

SEO performance report

July to October 2026. Search traffic, visitors, rankings, site health, authority and local presence, in one place.

The quarter in one paragraph. Google showed the site 162,000 times and sent 848 visits from search, with the average position just outside the top ten. Three tracked keywords hold a top three spot and the site's technical health scores 98 out of 100, with every page ready for AI search. The link profile stands at 991 live links from 880 sites. The work ahead is on the Google listing, five missing directory listings and a handful of canonical tags, all listed on the last page.

Site Audit · Audit of 6 Oct 2026

Position Tracker · Positions on 8 Oct 2026



Site health



AI health

IN THE TOP 3
3

ON PAGE ONE
4

AVERAGE POSITION
12.6

1 Search performance · 2 Visitors · 3 Rankings · 4 Site health · 5 Authority · 6 Local presence

Search performance

What Google showed and sent over the last 90 days, from Search Console.

Search Console · 8 Jul to 5 Oct 2026

SEARCH CLICKS
848

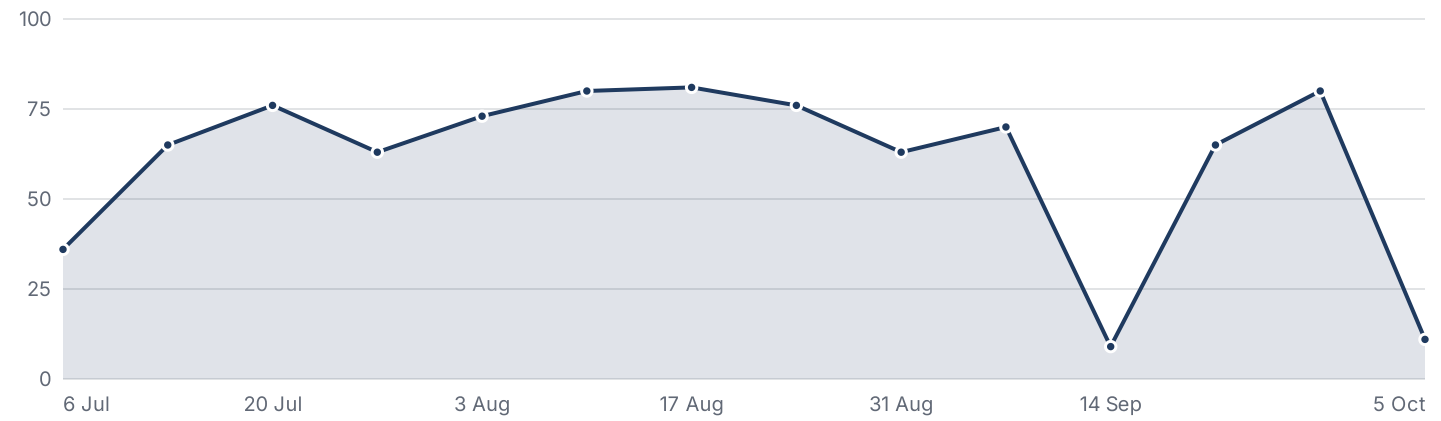
IMPRESSIONS
162,176

CLICK-THROUGH RATE
0.52%

AVERAGE POSITION
10.7

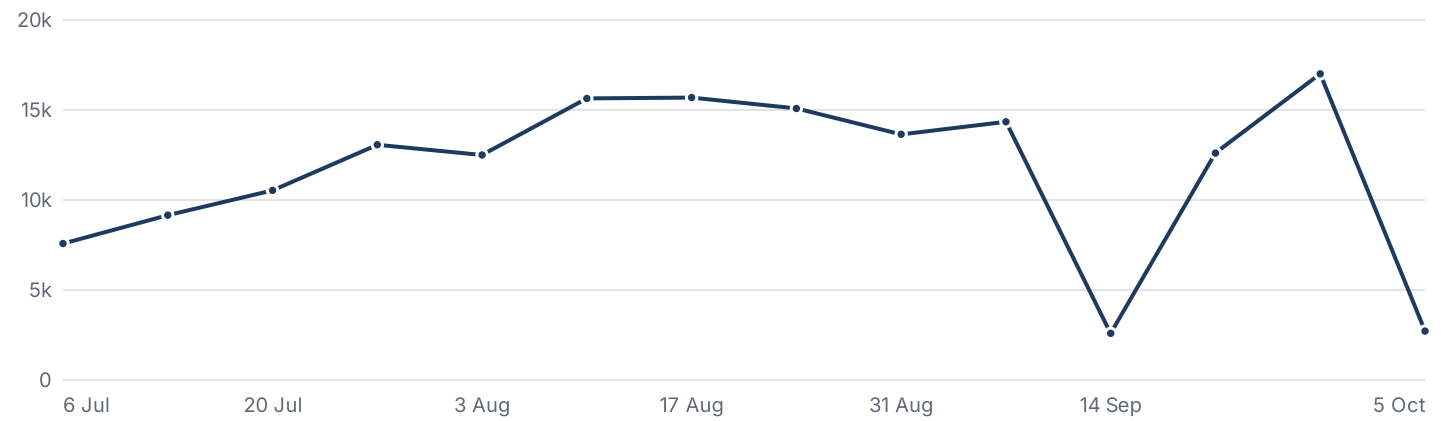
Search clicks by week

Search Console · 8 Jul to 5 Oct 2026



Impressions by week

Search Console · 8 Jul to 5 Oct 2026



Impressions grew while clicks held steady. The site is being shown for more searches than it is winning, which is the pattern of a site climbing from page two. The rankings page shows where those searches sit today.

Visitors

Sessions from Google Analytics, and the share arriving from AI assistants.

Analytics · 10 Jul to 7 Oct 2026

SESSIONS

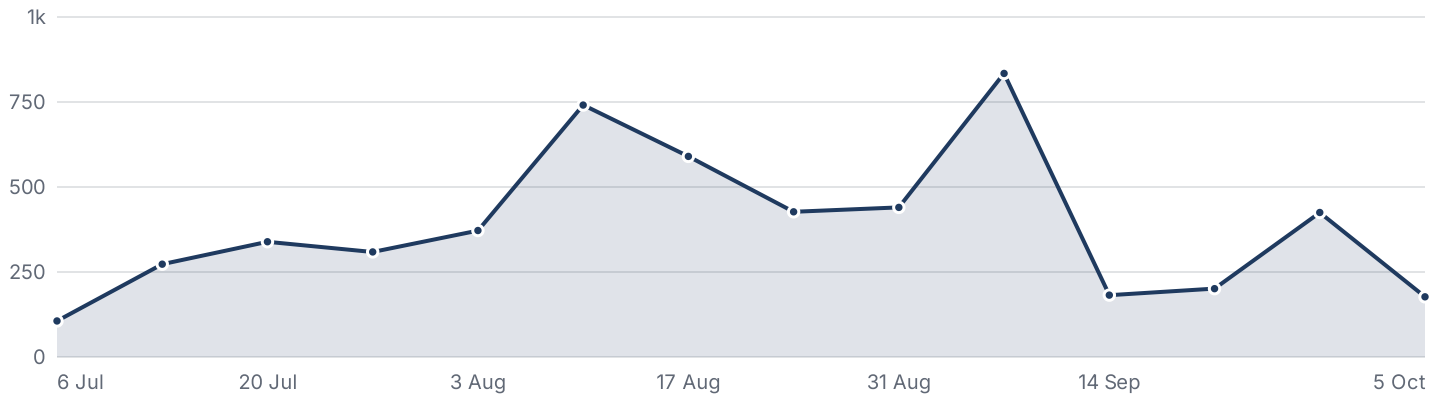
5,416

VISITS FROM AI ASSISTANTS

23

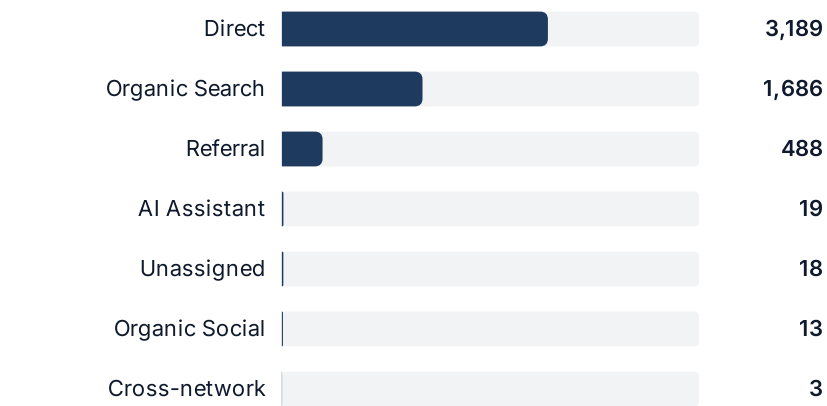
Sessions by week

Analytics · 10 Jul to 7 Oct 2026



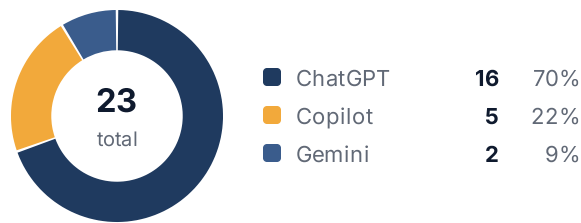
Sessions by channel

Analytics · 10 Jul to 7 Oct 2026



Visits from AI assistants

Analytics · 10 Jul to 7 Oct 2026



AI assistants sent 23 visits this quarter, most of them from ChatGPT. That is under one percent of sessions today. We track it because it is where a growing share of search is moving, and the site is already being cited.

Rankings

Where the tracked keywords stand on Google today, and how the position bands have moved.

Position Tracker · Positions on 8 Oct 2026

KEYWORDS TRACKED

50

IN THE TOP 100

7

IN THE TOP 3

3

ON PAGE ONE

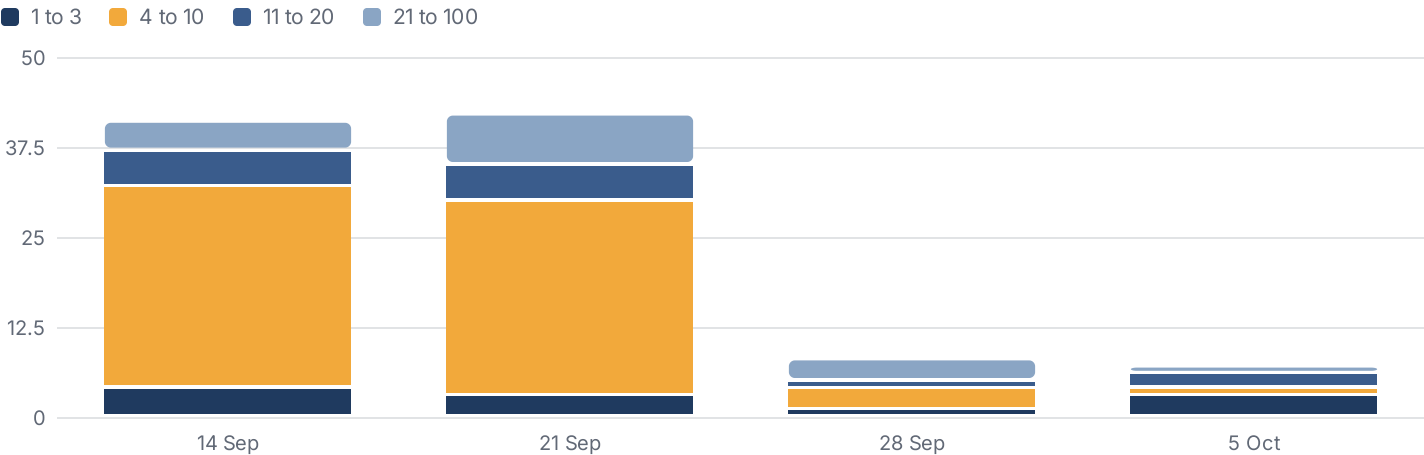
4

AVERAGE POSITION

12.6

Keywords by position band

Position Tracker · 14 Sep to 8 Oct 2026



Search Console · 8 Jul to 5 Oct 2026

AVERAGE POSITION

10.7

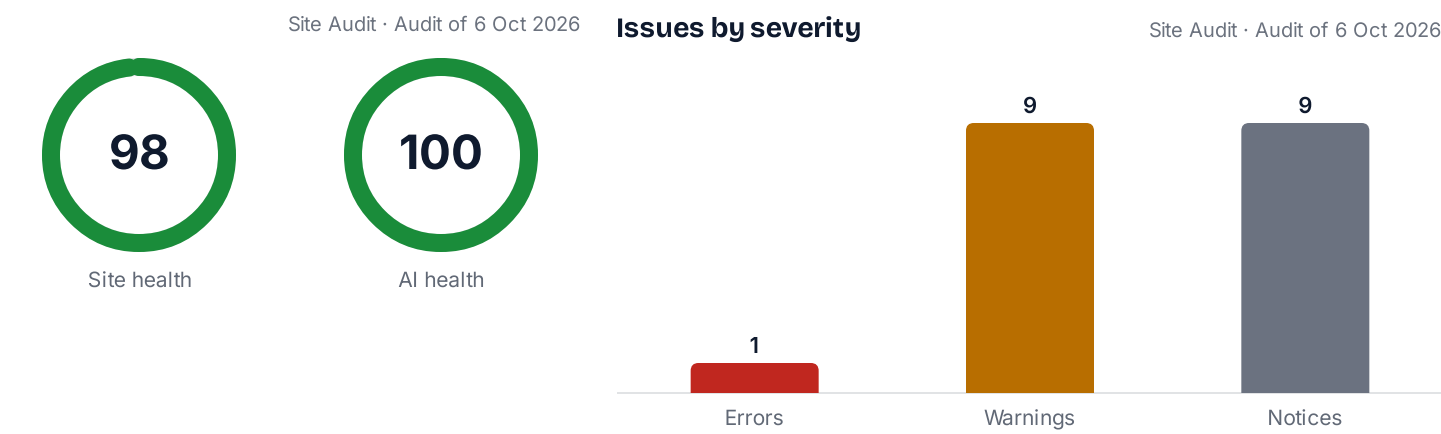
CLICK-THROUGH RATE

0.52%

Three keywords sit in the top three and four on page one. Most of the tracked set still ranks between positions 11 and 100, which is where the content work in the next quarter is aimed.

Site health

A crawl of every page on the site, scored on technical health and on readiness for AI search.



Site Audit · Audit of 6 Oct 2026

PAGES CRAWLED
112

PAGES FOUND
112

What to fix first

Site Audit · Audit of 6 Oct 2026

ISSUE	SEVERITY	PAGES
No canonical tag	Error	9 of 112
More than 30 JS and CSS files	Warning	112 of 112
Low text to HTML ratio	Warning	51 of 112
Pages opted out of AI in meta robots	Warning	9 of 112
Unminified JS and CSS	Warning	6 of 78
Frames or iframes	Warning	2 of 112
Broken external links	Warning	2 of 112

7 of 19 shown

Core Web Vitals, medians across tested pages

Core Web Vitals · Audit of 6 Oct 2026, medians across tested pages

DEVICE	PAGES	PERFORMANCE	LCP (S)	CLS	TBT (MS)
Mobile	20	94	2.6	0.000	129
Desktop	20	96	1.0	0.000	152

Lab tests from Google PageSpeed on a simulated device, not visitors' field data.

Links and authority

Who links to the site, from the backlink monitor's checks.

Backlink Monitor · Check of 8 Oct 2026

ACTIVE LINKS
991

REFERRING SITES
880

DOFOLLOW LINKS
935

LOST LINKS
23

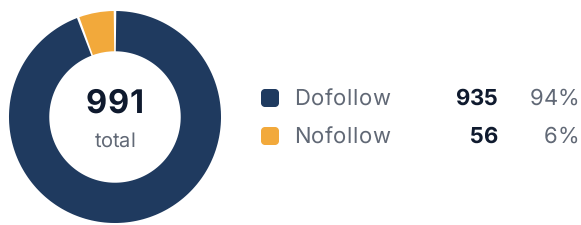
Referring domains over time

Backlink Monitor · 25 Aug to 8 Oct 2026



Follow split

Backlink Monitor · Check of 8 Oct 2026



Top referring sites

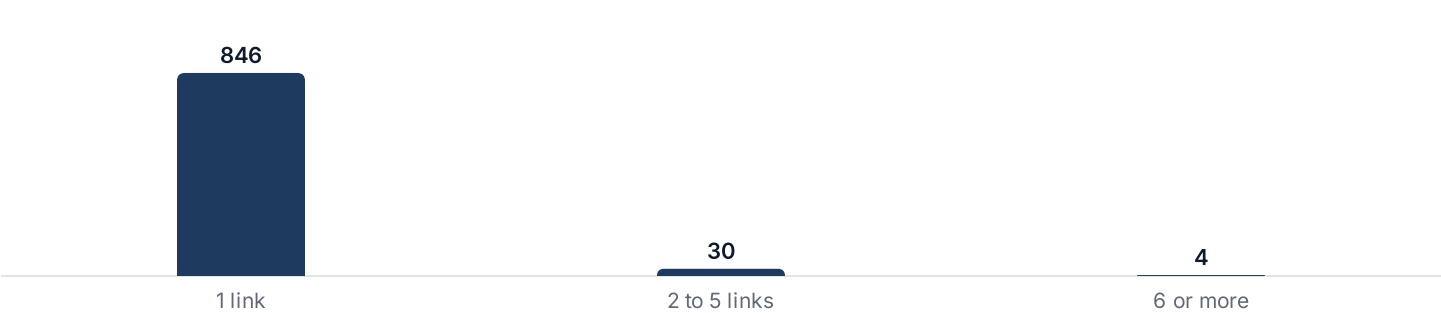
Backlink Monitor · Check of 8 Oct 2026

REFERRING SITE	LINKS	DOFOLLOW
regional-trade-news.example	42	42
bid-directory.example	9	9
www.local-lodging.example	6	6
www.blog-roundup.example	6	6
www.events-listing.example	5	5
partner-mfg.example	5	0
www.dealer-site.example	4	4

7 of 880 shown

How many links each referring site gives

Backlink Monitor · Check of 8 Oct 2026



Local presence

The Google listing and the business's directory listings.

Google Business Profile · Audit of 25 Aug 2026

PROFILE SCORE

73

GOOGLE RATING

4.3

GOOGLE REVIEWS

11

CHECKS PASSING

12 of 17

Citation Audit · Audit of 21 Aug 2026

LISTINGS FOUND

5 of 14

MISSING

5

NAME, ADDRESS, PHONE MATCH

86%

Listing fixes, in priority order

Google Business Profile · Audit of 25 Aug 2026

FIX	PRIORITY
Negative reviews answered	High
Reviews are recent	High
Rating competitive locally	High
Review volume	Medium
Review volume competitive locally	Medium

Next 30 days

1. **Answer the open negative reviews** on the Google listing and keep the rating moving up from 4.3.
2. **Claim the five missing directory listings** so the name, address and phone read the same everywhere.
3. **Add canonical tags** to the nine pages the audit flagged, the one error on an otherwise clean site.
4. **Follow up on the 23 lost links** from this quarter's checks and ask for the ones worth having back.