in depth. Nothing blocks Google; most points are lost on **long page titles**.



Site health

144 pages crawled on 27 Oct 2026: **1** error, **66** warnings, **142** notices.



Homepage audit

4 problems, **11** warnings, **59** passed. Speed on phones **98**, on desktop **100**.

Site crawl findings

TYPE	FINDING	PAGES
Error	Broken internal link Cloudflare email protection link returns 404 on 6 pages (e.g. the homepage).	**1**
Warning	Page titles longer than 60 characters Google cuts long titles in results, so the key words may not show.	**60**
Warning	Images without alt text Search engines and screen readers cannot tell what the image shows.	**6**
Notice	No hreflang tags Only needed for sites in more than one language. Safe to ignore here.	**142**

Homepage 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

Technical set-up

- ✓ HTTPS, canonical, robots.txt and 12 schema types in place
- ✓ XML sitemap found (68 URLs)
- ! 74 indexable pages are not in the sitemap
- ! Security headers HSTS and CSP not set
- × No llms.txt file for AI assistants

Site health = 100 − (errors × 12 + warnings × 3 + notices × 0.5) ÷ pages × 10. Here (1×12 + 66×3 + 142×0.5) ÷ 144 × 10 = 19.5 → 80.

TRUST SIGNALS

147 websites link here; the Google profile was seen 236 times

Links from other websites and the Google Business Profile tell Google the business is real and trusted. Both are a good base; reviews cannot be read yet.

Backlinks · refreshed 25 Oct 2026

BACKLINKS	LINKING WEBSITES	AUTHORITY	TOXIC LINKS
781	**147**	**259** / 1,000	**44**
links pointing here	28 first seen in 30 days	DataForSEO scale	of 141 listed domains

Strongest linking websites

WEBSITE · ANCHOR	AUTH.
bbb.org Visit Website	**734**
connect.releasewire.com https://seoaudit.software/	**663**
sitelike.org	**589**
saashub.com Visit website	**582**
bizcommunity.com https://seoaudit.software/	**562**

Google Business Profile · October

Profile views	**236** ▲ 56.3%
Customer actions	**38** ▲ 8.6%
Direction requests	**35**
Website clicks	**3**
Calls	**0**
Star rating and reviews	Not available
Search terms for October	Not shared yet

112 of the 236 views came on 1–2 October. Without those two days views were lower than September (151).

WHAT THIS MEANS

44 of the 141 listed linking domains look like spam (paid “SEO sales” anchors). Review them and add the bad ones to a disavow file. On the profile, people ask for directions (35) but rarely visit the website (3) or call (0).

BIGGEST OPPORTUNITIES

8 searches near page one could bring up to 483 more clicks

These are the gains the data already points to, biggest first. Each one names the page to work on.

Close to page one · position 8–20, from Search Console

SEARCH · PAGE	POSITION	SEEN	CLICKS	UP TO
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

+ 3 more in the app. “Up to” = extra clicks a month at an 8% click rate (typical near position 4), as the app computes it.

More gains found

1 **Fix the snippet for “seo audit software”**
Position 3.6, seen 2,636 times, 18 clicks (0.68%). At the usual 8% that is about **211** clicks. New homepage title and description.
+193 clicks

2 **Lift the 8 page-two keywords**
Best placed: “seo report tool” #11, “seo report white label” #13, “open source seo software” #14. Add content and internal links to their pages.
page one

3 **Add 74 pages to the sitemap**
Only 68 of 142 indexable pages are in seoaudit.software/sitemap_index.xml.
indexing

4 **Shorten 60 page titles**
Titles over 60 characters are cut in Google. Fixing them and the broken email link lifts site health from 80 to about 94.
health +14

NOT SET UP YET

5 things are missing, 4 need attention

These gaps limit what the reports can prove. Each row says what to do.

WHAT · WHAT WE FOUND	WHAT TO DO
× Enquiry tracking (Analytics key events) 0 key events since May 2026; 20 in the last 25 months.	Mark sign-up, contact form and purchase as key events in Analytics 4.
× Google reviews Rating and reviews could not be read from the Business Profile.	Ask for owner or manager access to the profile so reviews can be read.
× Competitors No competitors added for backlinks or market share.	Name 3–4 main competitors; we add them to backlinks and rank tracking.
× AI visibility checks No check has been run yet.	Run the first AI visibility check (ChatGPT, Google AI answers).
× llms.txt file Not found on the site.	Add /llms.txt with the main pages for AI assistants.
! Campaign tagging (UTM) 60.8% of visits arrive as “Direct”.	Tag email, profile and social links with utm_ parameters.
! Test traffic filter 13 visits from localhost in October.	Filter internal and test traffic in Analytics 4.
! Profile search terms Not shared for October; September had 4 terms.	Nothing to do: Google shares them after the month ends.
! Security headers HSTS and CSP are not set.	Turn on HSTS (and later CSP) at the host or CDN.

Connected and working

- ✓ **Search Console** · https://seoaudit.software/
- ✓ **Analytics 4** · properties/282986706
- ✓ **Business Profile** · connected
- ✓ **Rank tracker** · 64 keywords · United States
- ✓ **Backlink monitor** · 147 linking websites
- ✓ **Site crawl** · 144 pages, crawl of 27 Oct 2026
- ✓ **Lead form** · 6 leads in October

Access we need from you

1. Analytics 4 **Editor** access, to mark key events
2. Business Profile **Manager** access, for reviews
3. Website admin (WordPress), for titles, sitemap and llms.txt
4. A list of your 3–4 main competitors

THE PLAN

The first 90 days

Measure first, then fix, then grow. Each phase ends with a short report against the baseline on page 3.

DAYS 1–30

Measure and fix

- Set up enquiry tracking (key events)
- Tag links (UTM), filter test traffic
- Fix the broken email link on 6 pages
- Add 74 pages to the sitemap

DAYS 31–60

Better snippets

- New homepage title for “seo audit software”
- Shorten 60 page titles
- Improve /seo-report/ and /open-source/ for the top quick wins
- Add alt text to 6 images

DAYS 61–90

Grow authority

- Push the 8 page-two keywords
- Review 44 toxic links, disavow
- Add competitors, run AI visibility
- Get reviews readable on the profile

Targets for day 90

MEASURE	BASELINE	DAY 90	HOW THE TARGET IS SET
Enquiries tracked	Not tracked	**Live**	key events live and tested
Site health	80 / 100	**94 / 100**	fix the broken email link and the long titles
Pages in the sitemap	68 of 142	**142 of 142**	every indexable page listed
Keywords on page one	4 of 64	**up to 12**	4 now + the 8 on page two
Clicks from Google a month	196	**up to 532**	+ the top 3 quick wins (336)
Click rate “seo audit software”	0.68%	**8%**	usual rate at position 3.6
Toxic links reviewed	0 of 44	**44 of 44**	bad ones in the disavow file

Next report in 30 days. It repeats page 3 with a “change since baseline” column, so progress is easy to see. Prepared by SEO Audit Software · seoaudit.software · data as of 3 November 2026.