PREPARED BY REPORTFORGE FOR: NORTHWIND GROWTH CO. (SAMPLE AGENCY)

Monthly Marketing & SEO Report

Brightside Dental Studio — fictional multi-location dental practice

PERIOD	COMPARED TO	SOURCES
Oct 1–31, 2026	Sep 1–30, 2026	GA4 · Google Search Console · Google Ads

DELIVERED
Nov 3, 2026 · human-QA'd

Example only: Brightside Dental Studio and Northwind Growth Co. are fictional. All numbers are invented example data, shown to demonstrate report structure, depth, and writing quality — not a client result.

Executive summary

The 30-second version for the client.

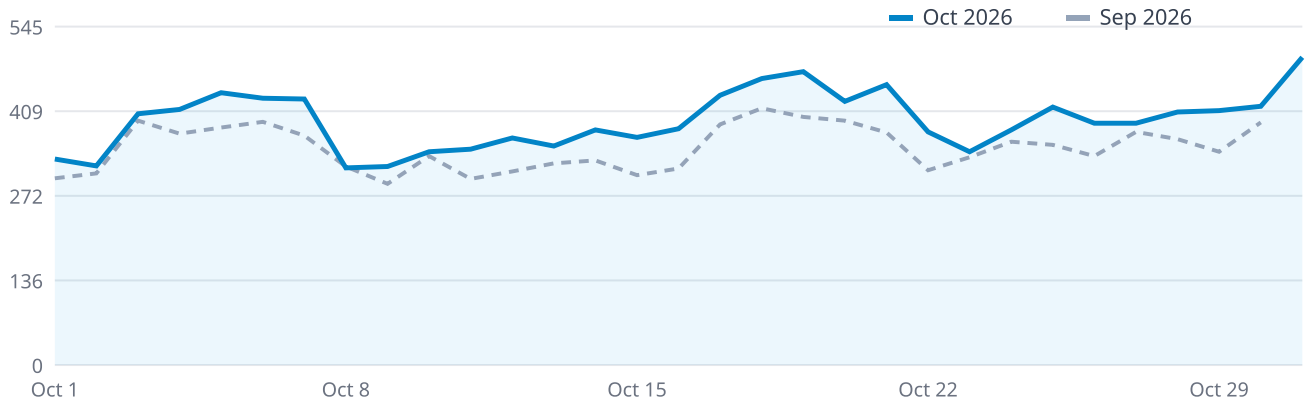
October was the best month this year for booked appointments. Conversions rose 24% to 412 (online bookings + tracked calls), driven by organic search: implant and emergency-dentist pages climbed into the top 10 and organic clicks grew 16.9%. Paid search delivered fewer sessions (−6.4%) after budget moved off broad-match keywords, while cost per booking improved. Main watch item: the teeth-whitening page lost traffic and converts poorly.

SESSIONS	USERS	CONVERSIONS	CONV. RATE
12,217	8,674	412	3.37%
▲ 16.3%	▲ 13.1%	▲ 24.5%	▲ 0.22 pts
GA4 · vs Sep	GA4 · vs Sep	GA4 key events: booking + call · vs Sep	vs Sep

ORGANIC CLICKS	ORGANIC CTR	AVG. POSITION	PAID COST / BOOKING
5,615	3.84%	11.2	$48.10
▲ 16.9%	▲ 0.41 pts	▼ 1.9 positions	▼ 14.6%
Search Console · vs Sep	vs Sep	Search Console · improved	Google Ads · vs Sep

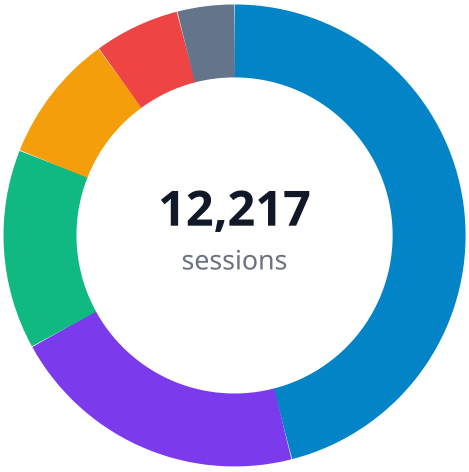
Traffic trend

Daily sessions, October vs September (GA4). Weekend dips are normal for this vertical.



Channel mix

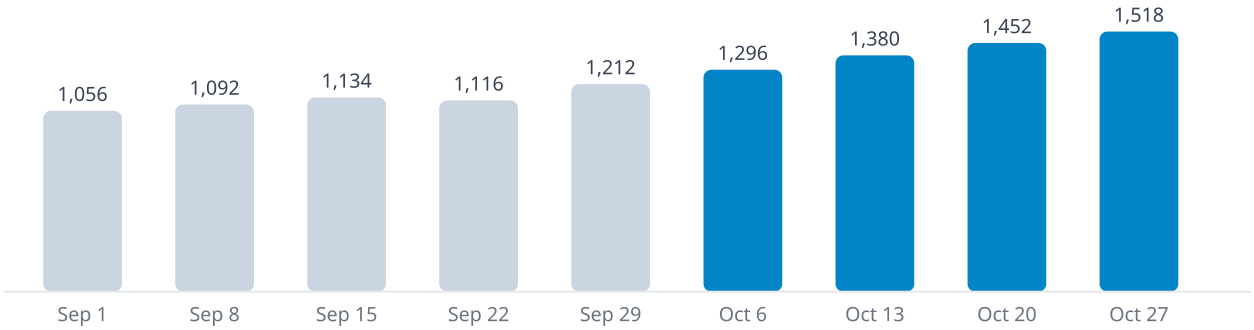
Share of October sessions by default channel group, with change vs September.



Organic Search	5,620 (46%)	+18.2%
Paid Search	2,566 (21%)	-6.4%
Direct	1,710 (14%)	+3.1%
Organic Maps / GBP	1,100 (9%)	+27.5%
Referral	733 (6%)	+1.8%
Social	489 (4%)	-12.0%

Organic search momentum

Weekly organic clicks from Google Search Console (last 9 weeks; October highlighted).



Top landing pages

GA4 · sessions, change vs September, conversions and page conversion rate.

LANDING PAGE	SESSIONS	MOM	CONV.	CONV. RATE
/dental-implants/	2,140	+31.4%	105	4.9%
/	1,980	+4.2%	61	3.1%
/invisalign-cost/	1,460	+22.8%	61	4.2%
/emergency-dentist-flatbush/	1,190	+46.0%	81	6.8%
/teeth-whitening/	820	-8.5%	17	2.1%
/blog/how-long-do-implants-last/	760	+64.3%	5	0.6%

Top search queries

Google Search Console · clicks, impressions, CTR and average position.

QUERY	CLICKS	IMPR.	CTR	AVG. POS.
dental implants brooklyn	612	9,840	6.2%	7.4
emergency dentist near me	488	7,210	6.8%	5.1
invisalign cost nyc	341	6,120	5.6%	8.9
brightside dental	326	702	46.4%	1.0
teeth whitening flatbush	143	2,950	4.8%	9.6
how long do implants last	131	11,400	1.1%	12.3

What changed

Insights, not just numbers.

- WIN **Emergency-dentist page is now the best converter (6.8%).** Sessions +46% after the September rewrite added hours, insurance info and a click-to-call button; it moved from position ~11 to 6.8 for “emergency dentist near me”.
- WIN **Google Business Profile traffic +27.5%.** The 41 new reviews requested in September are showing up in Maps visibility and direct-call conversions.
- OPPORTUNITY **“how long do implants last” gets 11,400 impressions at position 12.3 but only 1.1% CTR.** The blog post is on page 2 and has almost no path to booking (0.6% conv. rate).
- WATCH **Teeth-whitening page −8.5% and only 2.1% conversion.** A competitor launched a $199 promo; our page has no visible price.
- WATCH **Paid sessions −6.4%, but cost per booking improved 14.6%.** Expected after cutting broad match — fewer, better clicks. Not a problem unless booking volume from Ads drops next month.

What to do next

Prioritized for November, with owner and expected impact.

1. **Rewrite the implants-longevity blog post title/meta and add an in-article "book a free implant consult" block.** Owner: agency content · Impact: page-2 → page-1 push on an 11k-impression query + a path to conversion.
2. **Add starting price + before/after gallery to /teeth-whitening/.** Owner: practice to supply photos · Impact: recover lost traffic, lift 2.1% conv. rate toward site average.
3. **Clone the emergency-page template (hours, insurance, click-to-call) to the Invisalign page.** Owner: agency web · Impact: the proven 6.8% converter pattern on the #3 traffic page.
4. **Keep the review-request flow running; target 30 new GBP reviews in November.** Owner: front desk · Impact: sustain Maps growth.
5. **Ads: re-test a phrase-match implants campaign at $25/day with call-only ads during office hours.** Owner: agency PPC · Impact: regain volume without reintroducing broad-match waste.

Methodology: GA4 default channel grouping; conversions = GA4 key events *booking_submit* + *call_click*; Search Console data is web search, all countries; MoM = Oct 1–31 vs Sep 1–30. **All data in this report is fictional example data** created by ReportForge to show a typical monthly deliverable. Real reports are built from your own GA4 / Search Console / Ads / Looker Studio connections, white-labeled with your agency's branding.