SAMPLE REPORT · MADE-UP NUMBERS FOR A FICTIONAL BUSINESS



# September 2026

## WEBSITE REPORT

## MAPLESTREETBAKERY.EXAMPLE

PREPARED FOR MAPLE STREET BAKERY

| 1,240 | −7% | 8.4 | 55% |
|---|---|---|---|
| **Website visits** | **Search clicks** | **Avg search position** | **Mobile sessions** |
| 1,339 in August | 420 vs 454 in August | was 8.4 · lower is better | share of all visits |

SEP 2026 VS AUG 2026

### IN A NUTSHELL

A quieter September than August: more signals eased than improved — details on the next pages.

### INSIDE THIS MONTH


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01

01 / OVERVIEW

# SNAPSHOT

September 1–30, 2026 vs August 1–31, 2026 and September 1–30, 2025. Numbers from Google Search Console and Google Analytics.
Month-over-month is the primary comparison. Year-over-year compares with the same month last year (September 2025).

**SEARCH CLICKS**

420 −7.5%

Sep 420
Aug 454

**IMPRESSIONS**

9,800 −7.4%

Sep 9,800
Aug 10,584

**SESSIONS**

1,240 −7.4%

Sep 1,240
Aug 1,339

**USERS**

980 −7.4%

Sep 980
Aug 1,058

GOOGLE SEARCH

## Search Console

CTR (click-through rate) — how often people click when they see the site in search. Avg position: lower is better.

| METRIC | SEP 2026 | AUG 2026 | CHANGE | SEP 2025 | YOY CHANGE |
|---|---|---|---|---|---|
| Clicks | 420 | 454 | −34 (−7.5%) | 370 | **+50 (+13.5%)** |
| Impressions | 9,800 | 10,584 | −784 (−7.4%) | 8,624 | **+1,176 (+13.6%)** |
| CTR (click-through rate) | 4.29% | 4.29% | 0.0% | 4.29% | −0.1% |
| Avg position | 8.4 | 8.4 | +0.00 | 8.6 | **−0.20** |

SITE VISITS

## Google Analytics 4

| METRIC | SEP 2026 | AUG 2026 | CHANGE | SEP 2025 | YOY CHANGE |
|---|---|---|---|---|---|
| Sessions | 1,240 | 1,339 | −99 (−7.4%) | 1,091 | **+149 (+13.7%)** |
| Users | 980 | 1,058 | −78 (−7.4%) | 862 | **+118 (+13.7%)** |
| New users | 640 | 691 | −51 (−7.4%) | 563 | **+77 (+13.7%)** |
| Page views | 2,100 | 2,268 | −168 | 1,848 | **+252 (+13.6%)** |

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AUDIENCE

## New vs returning users

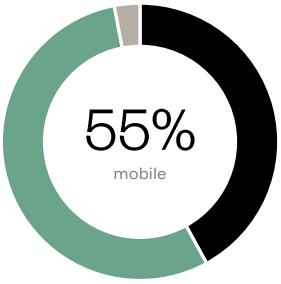
From Analytics totals (returning = users − new users).

| SEGMENT | SEP 2026 | AUG 2026 | SHARE (SEP) | CHANGE |
|---|---|---|---|---|
| New users | 640 | 691 | 65.3% | −51 (−7.4%) |
| Returning users | 340 | 367 | 34.7% | −27 |

AUDIENCE

## Device mix

Share of sessions by device.




| | | |
|---|---|---|
| **Desktop** Aug: 42.0% | 42.0% | |
| **Mobile** Aug: 55.0% | 55.0% | |
| **Tablet** Aug: 3.0% | 3.0% | |

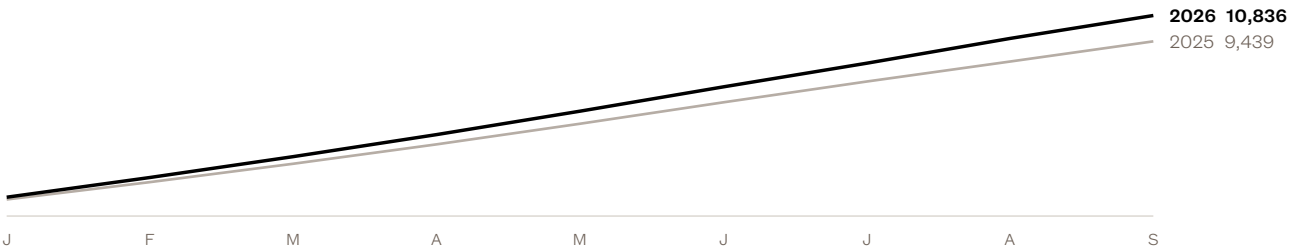
Most visits were on a phone (~55% of sessions) vs computer (~42%). In August, phone share was 55.0%.

| DEVICE | SEP 2026 | AUG 2026 | SHARE (SEP) | CHANGE |
|---|---|---|---|---|
| Desktop | 521 | 562 | 42.0% | −41 (−7.3%) |
| Mobile | 682 | 736 | 55.0% | −54 (−7.3%) |
| Tablet | 37 | 40 | 3.0% | −3 (−7.5%) |

YEAR TO DATE

## Traffic progress

Cumulative sessions, January–Sep: 10,836 this year vs 9,439 last year (+15%).



FOR NON-TECHNICAL READERS

# Notes

**Impressions** — how often the site appeared in Google search results.

**Avg position** — typical rank when shown (lower is better).

**CTR (click-through rate)** — share of impressions that became clicks.

**Sessions** — visits to the site in Analytics.

**Users** — distinct people who visited.

**Direct** — people who typed the address or used a bookmark (no search/referral).

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02 / BRIGHT SPOT · WATCH · TREND

# 02 WHAT MOVED THIS MONTH

BRIGHT SPOT

## Bright spots

**Nothing jumped sharply in September; the steady numbers are below.**

Searches bringing more clicks: “weekend brunch near me” **38** (was 0).

WATCH

## Worth watching

**Search Console shows 420 clicks and 9,800 impressions in September vs 454 / 10,584 in August (−7% clicks, −7% impressions).**

Pages that lost search clicks: the homepage **193** (was 209); Menu **101** (was 109).

Searches bringing fewer clicks: “maple street bakery” **168** (was 182); “bakery near me” **109** (was 118).

On Analytics, sessions were **1,240** vs 1,339 in August (−7%); users **980** vs 1,058 (−7%).

TREND

## September at a glance

**Average search position moved from 8.4 → 8.4 (lower is better).**

Organic Search remains the main channel (~595 of 1,240 sessions).

About **55%** of sessions were on mobile.

03

03 / SEARCH CONSOLE

# SEARCH DETAIL

How people found the site on Google: the pages and words behind this month's clicks.

SEARCH CONSOLE

## Top pages

Top 10 pages by September search clicks.

| PAGE | SEP CLICKS | AUG CLICKS | CHANGE | SEP IMPR. |
|---|---|---|---|---|
| / | 193 | 209 | −16 | 4,508 |
| /menu | 101 | 109 | −8 | 2,352 |
| /visit | 67 | 73 | −6 | 1,568 |
| /order | 59 | 64 | −5 | 1,372 |

SEARCH CONSOLE

## Top queries

Top 10 search queries by September clicks.

| QUERY | SEP CLICKS | AUG CLICKS | CHANGE | SEP POS. |
|---|---|---|---|---|
| maple street bakery | 168 | 182 | −14 | 1.4 |
| bakery near me | 109 | 118 | −9 | 4.6 |
| sourdough atlanta | 67 | 73 | −6 | 7.2 |
| maple street cake | 38 | 41 | −3 | 8.8 |
| weekend brunch near me | 38 | 0 | **+38** | 11.4 |

SEARCH CONSOLE

## New pages with clicks

No new pages appeared in Search Console in September compared with August.

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04 / ANALYTICS

# 04 VISITS, SOURCES & SOCIAL

ANALYTICS

## Channels

GA4 sessions by default channel group.

| CHANNEL | SEP SESSIONS | AUG SESSIONS | CHANGE |
|---|---|---|---|
| Organic Search | 595 | 643 | −48 (−7.5%) |
| Direct | 372 | 402 | −30 (−7.5%) |
| Organic Social | 149 | 161 | −12 (−7.5%) |
| Referral | 124 | 134 | −10 (−7.5%) |

ANALYTICS

## Top referrers

GA4 sessions by source / medium (top 15 in September). Includes search, direct, referrals, social, and AI assistants so social and everything else show up in one place.

| SOURCE / MEDIUM | SEP SESSIONS | AUG SESSIONS | CHANGE |
|---|---|---|---|
| google / organic | 546 | 589 | −43 (−7.3%) |
| (direct) / (none) | 335 | 362 | −27 (−7.5%) |
| instagram.com / referral | 124 | 134 | −10 (−7.5%) |
| bing / organic | 99 | 107 | −8 (−7.5%) |
| facebook.com / referral | 74 | 80 | −6 (−7.5%) |
| yelp.com / referral | 62 | 67 | −5 (−7.5%) |

## Social

**Organic Social** was **149** sessions in September (12.0% of site sessions) vs **161** in August.

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05 / APPENDIX

# 05 NOTES & SOURCES

## NOTES

**Properties.** Search Console and Google Analytics for maplestreetbakery.example.

**Homepage indexing.** URL Inspection on the homepage reports “Submitted and indexed” (verdict PASS).

## SOURCES

**Data.** Search Console + Analytics. September 1–30, 2026 vs August 1–31, 2026 and September 1–30, 2025.

**Site.** maplestreetbakery.example

Prepared by Imbibe · imbibe.info