YA

Your Agency

DIGITAL MARKETING PARTNER

MONTHLY SEO REPORT

Search Engine Optimization Report

Organic traffic, keyword rankings, Google Business Profile activity, links earned and the work completed for your practice this month.

PREPARED FOR	WEBSITE	REPORT PERIOD
Harbor Dental Group	harbordentalgrp.com	September 2026

SEPTEMBER AT A GLANCE

Organic sessions

4,812 ▲ +12.6%

vs 4,273 in August

Keywords in Google top 10

64 ▲ +9

22 of them in the top 3

Calls from Google Business Profile

187 ▲ +14.0%

742 profile actions in total

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

02 · PERFORMANCE OVERVIEW

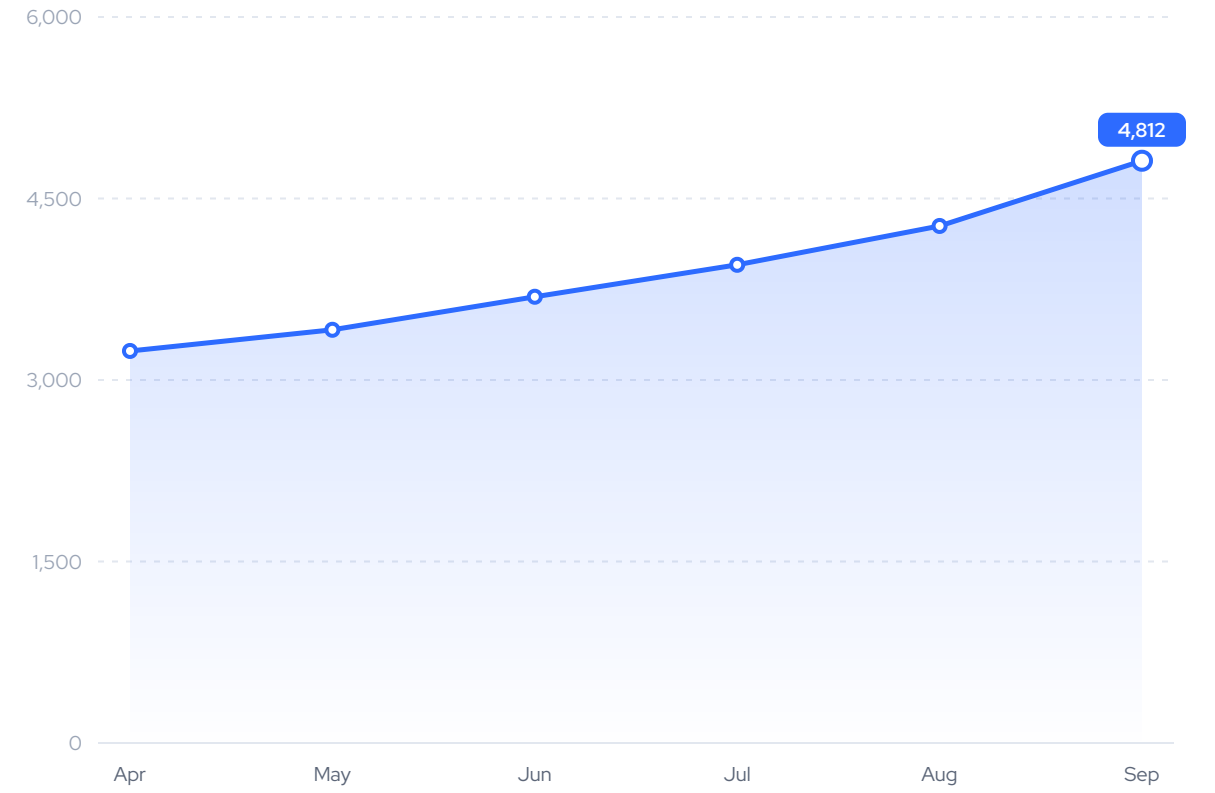
Organic growth continued in September

Sep 1 – Sep 30, 2026 · compared with August 2026

ORGANIC SESSIONS	ORGANIC LEADS	KEYWORDS IN TOP 10	PROFILE ACTIONS
4,812	**141**	**64**	**742**
▲ +12.6% vs Aug (4,273)	▲ +15.6% forms + calls (Aug 122)	▲ +9 of 318 ranking	▲ +13.6% calls, directions, clicks

Organic sessions · last 6 months

Google organic, all pages



+48.5% sessions since April

2.9% organic lead rate (141 / 4,812)

61% of sessions on mobile

Keyword rankings

22	64	318
Top 3	Top 10	Top 100
▲ +4	▲ +9	▲ +27

Tracked in Google, local results for Port Ellison and surrounding service area.

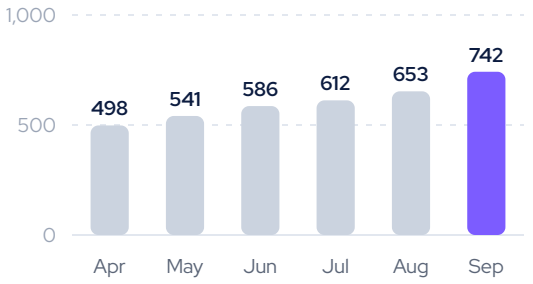
Google Business Profile

Sep vs Aug

Website clicks	312
Direction requests	243
Phone calls	187

Clicks ▲ +16.4% Directions ▲ +10.0% Calls ▲ +14.0%

Total profile actions · 6 months



03 · RANKINGS & AUTHORITY

Top keyword movers and links earned

Sep 1 – Sep 30, 2026 · compared with August 2026

Top keyword movers

Google, local pack excluded

KEYWORD	VOLUME	AUG	SEP	CHANGE	RANKING PAGE
emergency dentist port ellison	880	8	3	▲ 5	/emergency-dentist/
dental implants port ellison	590	12	5	▲ 7	/dental-implants/
family dentist near me	1,900	7	4	▲ 3	/
invisalign port ellison	480	11	6	▲ 5	/invisalign/
teeth whitening port ellison	320	15	9	▲ 6	/teeth-whitening/
dental crown cost	720	24	14	▲ 10	/blog/dental-crown-cost/
pediatric dentist port ellison	260	18	11	▲ 7	/pediatric-dentistry/
root canal port ellison	210	5	2	▲ 3	/root-canal/
cosmetic dentist port ellison	390	6	8	▼ 2	/cosmetic-dentistry/
same day crowns near me	170	31	17	▲ 14	/same-day-crowns/

Volume = average monthly searches in the local market. "cosmetic dentist" dipped two spots after a competitor launched a new page; a content refresh is scheduled for October.

Backlinks acquired



Local citations	6
Guest articles	3
Niche directories	3
Digital PR	2

212 referring domains ▲ +11

34 domain authority ▲ +2

Highlight links this month

SOURCE	TYPE	AUTHORITY
Regional health news feature	Digital PR	58
County chamber of commerce	Citation	47
Family wellness blog article	Guest article	41
Dental care directory listing	Directory	39
Local business awards mention	Digital PR	52
Health professionals association page	Citation	44

04 · WORK COMPLETED & NEXT STEPS

What we did in September

Sep 1 – Sep 30, 2026 · compared with August 2026

PAGES OPTIMIZED
9
titles, content, schema

NEW PAGES PUBLISHED
2
service + blog

TECHNICAL FIXES
17
from monthly crawl

GBP POSTS & PHOTOS
12
4 posts, 8 photos

Work log

DATE	TASK	PAGE / AREA	STATUS
Sep 3	Rewrote title tags and meta descriptions	6 service pages	Done
Sep 5	Added LocalBusiness + Dentist schema	Site-wide	Done
Sep 9	Expanded content (+650 words, FAQ block)	/dental-implants/	Done
Sep 12	Published new service page	/same-day-crowns/	Done
Sep 16	Fixed 11 broken internal links, 4 redirects	Site-wide	Done
Sep 18	Compressed images, lazy-loading enabled	Home + gallery	Done
Sep 23	Published blog: "What does a crown cost?"	/blog/dental-crown-cost/	Done
Sep 26	Built 6 local citations, cleaned 3 duplicates	Off-site	Done
Sep 29	Review response templates updated	Google Business Profile	Done

Plan for October

1. **Refresh cosmetic dentistry page**
   Recover the 2-spot dip with new before/after section and FAQs.
2. **Launch "dentist open Saturday" page**
   Targets 320 local searches/month with no strong competitor page.
3. **Earn 10–12 new links**
   Two local sponsorship features plus citations and guest articles.
4. **Review generation push**
   Post-visit SMS link; goal of 25 new Google reviews.
5. **Core Web Vitals pass**
   Bring mobile LCP under 2.5s on the five highest-traffic pages.

TARGETS FOR NEXT MONTH

5,200 organic sessions

70 keywords in top 10

155 organic leads