Brightpath Digital

MONTHLY SEO REPORT · SEPTEMBER 2026

Bright Smile *Dental*

How Google Search, Google Analytics, Google Maps, Bing and website health performed in September 2026.

PERIOD	COMPARED WITH	PREPARED BY
September 2026	August 2026	Brightpath Digital

CONTACT

brightpath.example.com · hello@brightpath.example.com

WEBSITE

brightsmiledental.example.com

Sample report: every name and number is made up.

01 The month in one page

Everything that matters, before the details.

CLICKS	KEY EVENTS	SESSIONS	AVG. POSITION
6,971	613	15,310	13.2
▲ +15.8% was 6,018	▲ +25.6% was 488	▲ +10.4% was 13,870	▲ 1.4 spots was 14.6

IMPRESSIONS	ORGANIC SESSIONS	CLICK-THROUGH RATE	ENGAGEMENT RATE
202.3K	7,362	3.4%	61.2%
▼ −5.5% was 214.1K	▲ +20.3% was 6,120	▲ +0.6 pts was 2.8%	▲ +2.3 pts was 58.9%

Summary of the month

> September was the strongest month yet for Bright Smile Dental. More people clicked through from Google (up 16%) and, more importantly, more of them got in touch: calls, WhatsApp messages and form sends together rose by a quarter.

The new homepage, live since 8 September, helped. Searches for teeth whitening dipped, which is why impressions are slightly down. In October we will refresh that page and keep the review replies going.

Clicks are up 15.8% vs the previous period

Wins

1. Clicks from Google up 15.8% (6,018 → 6,971), the best month so far.
2. Key events (calls, forms, messages) up 25.6% (488 → 613).
3. Average position improved from 14.6 to 13.2.

To watch

1. Impressions down 5.5% (214,110 → 202,340): fewer searches for teeth whitening.
2. Website forms down 9.4% (64 → 58) while calls and WhatsApp went up.

Next steps

1. Reply to the 2 reviews still waiting for a reply.
2. Refresh the teeth whitening page; it lost the most clicks.
3. Check the contact form on mobile.

02 Found on Google

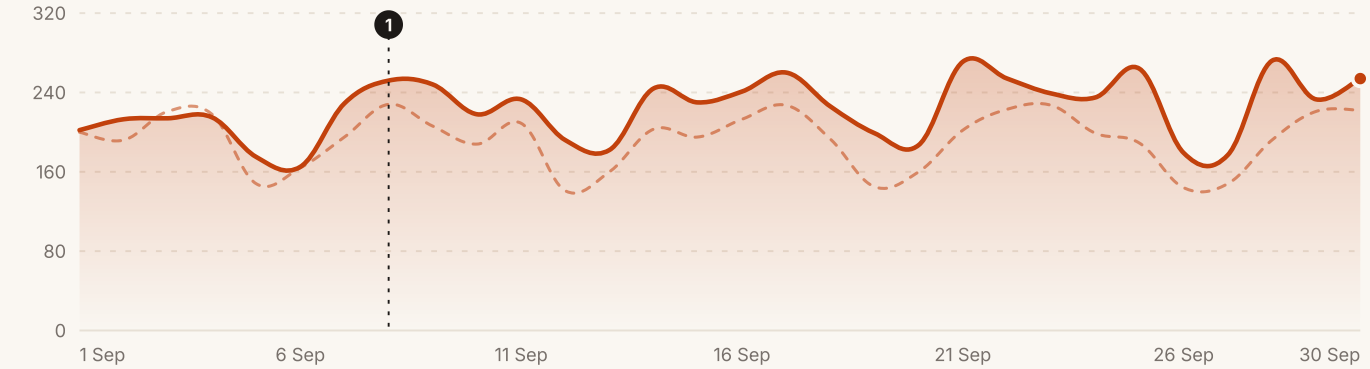
6,971 clicks from Google search ▲ +15.8%.

Clicks and impressions, day by day

Clicks up 15.8% vs previous period

Clicks **6,971** ▲ +15.8%

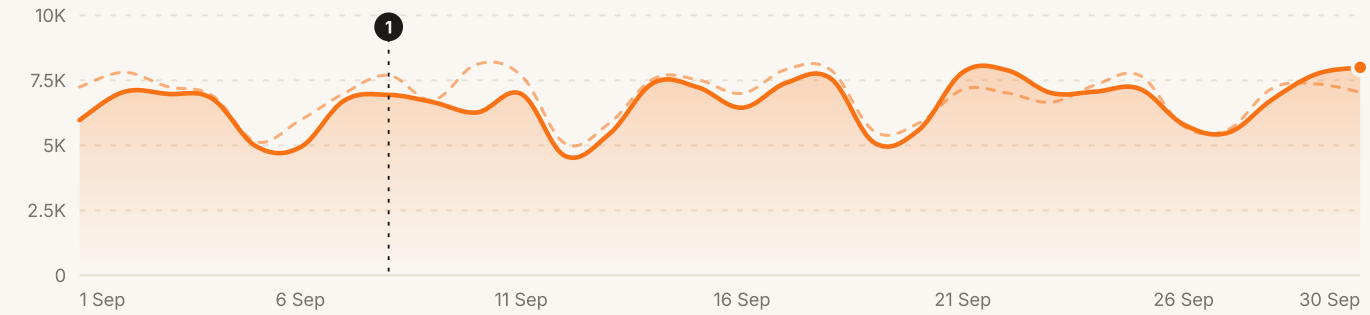
This period previous period



1. **8 Sep** — New homepage launched

Impressions **202.3K** ▼ −5.5%

This period previous period



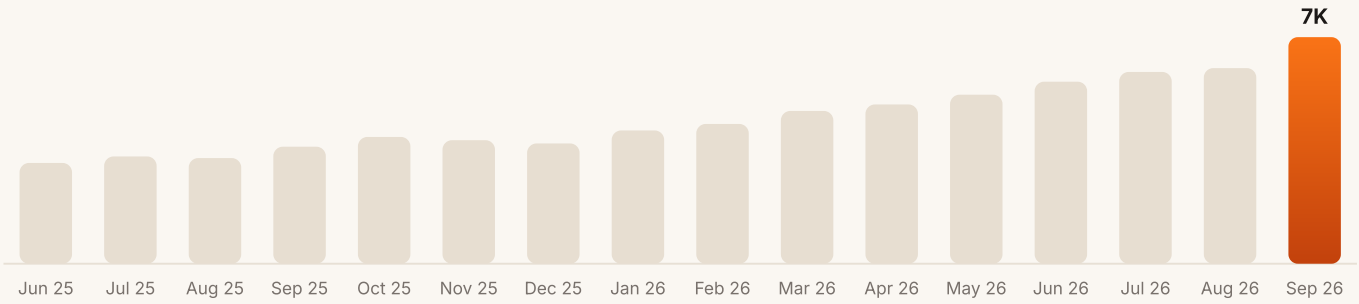
1. **8 Sep** — New homepage launched

Best day: 28 Sep (272 clicks).

Month by month

Sep 26: best month in a year (6,971 clicks)

Clicks from Google Search per month, last 16 months.



Where the keywords rank

214 searches on page 1 (+34)



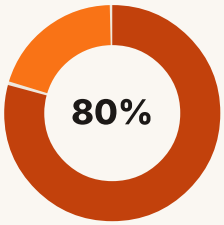
Top 10 (1–10): 180 → **214** Page 2 (11–20): 150 → **139**

Beyond (20+): 420 → **410**

> *28% of the searches that show the site rank in the top 10.*
>
> **Next step:** *Push the 139 page-2 searches into the top 10: start with "Opportunity keywords".*

New people vs regulars

Non-branded clicks up 19.7%



Non-branded	**5,551** ▲ +19.7%
Branded	**1,420** ▲ +2.9%

Branded = the search contained "bright smile" or "brightsmile".

> *Non-branded clicks are new customers finding the business — this is what SEO grows.*

What people searched for

	QUERY	CLICKS	CHANGE	IMPRESSIONS	POSITION
1	dentist near me	842	▲ +19.9%	12,400	3.2 ▲0.9
2	bright smile dental	615	▲ +4.2%	2,100	1.1
3	emergency dentist austin	402	▲ +29.7%	5,300	4.4 ▲1.5
4	teeth whitening austin	288	▼ −26.3%	9,800	6.8 ▼1.6
5	invisalign cost austin	241	▲ +33.9%	7,200	7.3 ▲1.8
6	dental implants near me	196	▲ +22.5%	8,100	8.9 ▲1.5
7	kids dentist austin	171	▲ +14.0%	3,400	5.1 ▲0.2
8	root canal price	133	▼ −5.7%	4,400	9.6 ▼0.8
9	veneers before and after	88	▲ +46.7%	3,900	12.4 ▲1.7

Pages that brought the clicks

	PAGE	CLICKS	CHANGE	IMPRESSIONS	POSITION
1	/	1,820	▲ +13.5%	40,200	4.1 ▲0.5
2	/services/emergency-dentist	940	▲ +33.9%	18,000	5.2 ▲1.6
3	/services/teeth-whitening	510	▼ −26.1%	22,000	7.1 ▼1.7
4	/services/invisalign	420	▲ +27.3%	12,000	7.9 ▲1.3
5	/contact	330	▲ +10.0%	5,100	3.4 ▲0.1

Where the searches come from

COUNTRY	CLICKS	SHARE	CHANGE	IMPRESSIONS	POSITION
United States	6,420	92%	▲ +15.5%	178,000	12.1 ▲1.1
Canada	240	3%	▲ +17.1%	9,800	18.2 ▲0.9
United Kingdom	150	2%	▲ +15.4%	7,400	24.3 ▼1.2
Pakistan	110	2%	▲ +37.5%	5,100	22.1 ▲3.2
Unknown region	51	1%	▲ +18.6%	2,040	30.1 ▲1.1

Biggest movers

Biggest gain: “emergency dentist austin” (+92 clicks)

▲ Queries gaining clicks

emergency dentist austin — **+92** (310 → 402)
Ranking up · position 5.9 → 4.4

invisalign cost austin — **+61** (180 → 241)
Ranking up · position 9.1 → 7.3

▼ Queries losing clicks

teeth whitening austin — **−103** (391 → 288)
Ranking down · position 5.2 → 6.8

▲ Pages gaining clicks

`/services/emergency-dentist` — **+238** (702 → 940)
Ranking up · position 6.8 → 5.2

▼ Pages losing clicks

`/services/teeth-whitening` — **−180** (690 → 510)
Ranking down · position 5.4 → 7.1

> *Biggest drop: “teeth whitening austin” (−103 clicks).*
> **Next step:** *“teeth whitening austin” dropped in the rankings: refresh that page (content, title, internal links) to win the position back.*

In Google’s index

WATCHED PAGES INDEXED	NEWLY INDEXED	DROPPED OUT	NOT INDEXED YET
86	6	1	4

Close to page one

12 searches moved up into the top 10 or top 3 (+240 clicks)

▲ **Won: 12** searches moved into the top 10 or top 3 (+240 clicks). ▼ **Slipped: 3** (−40 clicks). E.g. “kids dentist austin” 11.3 → 5.1.

Striking distance (positions 4–10): closest to the top 3

QUERY	RANKING PAGE	IMPRESSIONS	POSITION	CLICKS
dental implants austin	/services/dental-implants	8,800	6.1	90
best dentist austin	/	7,200	7.8	70

Page 2 (positions 11–20): closest to page 1

QUERY	RANKING PAGE	IMPRESSIONS	POSITION	CLICKS
dental crown cost	/services/crowns	5,400	11.4	14
wisdom teeth removal austin	/services/oral-surgery	4,300	12.8	9
sedation dentistry near me	/services/sedation	3,800	14.2	6

Branded searches (the business’s own name) are left out.

> *3 slipped out (−40 clicks).*
>
> **Next step:** *Check the searches that slipped first: their pages already ranked well, so a refresh usually wins them back.*

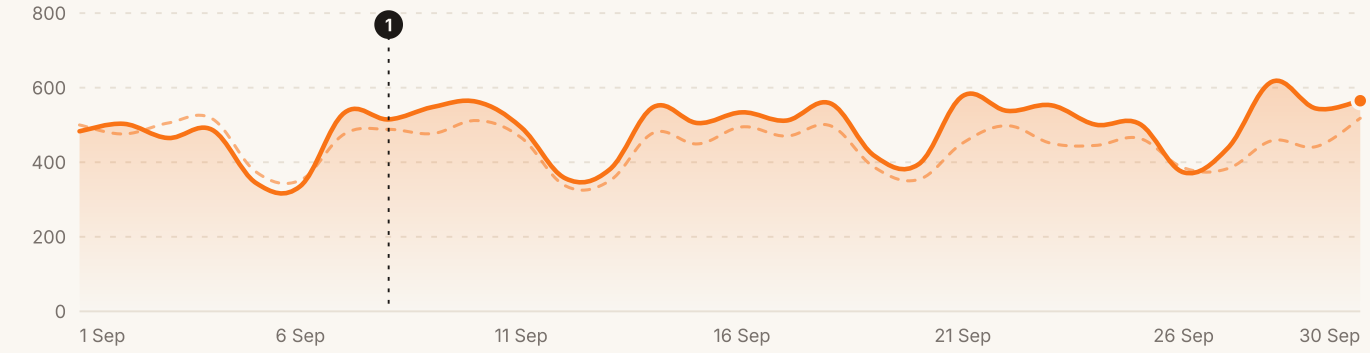
03 On your website

15,310 visits and 613 tracked leads from phone, WhatsApp and forms.

Visits per day

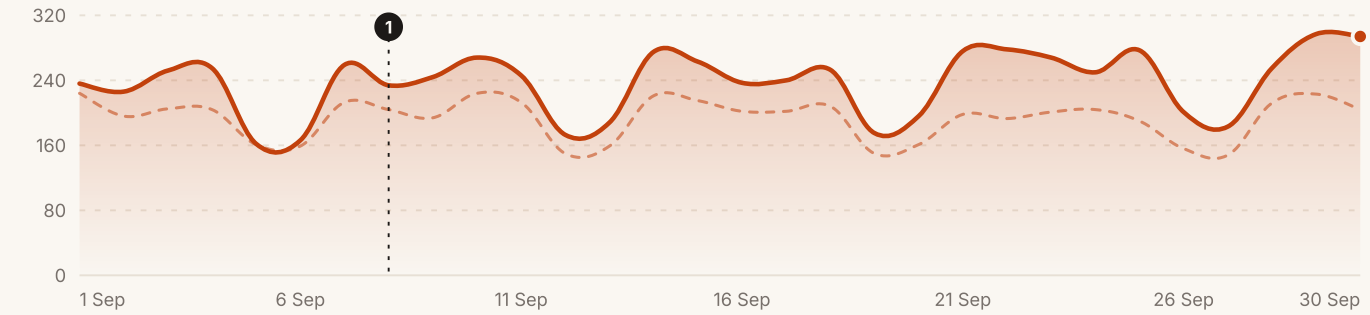
Sessions up 10.4% vs previous period

Sessions **15,310** ▲ +10.4%



1. **8 Sep** — New homepage launched

From search **7,362** ▲ +20.3%



1. **8 Sep** — New homepage launched

Best day: 28 Sep (616 sessions).

Website leads

613 leads from the website, up 25.6% vs previous period

PHONE CLICKS	WHATSAPP CLICKS	FORM SENDS
318	237	58
▲ +32.5%	▲ +28.8%	▼ −9.4%

Recorded by Google Analytics: a tap on the phone number or WhatsApp button, or a form sent. Counted from “phone_click”, “whatsapp_click”, “generate_lead”.

318 phone clicks, 237 whatsapp clicks, 58 form sends.

Where visitors came from

Organic Search brings 48.1% of visits



Organic Search	7,362	▲ +20.3%
Direct	3,700	▲ +8.8%
Referral	1,800	▲ +5.9%
Organic Social	1,400	▼ −6.7%
Paid Search	650	▲ +62.5%
Email	310	▲ +29.2%

Where visitors are

COUNTRY	SESSIONS	SHARE	CHANGE
United States	13,900	91%	▲ +9.9%
Canada	620	4%	▲ +14.8%
United Kingdom	380	2%	▲ +5.6%
Pakistan	290	2%	▲ +38.1%
Unknown region	120	1%	▲ +9.1%

Pages that turned visits into leads

PAGE	VIEWS	CHANGE	SESSIONS	KEY EVENTS
/	8,200	▲ +15.5%	5,200	**230**
/services/emergency-dentist	3,100	▲ +29.2%	2,300	**180**
/contact	1,900	▲ +11.8%	1,500	**120**
/services/invisalign	1,200	▲ +33.3%	900	**40**
/services/teeth-whitening	1,100	▼ −15.4%	850	**28**

04 On Google Maps

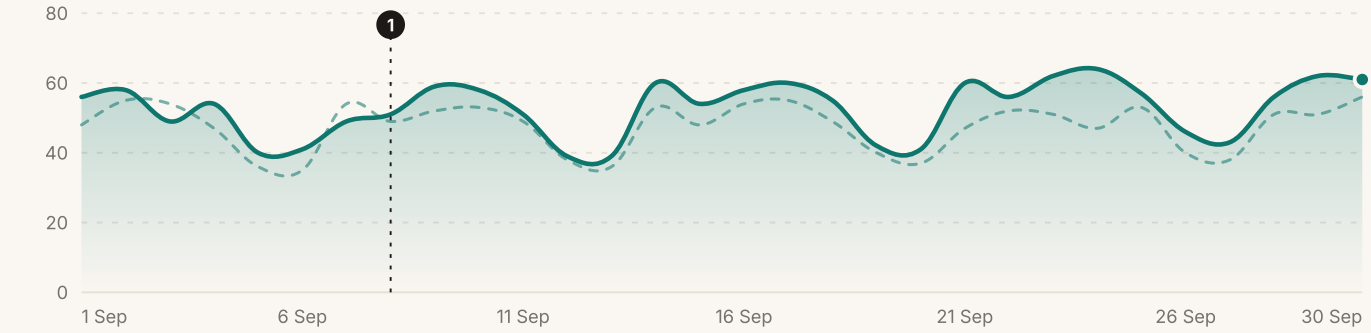
Your Business Profile was seen 28.1K times on Maps and 20.1K times in Search.

Business Profile

Customer actions up 9.6% vs previous period

CALLS	WEBSITE CLICKS	DIRECTION REQUESTS	PROFILE VIEWS
412	890	305	48.2K
▲ +14.4%	▲ +11.3%	▼ −1.6%	▲ +7.1%

Customer actions **1,639** ▲ +9.6%



1. **8 Sep** — New homepage launched

Seen 28,100 times on Google Maps and 20,100 times on Google Search.

LOCATION	ACTIONS	CALLS	WEBSITE	DIRECTIONS
Bright Smile, South Congress	980	250	530	180
Bright Smile, Mueller	659	162	360	125

Most were website clicks (890).

What customers said

4.8★ from 412 reviews, 18 new in this period

4.8

★★★★★

412 reviews · 18 new (average 4.9), 12 before

5★	352	85%
4★	44	11%
3★	9	2%
2★	3	1%
1★	4	1%

Every review has a reply.

"Same-day emergency appointment and no pain at all. The whole team was kind and explained every step of the work."

★★★★★ Maria G.

Reply: Thank you Maria, we are glad you are feeling better!

"Great dentist, the wait was a little long on a Saturday morning."

★★★★☆ James T.

Reply: Thanks James. We have added a second chair on Saturdays.

"Best cleaning I have had. My kids actually look forward to coming here."

★★★★★ Aisha K.

Searches that found you

Google reports these per month (Aug 2026, Sept 2026).

SEARCH KEYWORD	VIEWS	CHANGE
dentist near me	4,210	▲ +7.9%
dentist austin	2,900	▲ +3.6%
emergency dentist	1,400	▲ +27.3%
bright smile dental	980	▲ +8.9%
teeth cleaning	640	▼ −8.6%

Business Profile posts

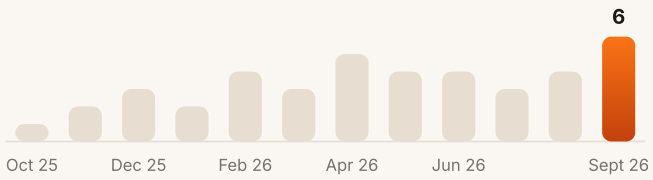
6 posts on the Business Profile in this period (4 in the previous period)

POSTS IN THIS PERIOD

6

▲ +50.0%

Posts per month, last 12 months.



OFFER Free whitening consultation for new patients all October. — 25 Sept

UPDATE Open late on Thursdays from now on. — 12 Sept

Listing changes

2 changes found in this period, checked every day.

✓ **Opening hours**: Mon–Fri 9–5 → **Mon–Fri 9–6**
14 Sept 2026 · South Congress

! **Phone**: (512) 555-0100 → **(512) 555-0142**
2 Sept 2026 · Mueller · changed by Google

05 On Bing

412 clicks from Bing.

Bing search

Bing clicks up 21.2% vs previous period

CLICKS

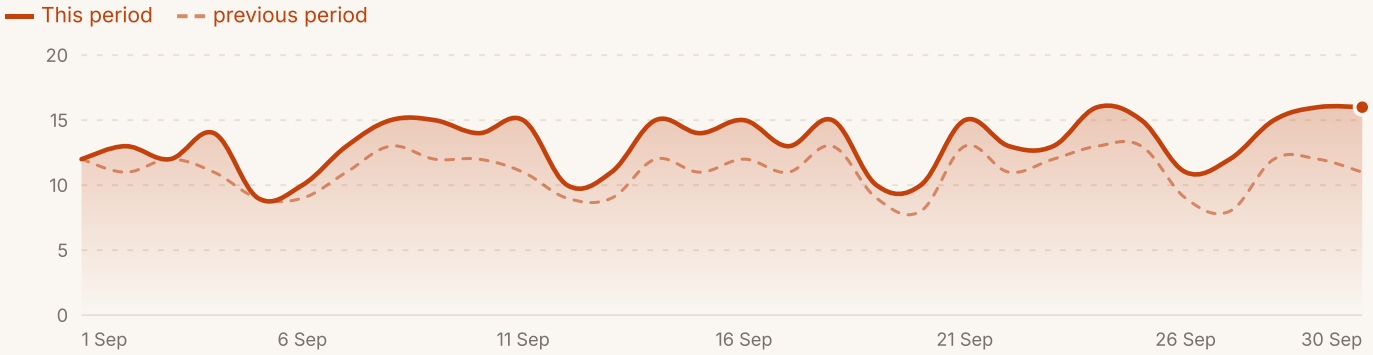
412

▲ +21.2%

IMPRESSIONS

14,200

▲ +9.2%



BING QUERY	CLICKS	IMPRESSIONS	POSITION
dentist austin	88	2,200	4.2
emergency dentist	41	900	5.8

Best day: 24 Sep (16 clicks).

Top Bing pages

	PAGE	CLICKS	CHANGE	IMPRESSIONS	POSITION
1	/	180	▲ +20.0%	5,000	4.1 ▲0.2
2	/contact	60	▲ +50.0%	1,200	3.1 ▲0.2

06 Under the hood

Speed, uptime and tracking.

Website health

UPTIME	OUTAGES	TIME DOWN	AVERAGE RESPONSE
99.97%	1	12 min	412 ms



Mobile speed · was 71



Desktop speed

SSL certificate valid until 2030-02-10 Domain valid until 2030-08-01

Site checks

Google could index the homepage throughout the period.

CHECK	WHAT HAPPENED	FOUND	FIXED
Sitemap	The sitemap could not be read for two days	2026-09-05	2026-09-07

OUTAGE STARTED	DOWN FOR	REASON
2026-09-14 03:10 UTC	12 min	The server did not answer in time

PAGE SPEED (GOOGLE, 0–100)	MOBILE	BEFORE	DESKTOP	REAL VISITORS
Homepage	78	71	96	Good
`/services/emergency-dentist`	64	62	91	Needs work

Site audit · 2026-09-20 · 86 pages checked

CRITICAL ISSUES	WARNINGS	NOTICES	FIXED SINCE THE AUDIT BEFORE
1	7	12	5

ISSUE	SEVERITY	PAGES
A broken link	Critical	1
Pages with a missing meta description	Warning	7

Tracking setup

1 tracking problem to fix

- ✓ Phone clicks: tracked
- ✓ WhatsApp clicks: tracked
- ✓ Form sends: tracked

Google Analytics: Tag Manager sends visits to **G-DEMO123**: the client's own Analytics property ✓.

CHECK	SEVERITY	HOW TO FIX
The form tag fires on every page, not just when a form is sent	! Warning	Change its trigger to the form submit event.

1 new version was published in this period.

Add WhatsApp click · added WhatsApp click — 9 Sept 2026

From Google Tag Manager (GTM-DEMO123), checked 1 Oct 2026.

> *The form tag fires on every page, not just when a form is sent. 1 new version was published in this period.*
>
> **Next step:** *Change its trigger to the form submit event.*

07 Notes and glossary

What we did and what comes next

Done in September:
- Launched the new homepage
- Replied to 16 reviews
- Fixed 5 broken links

Planned for October:
- Refresh the teeth whitening page
- Two new location pages
- A weekly Business Profile post

Glossary

Average position
Where the site ranks in Google on average. 1 is the top result; 1–10 is page 1. Weighted by impressions, so busy searches count more.

Branded search
A search that includes the business name or website name. People who search it already know the business.

Channel
Where a visit came from: Organic Search (unpaid Google / Bing results), Direct, Referral (another website), Organic Social, Paid Search and so on.

Click
Someone clicked the site's result in Google Search.

Comparison period
The period the numbers are compared with: the previous period of the same length, or the same dates last year. It is drawn as a dashed line.

CTR (click-through rate)
Clicks ÷ impressions: the share of people who saw the result and clicked it. It depends on the position: the higher the result, the more people click it.

Customer actions
Calls, website clicks, direction requests, messages and bookings from the Google Business Profile.

Engagement rate
The share of visits that lasted 10+ seconds, had a key event or viewed 2+ pages. The opposite of bounce rate.

Impression
The site's result was shown in Google Search, even if the person didn't scroll to it.

Key event
An action marked as important in Google Analytics — a call, a form sent, a booking. Formerly called a conversion. These are the leads.

Non-branded search
A search without the business name, e.g. "plumber near me". These are new customers finding the business through SEO.

Opportunity keyword
A search where the site ranks on page 2 (position 11–20). Moving it to page 1 brings far more clicks.

Organic
Unpaid. Organic search traffic comes from the normal Google and Bing results, not from ads.

Profile view
The Google Business Profile was shown on Google Search or Maps. One person a day counts once.

Query
The words someone typed into Google. Google hides very rare queries to protect privacy.

Session
One visit to the website. A visit ends after 30 minutes without activity.

Tag / trigger
In Tag Manager a tag sends data to a tool (for example "phone click" to Analytics); its trigger says when (for example a tap on the phone number).

Tag Manager
Google Tag Manager: one piece of code on the website that loads the tracking tags (Google Analytics, Google Ads, Meta Pixel …), so they can be changed without editing the website.

User
A person (more exactly, a browser) that visited. New users visited for the first time.

Questions about this report? *Let’s talk.*

Brightpath Digital
hello@brightpath.example.com
brightpath.example.com
Monthly SEO report · Bright Smile Dental · September 2026 (vs August 2026)

Sample report: every name and number is made up. · Made with Regenious