YEAR IN REVIEW · NOV 2025 – OCT 2026

A quieter year with a strong finish

seoaudit.software

1 November 2025 – 31 October 2026

compared with the 12 months before (Nov 2024 – Oct 2025)

WEBSITE VISITS THIS YEAR

8,464

▼ 27.5% against **11,667** the year before

BEST MONTH	OCTOBER 2026	NEW CLEAN LINKING SITES
1,330	**914**	**39**
July 2026	▲ 26.6% vs Oct 2025	against **18** the year before

PREPARED FOR

SEO Software

seoaudit.software

PREPARED BY

SEO Audit Software

seoaudit.software

DATA

Analytics, Search Console, links, crawls

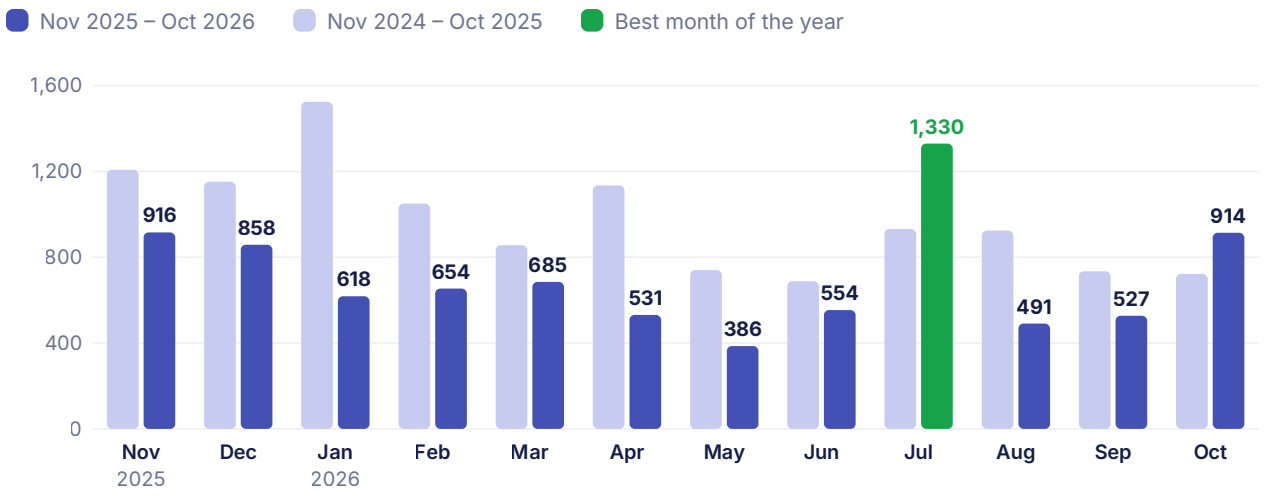
Read-only · prepared 3 November 2026

THE YEAR AT A GLANCE

8,464 visits: fewer than last year, rising at the end

Four numbers for the whole year, each against the 12 months before. Only **2** of 12 months beat the same month a year earlier (Jul 2026 and Oct 2026), and both came in the second half.

VISITS	VISITS A MONTH	KEY EVENTS	NEW LINKING SITES
8,464	**705**	**4**	**39**
▼ 27.5%	▼ 27.5%	▼ 69.2%	▲ 116.7%
was 11,667	was 972	was 13 · none since May 2026	clean · was 18



THE YEAR IN SHORT

The website had 8,464 visits this year, 27.5% fewer than the 11,667 the year before. The gap was widest in the first half and narrowed in the second, when July 2026 became the best month with 1,330 visits and October 2026 ended 26.6% above the year before. Google now shows the site higher on average, and 39 new clean websites linked to it. The weak spot is measurement: Analytics recorded only 4 key events, none since May 2026.

MONTH BY MONTH

The gap to last year shrank from 38.5% to 11.4%

Each bar compares one month with the same month a year earlier. Green months beat last year, red months fell short. The first half of the year (Nov–Apr) lost the most; from May on, the site came much closer to last year's level.



Quarter by quarter

NOV 2025 – JAN 2026
2,392
▼ 38.4%
was 3,885

FEB 2026 – APR 2026
1,870
▼ 38.5%
was 3,041

MAY 2026 – JUL 2026
2,270
▼ 3.8%
was 2,360

AUG 2026 – OCT 2026
1,932
▼ 18.9%
was 2,381

First half · Nov 2025 – Apr 2026 **4,262**
▼ 38.5% against 6,926 a year earlier

Second half · May 2026 – Oct 2026 **4,202**
▼ 11.4% against 4,741 a year earlier

WHAT THIS MEANS

The quietest month was May 2026 with **386** visits, the lowest of all 25 months on record. July 2026 (1,330, ▲ 42.7%) and October 2026 (914, ▲ 26.6%) show the site can beat last year again. The task for next year is to make that the normal month, not the exception.

BIGGEST WINS

Six things that went right

The best moments of the year, each taken straight from the data. Search Console, crawl and ranking data only go back a short way, so those wins compare the latest month with the earliest one available.

BEST MONTH

1,330

July 2026
Highest since Jan 2025 (1,525) · ▲ 42.7% on a year earlier

STRONG FINISH

914

October 2026
▲ 73.4% on Sep 2026 (527) · ▲ 26.6% on Oct 2025

HIGHER IN GOOGLE

27.8

average position, Oct 2026
was 54.4 in Oct 2025 · ▲ 26.6 places higher

NUMBER ONE

#1

"seo audit software"
Google US, rank checks of 25 Oct and 2 Nov 2026

NEW LINKING WEBSITES

39

clean, against 18 last year
Strongest: sitelike.org and zexprwire.com (authority 589 and 548)

AI ASSISTANTS

3

first visits from AI chat tools
in October 2026; none the month before. Small, but a new door.

Site health: 53 → 80

The first full-site crawl on 24 Oct 2026 found **17** errors. Three days later only **1** was left and health peaked at 99. The last crawl added a new notice check (language tags on 142 pages), which is why the score settled at 80: the site did not get worse.



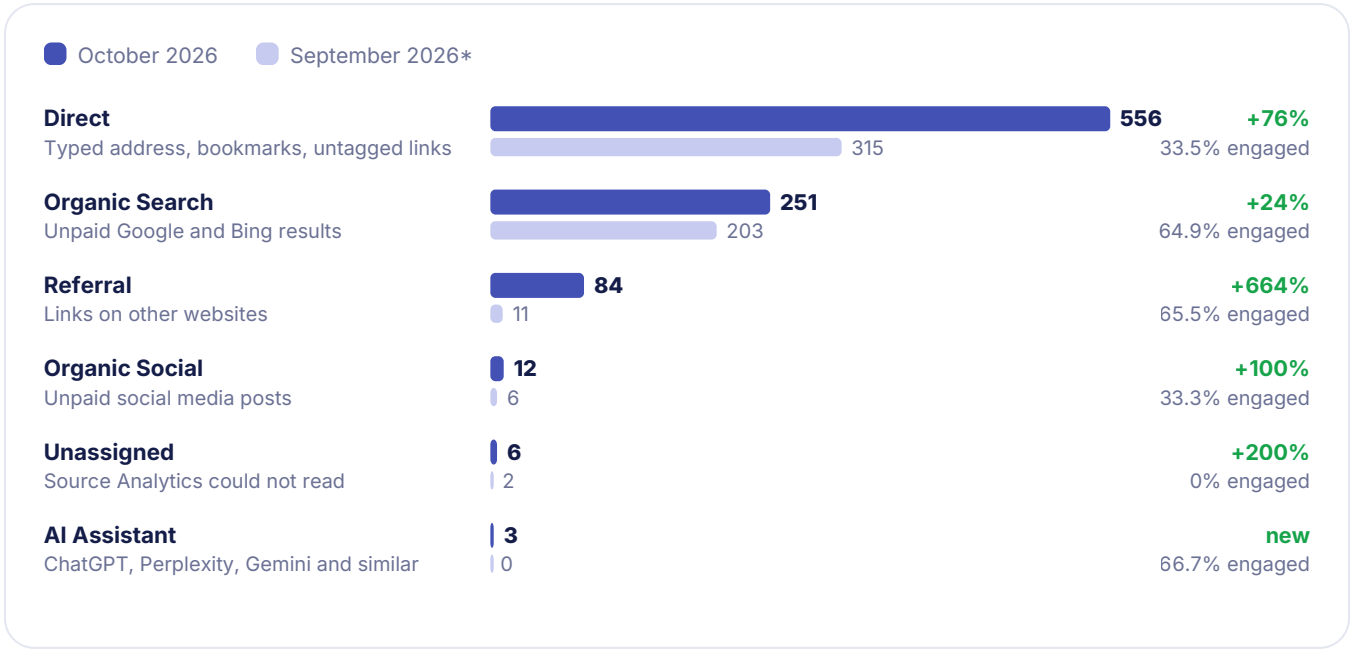
WHAT THIS MEANS

The wins cluster at the end of the year: the best month (Jul 2026), the strongest finish (Oct 2026), better Google positions and a clean technical base. The plan on page 10 builds on exactly these.

WHERE VISITS COME FROM

Other websites and Google brought the growth at the end of the year

Visits by channel for the last two months of the year: October 2026 (dark) against September 2026 (light). The app does not yet store channels per month, so a full 12-month channel history appears in next year's review (see page 10).



GOOGLE, UNPAID

251

▲ 24% · **64.9%** engaged
The visitors who stay longest

OTHER WEBSITES

84

▲ 664% · **65.5%** engaged
from 11 in September: the fastest-growing source

DIRECT SHARE

61%

33.5% engaged
High: untagged links hide the real source

* September 2026 here is the 31 days before October as Analytics compares them (31 Aug – 30 Sep), so channel totals differ slightly from the calendar-month figure of 527 used elsewhere. Channel names are Google Analytics' default channel groups.

WHAT THIS MEANS

Unpaid Google visits (251) and visits from other websites (84) are the two sources worth growing: their visitors engage about twice as often as Direct visitors (33.5%). Tagging newsletter, profile and social links will shrink the 61% Direct share and show what really works.

GOOGLE SEARCH · OCTOBER AGAINST OCTOBER

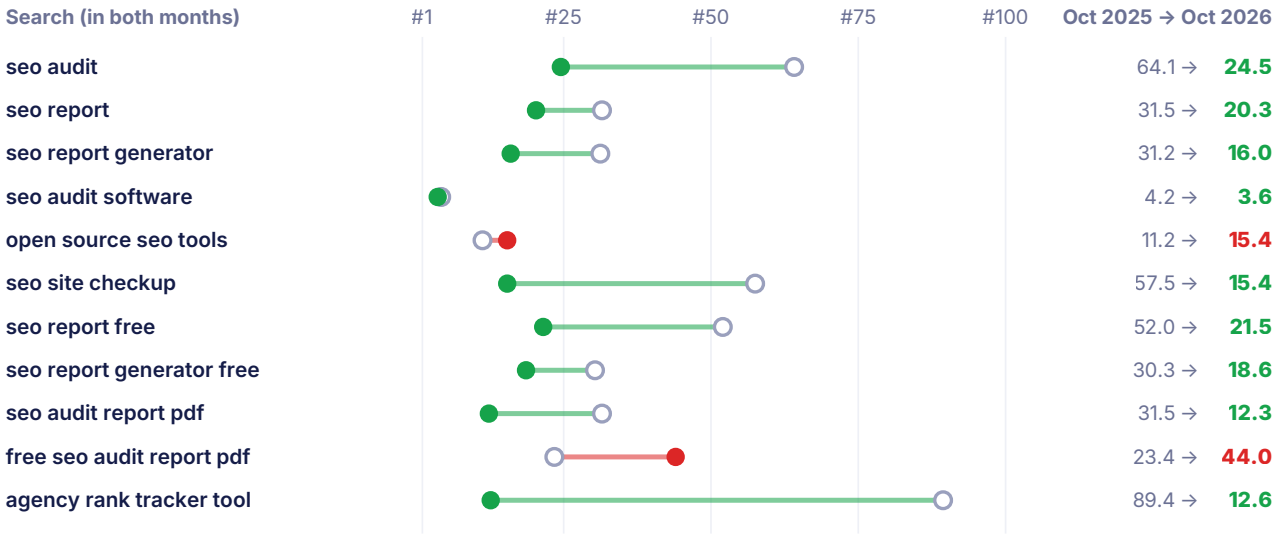
Higher in Google, with fewer clicks than a year ago

Search Console data in the app covers single months, so this page compares **October 2026 with October 2025**, not the full years. The site now appears much nearer the top, but it was shown less often, so clicks fell.

CLICKS	TIMES SHOWN	AVERAGE POSITION	CLICK RATE
196	**282,223**	**27.8**	**0.07%**
▼ 19.7%	▼ 20.7%	▲ 26.6 places higher	0 pts
was 244	was 355,878	was 54.4 · lower is better	was 0.07%

Position for the same searches, a year apart

Open dot = October 2025, filled dot = October 2026. Green = moved up, red = moved down. Searches that appear in both months' top-100 lists.



WHAT THIS MEANS

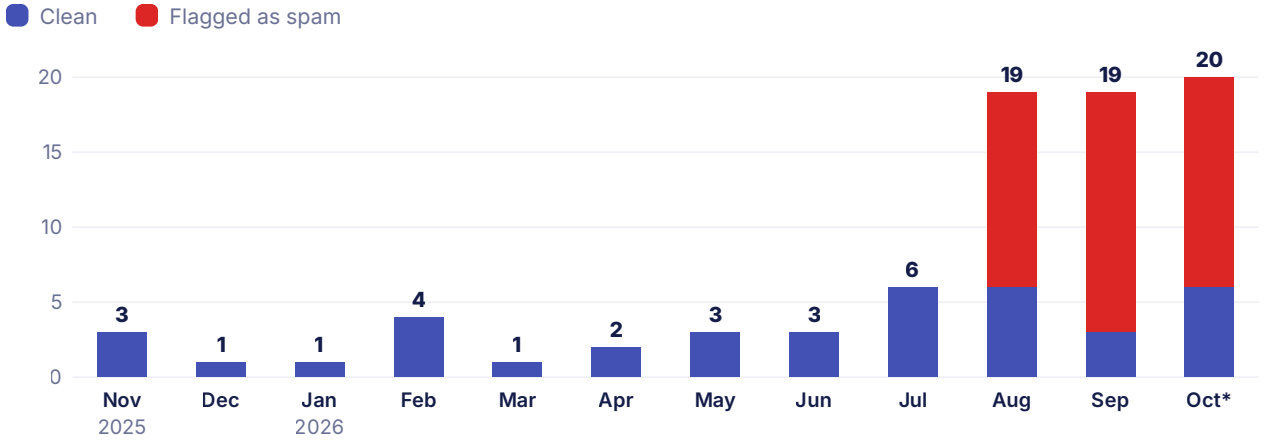
“seo audit” moved from position 64.1 to 24.5 and “seo report generator” from 31.2 to 16.0, but both still sit on page two or lower, where few people click. Pushing the pages behind them onto page one is the biggest search opportunity for next year.

LINKS GAINED OVER THE YEAR

82 new linking websites, 43 of them spam

Each bar counts the websites first seen linking to the site in that month. Blue = clean, red = flagged as spam by the link checker. All the spam arrived from August 2026 on.

NEW THIS YEAR	CLEAN	FLAGGED SPAM	ALL LINKING SITES
82	**39**	**43**	**147**
websites, first link seen	▲ 116.7% was 18	last year: 0	today · authority 259



* October counts links up to the last link check on 25 Oct 2026. Lost links are not in this chart: the first link check ran on 25 Oct 2026, so there is no earlier list to compare with.

Strongest new links this year

WEBSITE	FIRST SEEN	AUTHORITY	LINKS TO
www.sitelike.org	24 Sep 2026	589	home page
zexprwire.com	24 Jun 2026	548	home page
hackernoon.com	28 Nov 2025	544	app home page
www.spotsaas.com	2 Aug 2026	508	home page
remoteok.com	23 Aug 2026	477	home page

MILESTONES

The year in 9 moments

Dated events found in the data, oldest first. Every line comes from Analytics, the link checker, the site crawler or the rank tracker; nothing is added by hand.

28 Nov 2025	**hackernoon.com** links to the app (authority 544), the strongest new link of the year's first half.
January 2026	**2 key events**, the most Analytics recorded in any month this year.
May 2026	**Quietest month: 386 visits**, and the last month with a recorded key event.
July 2026	**Best month: 1,330 visits**, ▲ 42.7% on a year earlier.
August 2026	**19 new linking websites** in one month, 13 of them flagged as spam: the start of a spam wave.
24 Oct 2026	**First full-site crawl:** 144 pages, health 53, 17 errors.
25 Oct 2026	**Rank tracking** (64 keyword checks) and **link monitoring** start. “seo audit software” is #1 in Google US on the first check.
27 Oct 2026	**Site health 99** after the crawl errors were fixed (17 → 1).
October 2026	**914 visits**, ▲ 26.6% on a year earlier. First visits from AI assistants (3); Business Profile seen on Google Maps **169** times (94 in September).

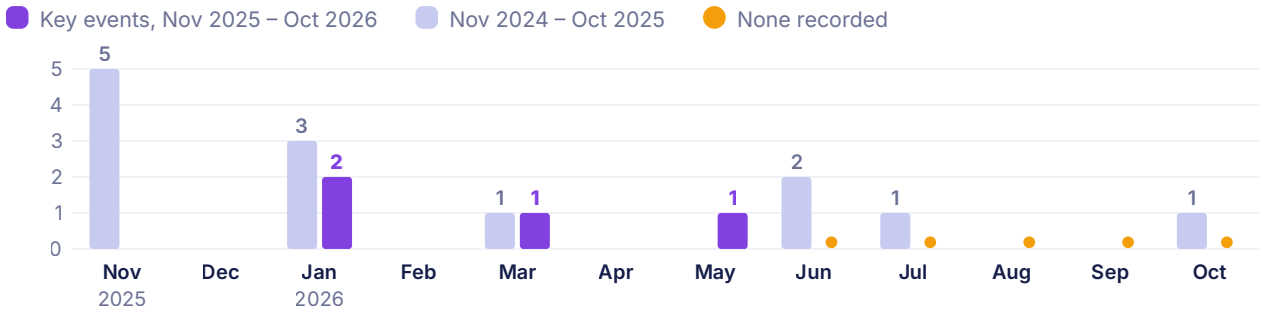
WHAT THIS MEANS

Most of the year's tools (site crawls, rank tracking, link monitoring) only started in late October. From now on every month is recorded, so next year's review can show all twelve months for every source, not just website visits.

WHAT DIDN'T WORK

Enquiries stopped being counted in May

The honest part of the year. These four things held results back or made them impossible to measure. Each one has a fix in next year's plan.



Only 4 key events all year, none for 5 months

Measurement

Analytics recorded **4** key events (enquiry actions) against **13** the year before, and none after May 2026. Without them nobody can tell which visits turn into customers.

1. Choose the 2–4 actions that count as an enquiry (sign-up, contact form, plan bought).
2. Make each one send an event and mark it as a key event in Analytics (Admin → Events).

10 of 12 months were below last year

Visits

The first half lost 38.5% of visits; January 2026 alone was 59.5% down (618 against 1,525).

1. Find what drove Jul 2026 and Oct 2026 and repeat it every quarter.

Fewer visitors engaged: 45.0% against 59.1%

Engagement

In October 2026 45.0% of visits were engaged, against 59.1% in October 2025. Direct visits, 61% of October's traffic, were engaged only 33.5% of the time.

1. Tag links so Direct visits can be traced, then improve the pages they land on.

43 spam links, and “seo site checkup” stopped bringing clicks

Links & search

All 43 flagged links arrived from Aug 2026 on. Separately, “seo site checkup” gave 22 clicks in Oct 2025 and 1 in Oct 2026: Google showed it far less (845 → 58 times), even though its position improved.

1. Review the flagged sites in the Backlink report and disavow the worst. Refresh the comparison page for that search.

THE PLAN FOR NEXT YEAR

Five priorities for 2026–2027

Ordered by how much each one changes next year's results, and how well we can measure them.

1 **Count enquiries again** — Biggest gap

Set up key events for sign-ups, contact forms and purchases. Goal: enquiries in every monthly report, not 4 a year.

2 **Turn page-two searches into page-one searches** — Search

“seo audit” (24.5), “seo report” (20.3) and “seo report generator” (16.0) are close. Goal: the site's average position under 20 (now 27.8).

3 **Make the good months normal** — Growth

Jul 2026 and Oct 2026 beat last year. Goal: at least 6 of 12 months above the year before (this year 2).

4 **Keep earning clean links, clear out the spam** — Links

39 clean linking sites this year. Goal: more than that again, and a disavow review for the 43 flagged sites.

5 **Tag every link we share** — Measurement

Direct is 61% of visits. Tag newsletter, social and Business Profile links so next year's channel history is accurate.

Next year's review will also show

- Google clicks, times shown and position for all 12 months (now: October only, against October 2025).
- Visits by channel for every month (now: the last two months).
- Rankings, site health and links lost, month by month (tracking started in late October).

Prepared 3 November 2026 from Google Analytics 4 (monthly visits and key events, Nov 2024 – Oct 2026), Google Search Console (October 2026 and October 2025), the link checker (last check 25 Oct 2026), site crawls (24 Oct 2026 – 27 Oct 2026) and the rank tracker. Prepared with SEO Audit Software · seoaudit.software