Brightpath Digital

PREPARED FOR

Bright Smile Dental

Monthly SEO Report (sample, demo data)

September 2026

Compared with 2 Aug 2026 – 31 Aug 2026

Brightpath Digital
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This month at a glance

CLICKS	IMPRESSIONS	AVG. POSITION	SESSIONS
7K	202K	13.2	15.3K
▲ +6.3%	▲ +8.2%	▲ +3.9%	▲ +6.3%

ORGANIC SESSIONS	KEY EVENTS
7.4K	613
▲ +6.3%	▲ +5.9%

This month in short

3 wins and 0 things to watch vs previous period

▲ Wins

- Clicks from Google up 6.3% (6,557 → 6,971): 8.2% more people saw the site in Google, even though the site ranks lower (position 12.7 → 13.2), so a smaller share of people click.
- Visits from Google search (organic) up 6.3% (6,923 → 7,362).
- Key events (calls, forms, bookings) up 5.9% (579 → 613).

▼ To watch

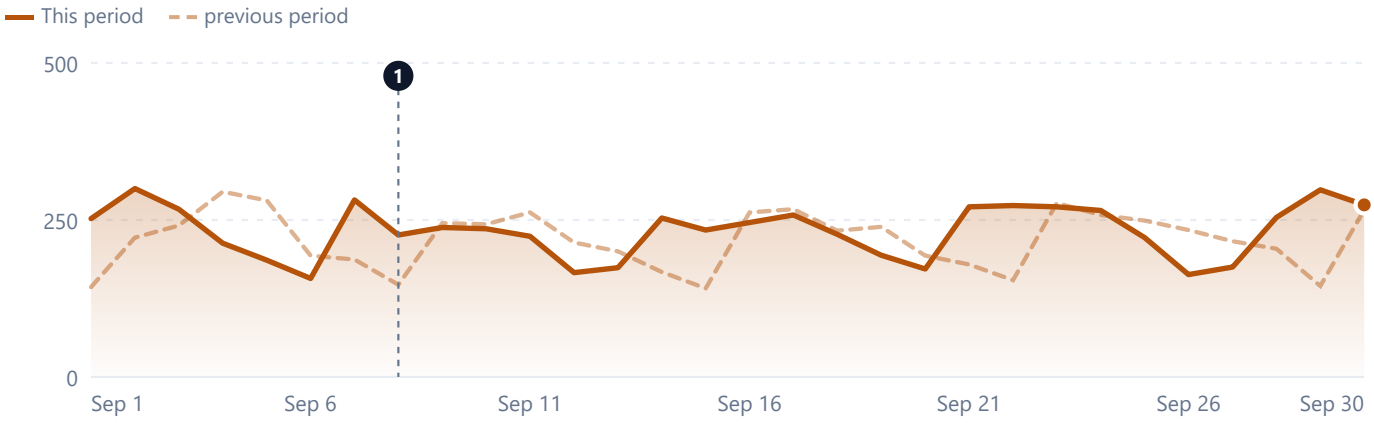
Nothing dropped by 5% or more. Good news.

From this report's own numbers; changes under 5% are left out.

Google Search performance

Clicks up 6.3% vs previous period

Clicks



1. **Sep 8** — New homepage launched

Impressions

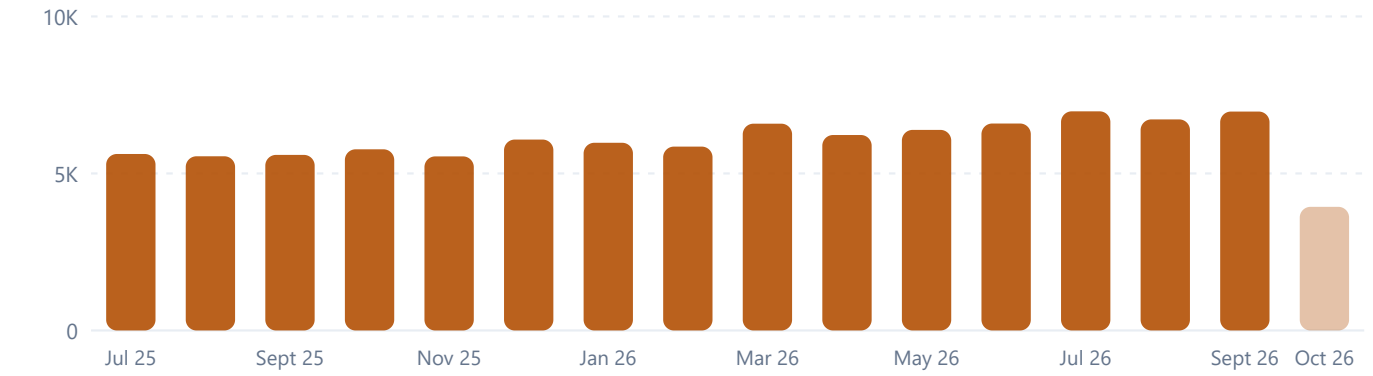
1. **Sep 8** — New homepage launched

Best day: Sep 2 (300 clicks).

Month by month

Sept 26: clicks up 24.7% on the same month last year

Clicks from Google Search per month, last 16 months (the last bar is the month so far).



Top search queries

QUERY	CLICKS	CHANGE	IMPRESSIONS	POSITION
bright smile dental near me	2,440	▲ +6.3%	67,627	13.6 ▼1.6
bright smile dental best	1,219	▲ +6.0%	34,327	13.7 ▼0.1
bright smile dental cheap	814	▲ +6.4%	24,433	9.8 ▲2.9
bright smile dental open now	611	▲ +6.4%	17,655	12.9 ▼0.2
bright smile dental reviews	491	▲ +6.7%	14,105	14.7 ▼2.1
bright smile dental prices	406	▲ +6.3%	11,444	12.6 ▼1.8
bright smile dental emergency	351	▲ +7.3%	9,265	13.0 ▲0.6
bright smile dental cost	305	▲ +7.4%	8,671	14.1 ▲0.2
bright smile dental hours	274	▲ +7.9%	8,079	12.1 ▲0.1
bright smile dental phone number	243	▲ +6.1%	6,942	12.4 ▲0.2

Top pages in Google

PAGE	CLICKS	CHANGE	IMPRESSIONS	POSITION
/	2,788	▲ +6.3%	80,454	13.9 ▼1.8
/services	1,394	▲ +6.3%	39,744	13.6 ▲1.5
/contact	930	▲ +6.3%	26,213	13.1 ▼0.5
/about	697	▲ +6.3%	20,662	12.3 ▲0.6
/pricing	560	▲ +7.3%	16,144	13.1 ▲2.2
/reviews	465	▲ +6.4%	13,486	13.1 ▲0.6
/blog/tips	397	▲ +6.1%	10,770	14.7 ▼2.1
/locations	351	▲ +7.3%	10,537	14.4 ▼1.3
/faq	308	▲ +5.5%	8,991	14.7 ▼3.2
/book	280	▲ +6.1%	8,160	12.0 ▲0.6

Biggest movers

Clicks up 414 vs previous period: 8.2% more people saw the site in Google, even though the site ranks lower (position 12.7 → 13.2), so a smaller share of people click

Why clicks changed

▲ **Ranked higher in Google** · +49 clicks, 1 search — 49 clicks 12%

▲ **Other searches** · +365 clicks — 365 clicks 88%

Shown in Google 186,732 → 202,038 times · clicked 3.5% → 3.5% · average position 12.7 → 13.2 (lower is better). "Other searches" = smaller changes and searches Google keeps private.

▲ Queries gaining clicks

bright smile dental near me Ranking down · position 12.0 → 13.6	**+145** (2,295 → 2,440)
bright smile dental best Small changes · position 13.6 → 13.7	**+69** (1,150 → 1,219)
bright smile dental cheap Ranking up · position 12.7 → 9.8	**+49** (765 → 814)
bright smile dental open now Small changes · position 12.7 → 12.9	**+37** (574 → 611)
bright smile dental reviews Ranking down · position 12.6 → 14.7	**+31** (460 → 491)

▼ Queries losing clicks

None.

▲ Pages gaining clicks

/ Ranking down · position 12.1 → 13.9	**+164** (2,624 → 2,788)
/services Small changes · position 15.1 → 13.6	**+83** (1,311 → 1,394)
/contact Small changes · position 12.6 → 13.1	**+55** (875 → 930)
/about Small changes · position 12.9 → 12.3	**+41** (656 → 697)
/pricing More searches, Ranking up · position 15.3 → 13.1	**+38** (522 → 560)

▼ Pages losing clicks

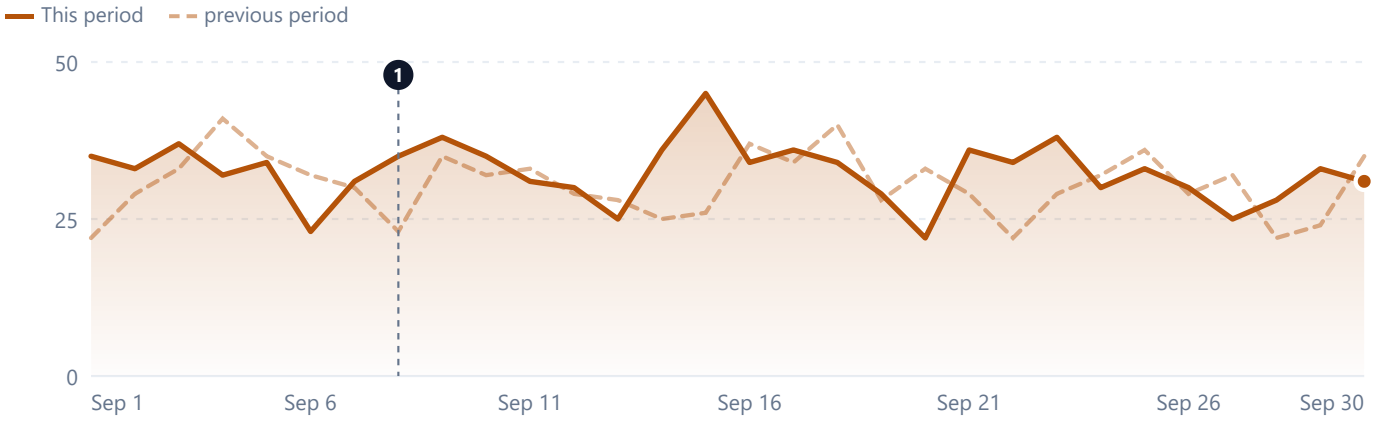
None.

Google Business Profile

Customer actions up 6.3% vs previous period

Calls	Website clicks	Direction requests	Profile views
312	356	237	19,429
▲ +5.1%	▲ +5.6%	▲ +7.2%	▲ +4.8%

Customer actions: 973 ▲ +6.3%



1. **Sep 8** — New homepage launched

Seen 10,495 times on Google Maps and 8,934 times on Google Search.

LOCATION	ACTIONS	CALLS	WEBSITE	DIRECTIONS
Bright Smile Dental — Downtown	772	244	277	195
Bright Smile Dental — Northside	201	68	79	42

Most were website clicks (356).

Reviews

4.0★ from 43 reviews, 3 new in this period

★ 4.0 average from 43 reviews · 3 new in this period (average ★ 4.7), 2 before.

5 stars	22 reviews	51%
4 stars	10 reviews	23%
3 stars	4 reviews	9%
2 stars	4 reviews	9%
1 stars	3 reviews	7%

Omar H. · ★★★★★
Great service, friendly staff and quick.

Chris L. · ★★★★★
Great service, friendly staff and quick.
Reply: Thank you for your kind words!

Emily C. · ★★★★
Very professional, would recommend.

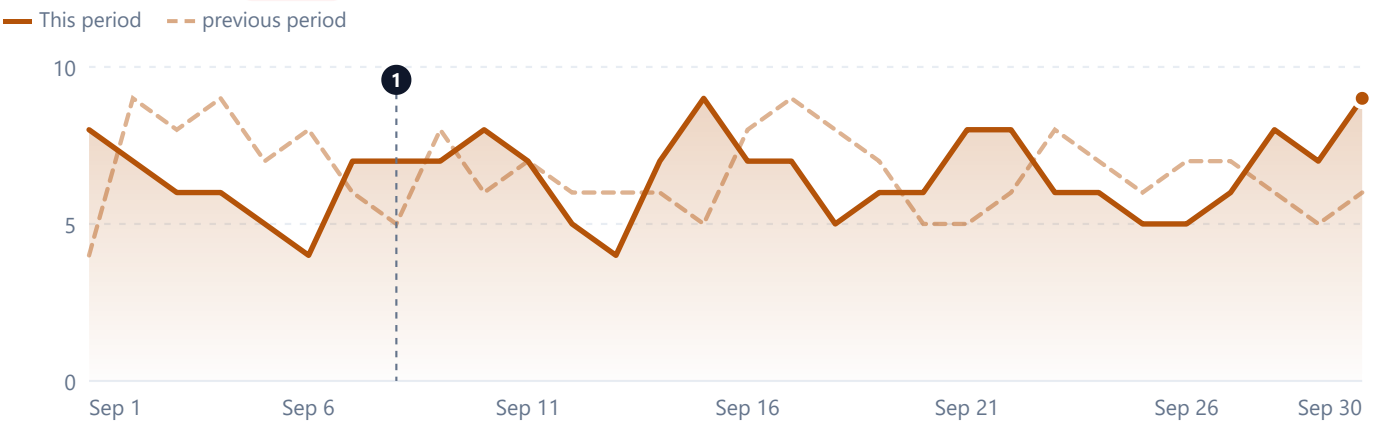
3 reviews are waiting for a reply.

Next step: Reply to the waiting reviews in Google Business Profile — Google and customers both notice.

Bing search performance

Bing clicks down 2% vs previous period

Clicks from Bing: 196 ▼ −2.0%



1. **Sep 8** — New homepage launched

Impressions in Bing: 3,528 ▼ −2.0%

1. **Sep 8** — New homepage launched

BING QUERY	CLICKS	IMPRESSIONS	POSITION
bright smile dental	113	451	4.3
bright smile dental best	39	229	6.4
bright smile dental reviews	20	153	5.5
bright smile dental prices	10	108	7.9
bright smile dental open now	8	111	10.1

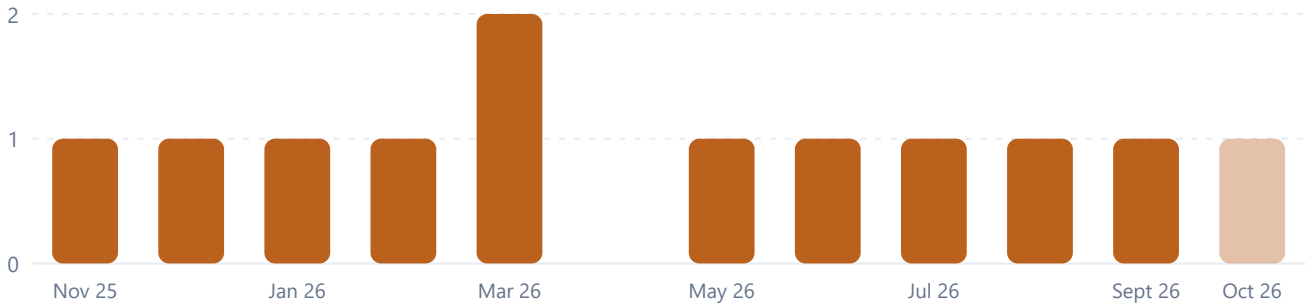
Best day: Sep 15 (9 clicks).

Business Profile posts

1 post on the Business Profile in this period (1 in the previous period)

1 post in this period · 1 before. A post to several locations counts once per location.

Posts per month, last 12 months (the last bar is the month so far).



25 Sept 2026 · Bright Smile Dental — Northside
Thank you for 100 five-star reviews!

Business Profile listing changes

No changes to the listing in this period — name, phone, address, hours and the rest stayed as they were.

Top pages in Bing

PAGE	CLICKS	CHANGE	IMPRESSIONS	POSITION
/	153	▼ −19.9%	761	2.3
/services/	60	▼ −14.3%	416	5.5
/contact/	30	▼ −14.3%	272	7.3
/about/	18	▼ −14.3%	210	7.7
/reviews/	11	▼ −31.3%	138	8.5

Website health

Uptime	Outages	Time down	Average response
100.0%	0	None	373 ms

SSL certificate valid until 2026-11-14 (16 days left) Domain valid until 2027-08-13

Site checks

Google could index the homepage throughout the period.

The checks (Google indexing, homepage content, business details, DNS, email, sitemap, speed) found no problems this period.

PAGE SPEED (GOOGLE, 0–100)	MOBILE	BEFORE	DESKTOP	REAL VISITORS
Homepage	83	76	100	Good

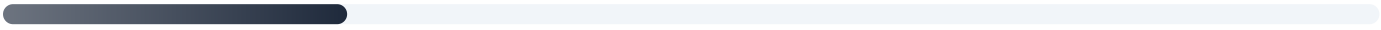
Where visitors came from

Organic Search brings 48% of visits

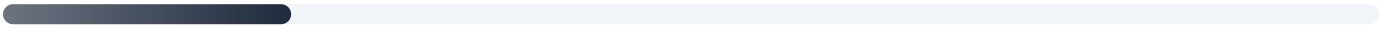
Organic Search · 295 key events — 7,362 sessions 48%

Direct · 149 key events — 3,681 sessions 24%

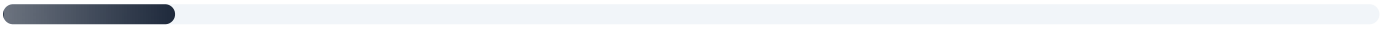
Referral · 75 key events — 1,839 sessions 12%



Paid Search · 59 key events — 1,537 sessions 10%



Organic Social · 32 key events — 921 sessions 6%



Pages in Google's index

Watched pages indexed	Newly indexed	Dropped out	Not indexed yet
7	0	0	5

What we did and what's next

This month we added 4 new service pages (implants, whitening, Invisalign, emergency care), fixed 12 broken links and replied to every new review within a day.

Next month: location pages for both branches, a weekly Business Profile post, and better titles for the 5 searches just outside the top 10.

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