

Monthly Performance Summary

CLIENT
Jackdaw Marketing

REPORTING MONTH
August 2026
VS July 2026

THE MONTH
IN BRIEF

Website performance improved this month, with organic traffic up 25% and total lead actions increasing 31%. Google Search remained the strongest acquisition channel, while paid advertising generated 14 leads at a 15% lower cost per lead. Next month the focus is improving landing-page conversion and expanding local search visibility.

Headline Numbers

CHANGE VS PREVIOUS MONTH

WEBSITE USERS 1,480 ▲ 21%	ORGANIC TRAFFIC 640 ▲ 25%	TOTAL LEADS 47 ▲ 31%
CONVERSION RATE 3.2% ▲ 0.3 PTS	GOOGLE ADS SPEND \$950 ▲ 6%	COST PER LEAD \$45.24 ▼ 15%

Where Leads Came From

47 TOTAL

Organic Search	22	47%
Google Ads	14	30%
Google Business Profile	6	13%
Direct	3	6%
Referral & Social	2	4%

Search & Local Visibility

SEARCH CLICKS 640	IMPRESSIONS 18,420
AVG. POSITION 8.4	GBP CALLS 92

Organic search visibility continues to improve, with several high-intent local keywords moving into the top search results.

- Toronto Web-design
- Jackdaw Marketing
- SEO Growth Services

TOP PERFORMING PAGE

Pricing

Highest-converting service page this month.

VISITORS 281	LEADS 12	CONV. RATE 4.3%
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What Jackdaw Did This Month

- Improved the landing page
- Added phone-click conversion tracking
- Optimised Google Ads keywords
- Updated the Google Business Profile

Next Month's Focus

- 01 Improve booking conversion rate
- 02 Expand local SEO visibility
- 03 Reduce Google Ads cost per lead