LEAD GENERATION REPORT · OCTOBER 2026

Where did this month's leads come from?

seoaudit.software

1–31 October 2026 · compared with September 2026

6

leads in October

▲ +6 from 0 in September

All **6** came through the website's **contact form**. The Google Business Profile brought **0** calls and **0** messages, but **35** direction requests.

Google Analytics is not counting enquiries yet: 0 key events this month, none since May 2026.

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DATA
App leads, Business Profile, Analytics
Prepared 3 November 2026

THE MONTH AT A GLANCE

6 leads, all from the contact form

A lead is someone who got in touch: a form message, a chat, a call or a booking. The contact form brought **6** in October, up from **0** in September. Google Analytics does not count enquiries yet, so it cannot show which visits turned into these leads.

LEADS	CALLS FROM GOOGLE	DIRECTION REQUESTS	ENQUIRIES IN ANALYTICS
6	**0**	**35**	**Not tracked**
▲ +6 from 0 in Sep	0 in Sep	▲ 6.1% vs 33 in Sep	None since May 2026

Every lead source we check

SOURCE	WHAT COUNTS	OCT	SEP	STATUS
Contact form	A message sent from the website	6	0	Working
Audit widget	Free audit in return for an email	0	0	No leads
AI chat	Chats where the visitor left an email	–	–	Not connected
Calls from Google	Taps on "Call" in the Profile	0	0	None
Messages from Google	Chats started from the Profile	0	0	None
Bookings from Google	Bookings made from the Profile	0	0	None
Enquiries in Analytics	Key events: actions marked as a lead	–	–	Not tracked

Analytics key events are not added to the lead total: once tracking works they count the same form messages again. They show **where** leads come from.

ACTION NO. 1

Send every contact-form message to Google Analytics as a key event. Next month this report can then show which channel and which page brought each lead.

LEAD SOURCES

The contact form brought every lead

Left: people who got in touch. Right: people who showed interest but did not contact you yet. Interest signals are worth watching, but they are not leads.

Leads by source

Contact form Messages sent from the site		**6** · 100%
Audit widget Free audit for an email		**0** · 0%
AI chat Chatbot on the website		Not connected
Calls from Google Profile call button		**0** · 0%
Messages from Google Profile chat		**0** · 0%
Bookings from Google Profile booking button		**0** · 0%

Interest signals

Profile views	Search **67** · Maps **169**	**236** ▲ 56.3% vs 151 in Sep
Direction requests	Route to your address in Maps	**35** ▲ 6.1% vs 33 in Sep
Website clicks	From the Business Profile	**3** ▲ 50% vs 2 in Sep
Opened the contact page	People, from Analytics	**38** 114 page views

Visits by channel

Where the 914 website visits came from. The last column fills in once Analytics counts enquiries.

CHANNEL	VISITS	SHARE	VS SEPTEMBER	ENQUIRIES
Direct · Typed address, bookmarks, untagged links	556	60.8%	▲ 76.5% vs 315 in Sep	–
Organic Search · Google and other search engines	251	27.5%	▲ 23.6% vs 203 in Sep	–
Referral · Links on other websites	84	9.2%	▲ 663.6% vs 11 in Sep	–
Organic Social · Facebook, LinkedIn and others	12	1.3%	▲ 100% vs 6 in Sep	–
Unassigned · Source not recognised	6	0.7%	▲ 200% vs 2 in Sep	–

WHY THE LAST COLUMN IS EMPTY

All channels show no enquiries because no enquiry event is set up in Analytics, not because nobody asked: the contact form alone brought 6 leads.

TREND

From 0 leads to 6; Maps interest steady

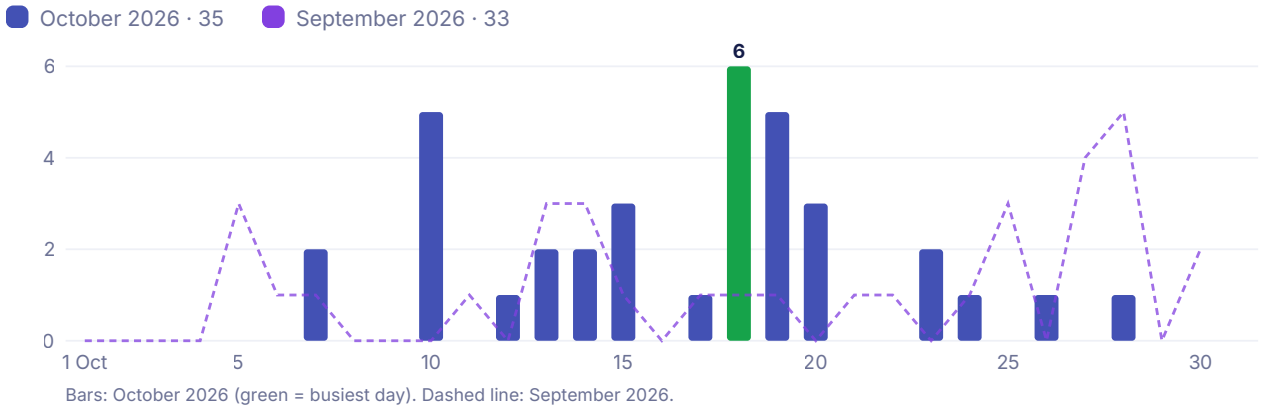
September had no leads in the app; October had 6. Direction requests in Maps stayed at the same level (33 → 35). Google Analytics stopped counting enquiries after May 2026.

LEADS IN THE APP
0 → 6
September → October

BUSIEST MAPS DAY
6
direction requests on 18 Oct · 14 days had at least one

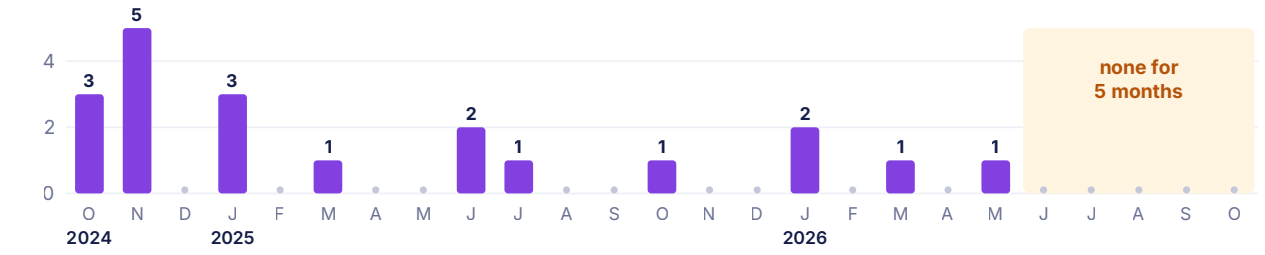
ANALYTICS KEY EVENTS
20
in 25 months · last one May 2026, then 5 months with none

Direction requests per day



Bars: October 2026 (green = busiest day). Dashed line: September 2026.

Enquiries counted by Google Analytics, per month



Oct 2024 – Oct 2026. Purple bar = key events that month, grey dot = none.

Website clicks from the Business Profile came on 15, 23 and 30 Oct (3 in total). Calls and messages stayed at 0 every day in both months.

LEAD DETAILS AND FOLLOW-UP

6 leads to follow up, details in the app

To protect your visitors, this report does not print names, emails, phone numbers or messages. Every lead, with everything the visitor sent, is in the app under **Leads**.

6

leads in October

6 contact form · 0 audit widget

Open in the app: **Leads → Contact form**

What each lead holds in the app

- ✓ Date and time, source, form name and the page it was sent from
- ✓ Status: new or contacted, plus your notes
- ✓ Where it was sent: Brevo, Mailchimp, Constant Contact, Zapier or a webhook
- ! Name, email, phone and message · kept in the app, not printed here

Lead quality notes

All 6 leads came through the contact form — Strong

A form lead is the strongest kind: the person chose to contact you and expects an answer.

35 direction requests, but no calls or messages — Signal

Most profile views came from Maps (169 of 236). A route request shows interest in the address; it does not tell us that a person wants to buy.

38 people opened the contact page — Watch

They viewed it 114 times, with 26.6 s of engaged time on average. Of the 24 visits that started there, 37.5% were engaged.

Follow-up checklist

1. Answer every new lead within one working day, by email.
2. Mark each lead "Contacted" in the app, so next month's report shows how many were answered.
3. Turn on lead sync, so new leads reach your email tool or CRM automatically.

ACTION PLAN

Five steps to get more leads

The first two make every lead visible by source. The other three open new ways for visitors to get in touch.

1 **Count form leads in Google Analytics** — Biggest gap

6 form leads arrived, but Analytics recorded 0 key events (none since May 2026). Send a **generate_lead** event on each message and mark it as a key event.

2 **Tag the Business Profile website link** — Measurement

3 visits came from the profile, but they hide inside "Direct" (61% of all visits). Add UTM tags to the profile's website link.

3 **Turn on the AI chat** — New source

No chatbot is connected. A chat answers visitors at any hour and asks for their email when they want a reply.

4 **Make the contact page easier to finish** — Conversion

38 people opened it; 37.5% of visits that started there were engaged. Put the form at the top and ask only for name, email and message.

5 **Add the free audit widget to the pricing page** — New source

43 visits started on /pricing (▲ 38.7% vs 31 in Sep). The widget gives a free audit in return for an email. No widget leads came in this month.

What next month's report adds once steps 1–3 are done

- Leads per channel and per landing page, from Analytics.
- Business Profile visits as their own source instead of "Direct".
- Chat conversations and chat leads next to form leads.

How this report counts: leads = contact form + audit widget + AI chat (from the app) + calls, messages and bookings (from the Business Profile). Direction requests, website clicks and page visits are shown as interest, not added. Period 1–31 October 2026, compared with September 2026. Prepared with SEO Audit Software · seoaudit.software