

1st Sep 2025 -
30th Sep 2025



[Your Business Here]
ICN SQUID Report

Executive Summary			
Traffic	This Month	Last Month	This Month LY
Unique Users	3152	2842	1529
Sessions	3336	3086	2039
Page Views	15520	13204	9543
Traffic Source	This Month	Last Month	This Month LY
Direct	756	720	700
Organic Search	2358	2201	523
Other	24	25	16
Referral	200	140	136
Total	3336	3086	2039
Engagements	This Month	Last Month	This Month LY
PDF Download	260	220	140
Total Engagements	260	220	140
Leads	This Month	Last Month	This Month LY
Contact Form Enquiry (Supply & Install)	0	2	0

SAMPLE REPORT

Leads	This Month	Last Month	This Month LY
Contact Form Enquiry (Supply Only)	0	0	0
Contact Form Enquiry (General)	2	0	0
Mailto	10	19	12
Click To Call	3	1	9
Total Leads	13	22	21

SEO Site Performance			
Type	This Month	Last Month	This Month LY
Site speed Mobile	77	76	65
Site speed Desktop	95	94	72
Site Health	92%	91%	72%
Key Ratios			
Ratio	This Month	Last Month	This Month LY
Users From Organic Search	82	79%	60%
Users per Lead Conversion	254	640	780

Traffic Insights

Landing Pages

Landing Page	Sessions
/	1500
(not set)	720
/2025-catatalogue	320
/products	250
/about-us	213
/inquiries	170
/FAQs	98
/blogs/2024-retrospective	34
/products/main-range	20
/products/new-products	11

Locations

City	Users
London	1567
(not set)	560
Nottingham	333
Manchester	310
Dublin	280
West Bay	130
Norwich	98
Los Angeles	43
New York	8

City	Users
Toronto	7

Lead Analysis & Verification

Contact Form Enquiry (General)

Date	Time (Local)	Name	Email / Phone
21st Sep 25	17:22	John Smith	example@gmail.com
7th Sep 25	23:48	Jane Smith	example@outlook.com

Contact Form Enquiry (Supply Only)

Date	Time (Local)	Name	Email / Phone
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Contact Form Enquiry (Supply & Install)

Date	Time (Local)	Name	Email / Phone
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Mailto

Date	Time (Local)
23rd Sep 25	15:00
23rd Sep 25	15:00
10th Sep 25	22:00
10th Sep 25	22:00
9th Sep 25	15:00
9th Sep 25	15:00

Date	Time (Local)
6th Sep 25	19:00
6th Sep 25	19:00
3rd Sep 25	18:00
3rd Sep 25	18:00
Click To Call	
Date	Time (Local)
23rd Sep 25	15:00
9th Sep 25	15:00
9th Sep 25	15:00