SAMPLE MONTHLY REPORT — for prospective clients to inspect

Real report format, real figures. This is the monthly report structure every RankAutomate client receives, shown with the actual November 2026 figures of our own lead-generation website (Seven Hills Emergency Tree, Rome, Georgia, USA) — our own project, published with our own numbers, good and bad. Client reports carry the same sections, filled with the client's own data.

Month at a glance

- **Search visibility (Google Search Console, Sep 19 – Nov 19):** 13 clicks · 2,571 impressions · average position 32.9.
- **Latest push week (Nov 13–19):** 297 impressions, 0 clicks, average position slipped from 24.8 to 31.9 — reported as found: a visibility gain that is not yet converting, and a position slip we do not hide.
- **Phone taps on the site's call button:** counted separately and reported as taps, never dressed up as calls.

Work completed this month

- Full click-through and trust audit of all 141 pages on the site.
- Competitor and gap audit against the businesses holding the local map results.
- First clicks-and-calls strategy written; homepage title, headings and call-path fixes drafted for approval (listed individually in the client copy of this report).

What the numbers say, in plain English

- Emergency-intent searches are only about **1% of this site's current visibility** — the site is being seen for the wrong searches. The fix is page-level intent work, not more pages.
- The homepage carries nearly all of the site's clicks. That concentration is a risk and the reason the service pages are being rebuilt first.

Work planned next month

1. Publish the approved homepage fixes; re-measure click-through after 14 days.
2. Rebuild the emergency service page around the searches that produce calls.
3. Fix the internal links currently sending visitors to the wrong guide.

Every client report ends with the same three things: what we did, what it produced, what happens next — with the figures traceable to the client's own accounts.