

MARKETING REPORT

SEO Performance Report

24 Aug – 23 Sep 2026

A month of compounding search momentum: rising visibility, stronger rankings, and traffic growth across Metriflow's highest-intent queries and pages.

Generated 2026-09-25

Prepared in Analyse8

Search performance overview

Reach, clicks and ranking for the month, measured against the previous 31 days.



Impressions

41,960

↗ +128.4% vs prev.



Clicks

1,609

↗ +104.7% vs prev.



Avg. CTR

3.8%

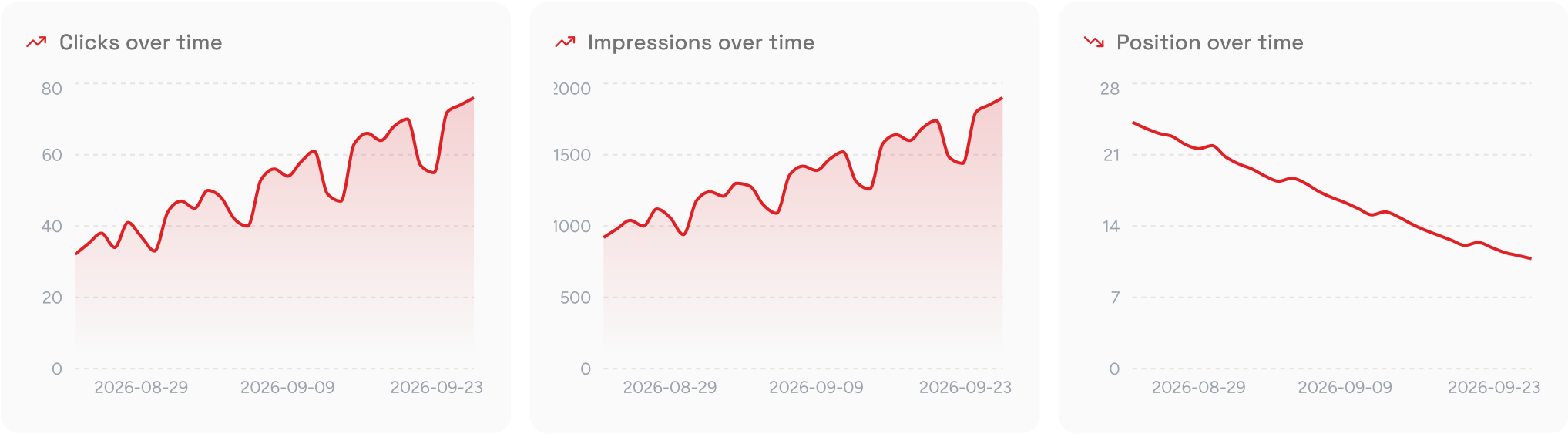
↗ +8.6% vs prev.



Avg. position

17.2

↘ -41.5% vs prev.



The trends that matter

Impressions rose **128%** while average position improved from 29.4 to 17.2, so Metriflow was shown for more searches and ranked higher across the board. Clicks kept pace, up **105%** to 1,609, and CTR climbed to **3.8%**, meaning the extra visibility is converting into real traffic rather than just impressions.

Queries

 Top queries

Name	Clicks	Impressions	CTR	Position
metriflow	312	1,840	17.0%	1.6
marketing analytics platform	148	2,210	6.7%	4.2
cross-channel marketing analytics	96	1,530	6.3%	5.8
automated client reporting	74	1,180	6.3%	6.4
looker studio alternative	58	960	6.0%	7.1

 Query Read

The biggest riser was the brand query metriflow, up 102 clicks at a 17.0% CTR and position 1.6, showing strong and growing brand demand. Non-branded terms are pulling weight too: marketing analytics platform added 52 clicks at position 4.2, confirming Metriflow is winning visibility on high-intent category searches, not just its own name.

 Rising Queries

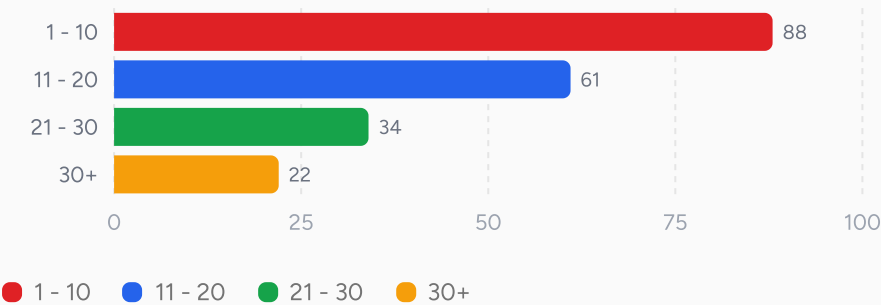
Query	Clicks	Previous	Δ
metriflow	312	210	+102
marketing analytics platform	148	96	+52
cross-channel marketing analytics	96	61	+35

 Falling Queries

Query	Clicks	Previous	Δ
ppc reporting tool	24	29	-5

Pages

Ranking distribution



Page read

The homepage led with 214 clicks at a 17.3% CTR, while the two flagship blog articles (10 best marketing analytics tools and cross-channel marketing analytics) each pull strong impressions and now convert at ~4.4% as their positions climb into the top 10. Feature and pricing pages are ranking well too, giving Metriflow a healthy spread of traffic beyond the brand.

Top pages

Name	Clicks	Impressions	CTR	Position
https://metriflow.com/	214	1240	17.3%	2.1
https://metriflow.com/blog/10-best-marketing-analytics-tools/	96	2180	4.4%	8.2
https://metriflow.com/blog/cross-channel-marketing-analytics/	82	1910	4.3%	9.1
https://metriflow.com/features/	64	1460	4.4%	6.8
https://metriflow.com/features/ai-seo-tools/	58	1320	4.4%	7.4
https://metriflow.com/blog/	42	780	5.4%	5.2
https://metriflow.com/features/ai-specialists/	38	690	5.5%	8.9
https://metriflow.com/contact/	34	520	6.5%	3.4
https://metriflow.com/pricing/	31	610	5.1%	4.1
https://metriflow.com/blog/metriflow-vs-competitors/	28	540	5.2%	6.3

Striking distance keywords

Where the quick wins are

 Striking distance keywords

Query	Clicks	Impressions	CTR	Position
cross channel interaction analytics	12	340	3.5%	11.4
marketing analytics software	9	280	3.2%	12.1
best analytics dashboard	7	210	3.3%	12.8
cross channel analytics tools	6	180	3.3%	13.2
campaign impact analysis	5	150	3.3%	13.9

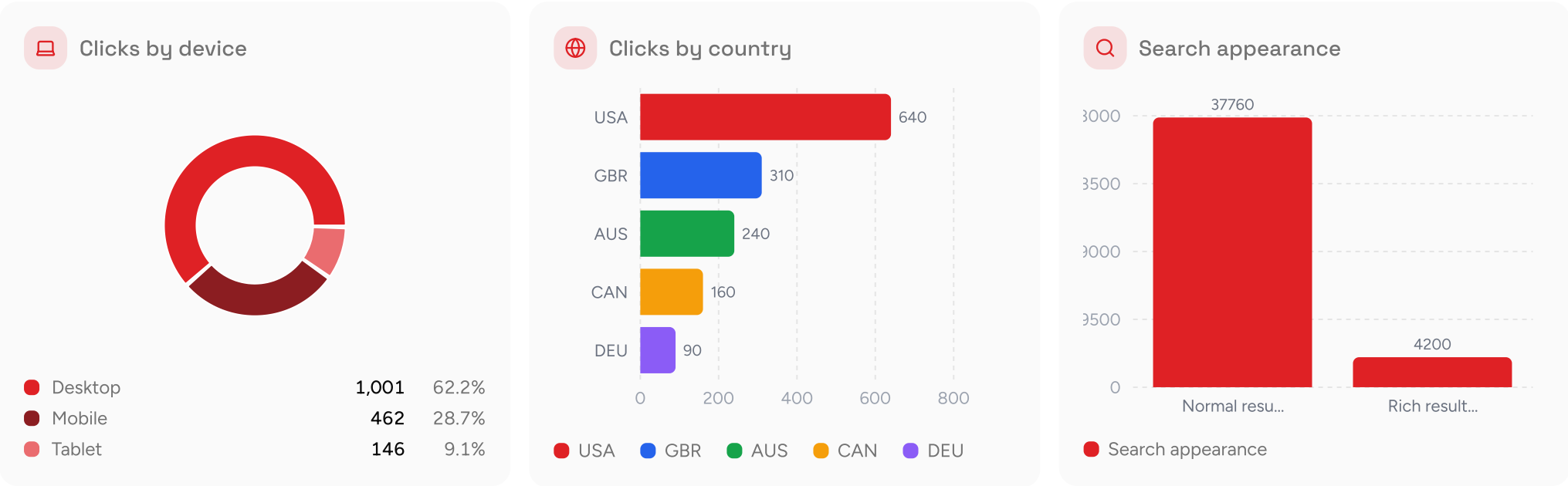
 CTR Opportunities

Query	Clicks	Impressions	CTR	Position
ai marketing dashboard	14	620	2.3%	8.2
marketing analytics ai	11	540	2.0%	7.8
cross-channel marketing analytics software	9	480	1.9%	9.1
choosing an analytics platform	8	420	1.9%	6.4
automated reporting software	7	390	1.8%	8.7

 Opportunity

Several page-two terms sit just outside the top 10 with real impression volume, so small ranking pushes should unlock clicks fast. cross channel interaction analytics (340 impressions, position 11.4) is the clearest quick win, and the ai marketing dashboard cluster already ranks top-10 but under-converts, so title and description tweaks are the highest-leverage move.

Devices, countries & appearance



Segment Read

Traffic is well diversified: desktop leads at 62% but mobile now contributes a healthy 29%, and clicks span seven countries led by the US, UK and Australia. Around 10% of impressions come through rich results, so continuing to earn snippets is a clear lever for pushing CTR higher.

SEO read & recommendations

 Story of the month

Visibility and rankings moved together this month: impressions grew 128% to 41,960, average position improved from 29.4 to 17.2, and clicks more than doubled to 1,609. The brand query and two flagship blog articles led the gains, and a strong bench of page-two keywords now sits within striking distance of the top 10.

 Priorities by effort

Action	Effort	Impact
Optimise AI SEO feature page	Med	High
Rewrite tools article title	Low	High
Rewrite cross-channel title	Low	High

 Reommended next steps

- 1 Push the striking-distance cluster into the top 10 (starting with cross channel interaction analytics at position 11.4) using targeted internal links.
- 2 Refine titles and meta descriptions on the ai marketing dashboard group, which ranks top-10 but under-converts.
- 3 Keep strengthening the flagship blog articles as they climb, protecting their rising CTR.
- 4 Build out the AI SEO feature page, the report's medium-effort, high-impact priority.
- 5 Protect and grow the metriflow brand result (312 clicks at position 1.6) as overall demand rises.