CONCLUSION FOR OCTOBER

Your website had **1,459 visitors**, 7% fewer than in September. Your biggest missed opportunity is the word **topsoil**: you appeared 1,991 times in Google, but only 14 people clicked through.

8/10

SiteScore 8/10: more visitors than last year, many visitors via Google and visitors who take the time to look around, but a missed opportunity on "topsoil".

VISITORS

1,459

adding up to 1,854 visits
7% fewer than in September
and 11% more than in October last year

FOUND VIA GOOGLE

1,093

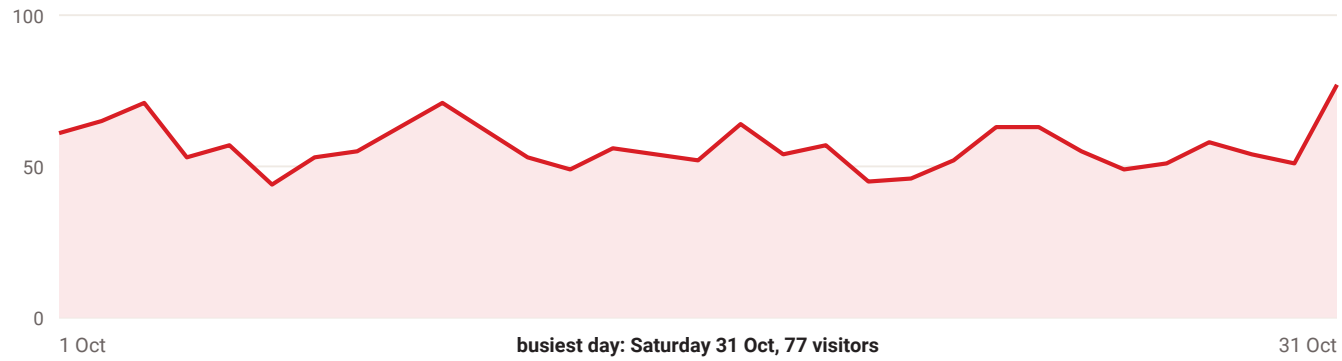
six in ten visits
without you paying for it

BUSIEST PAGE AFTER YOUR HOME PAGE

Sowing a lawn in autumn, step by step

124 visitors, almost all new

Visitors per day October 2026



Highlights

- More than half of your visitors find you via Google. That is healthy, because it costs you nothing per visitor.
- For **planting bulbs** you are in position 12, just on page two. It is normal that few people click there. A better title will not help here, the page needs to rank higher first.

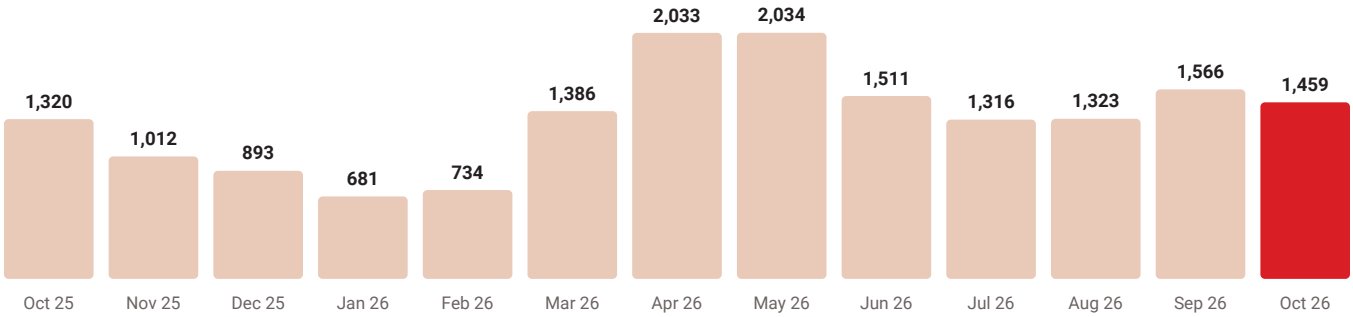
Where your visitors come from of the 1,861 visits

Searched on Google or Bing	**1,093**	59%
Typed your address directly	**517**	28%
Via your ads on Facebook and Instagram	**74**	4%
Via an AI assistant such as ChatGPT	**53**	3%
Via a post on social media	**35**	2%
Via an email or newsletter	**21**	1%

Your most popular pages where visitors arrive

PAGE	VISITORS	TIME ON PAGE
Home page /	**739**	1 min 15
Sowing a lawn in autumn, step by step /tips/sowing-a-lawn-in-autumn	**124**	2 min 30
Opening hours and directions /opening-hours	**107**	0 min 25
Topsoil and potting compost /topsoil-and-compost	**102**	0 min 58
Flower bulbs /flower-bulbs	**100**	1 min 04
Fruit trees and soft fruit /fruit-trees	**92**	1 min 10

Visitors per month the last 13 months



Your Google search results shown, clicks and click-through

TIMES SHOWN IN GOOGLE

18,374

12% fewer than in September
and about the same as in October last year

CLICKS TO YOUR SITE

691

12% fewer than in September
and 16% more than in October last year

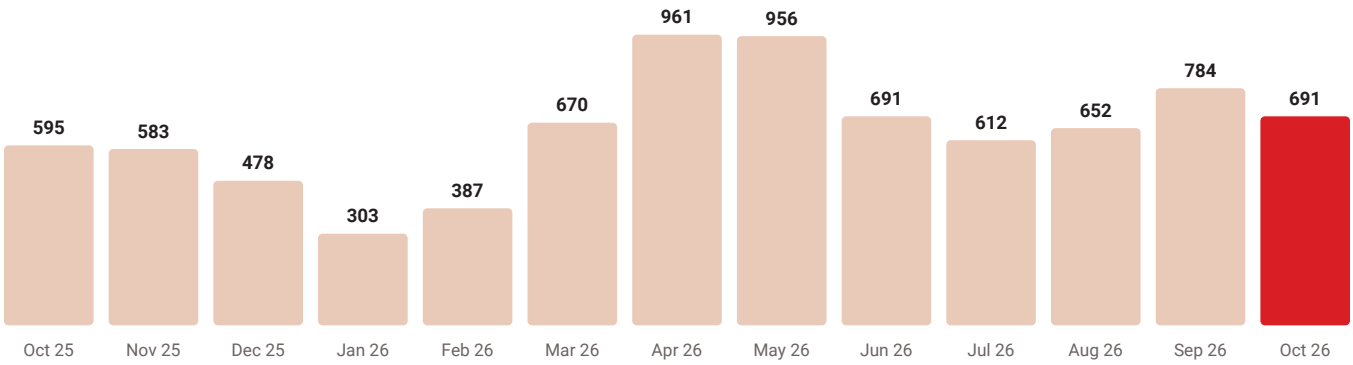
CLICK-THROUGH RATE

3.8%

compared with 3.3% in October last year
for every 100 times shown, 3.8 click through

Clicks from Google per month

the last 13 months



- In October your site appeared 18,374 times in the Google search results and people clicked through 691 times.
- Proportionally, more people click through than last year, 3.8% compared with 3.3%. So your titles and descriptions in Google are more appealing.
- 51% of your clicks come from people who typed your name. So you are mainly found by people who already know you, and still rarely by new customers searching for what you offer.

What people search for in Google

sorted by missed opportunities

SEARCH TERM	SHOWN	CLICKS	CLICK-THROUGH	POSITION	ASSESSMENT
topsoil	1,991	14	0.7%	5	biggest opportunity
box hedge alternative	590	35	5.9%	3	normal
sow lawn autumn	1,244	65	5.2%	4	normal
buy potting compost	896	8	0.9%	7	opportunity, page 1
compost bin	290	6	2.1%	4	opportunity, page 1
planting bulbs	1,130	7	0.6%	12	page 2
buy fruit trees	767	4	0.5%	16	page 2
buy compost	351	11	3.1%	6	normal
patio plants	78	3	3.8%	4	normal
garden centre near me	1,879	23	1.2%	9	your own name

Click-through is the percentage of people who see you in Google and actually click. Position is your average place: 1 to 10 is the first page of Google.