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".

Your improvement this month
A new title, description and text for your page on "topsoil", ready to copy. You will find it further on in this report.

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

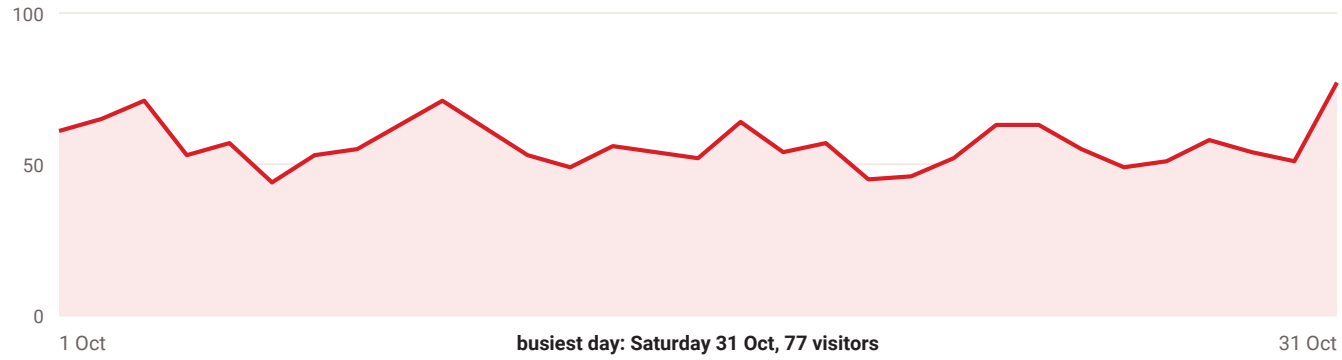
six in ten visits
without you paying for it

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.

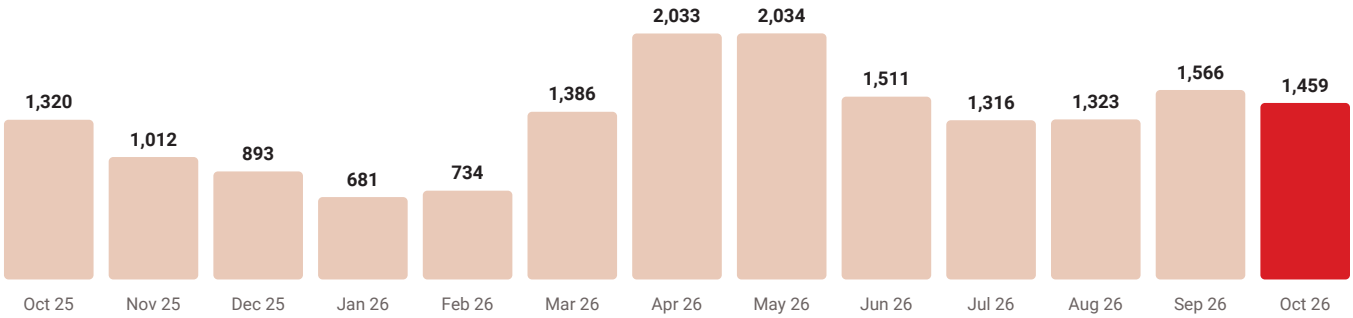
Where your visitors come from of the 1,861 visits

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

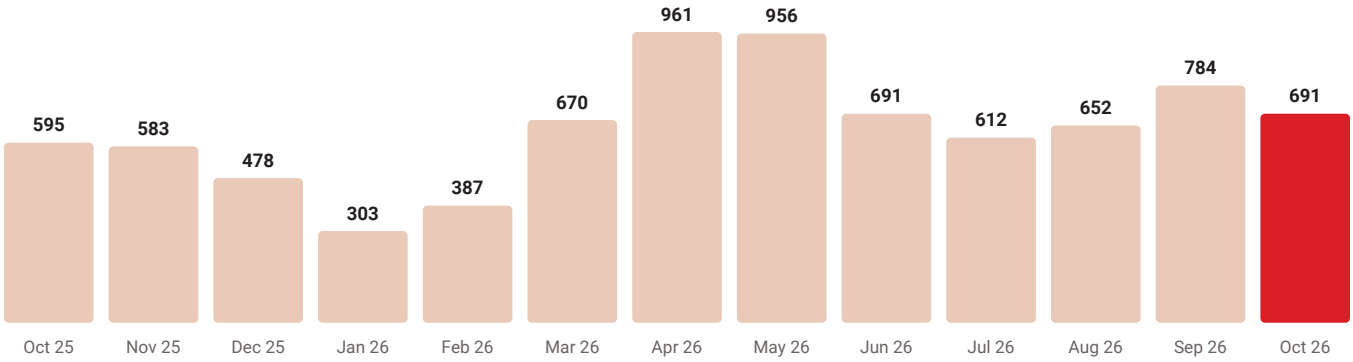
12% fewer than in September
and 16% more than in October last year

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.

YOUR IMPROVEMENT FOR OCTOBER 2026

Get more people to click on "topsoil"

Of all your search terms, this one costs you the most visitors. You are already on the first page of Google, so the difference lies in what people get to see of you.

SHOWN IN GOOGLE	CLICKS	CLICK-THROUGH	POSITION
1,991	**14**	**0.7%**	**5**
times in October	visitors	position 5: usually around 5.0%	first page

How Google shows your page

NOW

www.garden-centre-demo.be > topsoil-and-compost
Topsoil - Products - Garden Centre Demo
Topsoil 40L bag Topsoil bulk m3 Multi-purpose compost 60L Ericaceous compost

AFTER THE CHANGE

www.garden-centre-demo.be > topsoil-and-compost
Buy topsoil by the bag or in bulk
Topsoil for borders, lawns and vegetable gardens, in 40 litre bags or delivered loose by the cubic metre. Collect in store or have it delivered.

What is wrong with it

1. The title sells nothing. Two of its four words are category names, and what the searcher wants to know (bags or bulk, delivery) is missing.
2. The description is a list of products without punctuation. Google shows it exactly as it is.
3. The page has hardly any text, just a list of products and prices.
4. The old address /products/topsoil from your previous site is still in Google and returns an error.

Our proposal, ready to copy

Title 33 characters, Google shows about 60

Buy topsoil by the bag or in bulk

Description 144 characters

Topsoil for borders, lawns and vegetable gardens, in 40 litre bags or delivered loose by the cubic metre. Collect in store or have it delivered.

Text on the page About 80 words

When do you choose topsoil?
Use topsoil in open ground: to raise a border, level a lawn or start a new vegetable garden. For plants in pots and containers, potting compost is the better choice, as it is lighter and holds water better.

How much do you need?
For a 10 cm layer over 10 m² you need 1 cubic metre, or 25 bags. From about 15 bags, loose delivery by the cubic metre works out cheaper, and there is nothing to carry.

Redirect for your web developer A 301 from the old address to the current one

/products/topsoil > /topsoil-and-compost

What to expect

For this word you compete with DIY chains, so first place is not realistic. You are already in position 5, where four to five percent of searchers normally click. With a title that says what people are looking for, doubling the click-through rate is achievable. Google usually picks up a change within two to six weeks.