Blog performance

September 2026 · Search visibility, brand reach, and audience quality

Prepared by Jenna Bailey · Google Search Console and GA4 · Sample report: figures and examples are illustrative

September at a glance

Non-branded search visibility grew 18% in September, the second straight month of recovery, as our top guide returned to page one for its core searches. Search visitors' engagement dipped slightly to 67% but remains the highest of any large channel.

Non-branded impressions

42,100

+18% vs last month

How often new audiences found us in search

Queries on page one

410

within top 1,000 queries

+15% vs last month

Searches where we rank in positions 1–10

Branded impressions

29,800

+22% vs last month

Reputation proxy: searches for our name

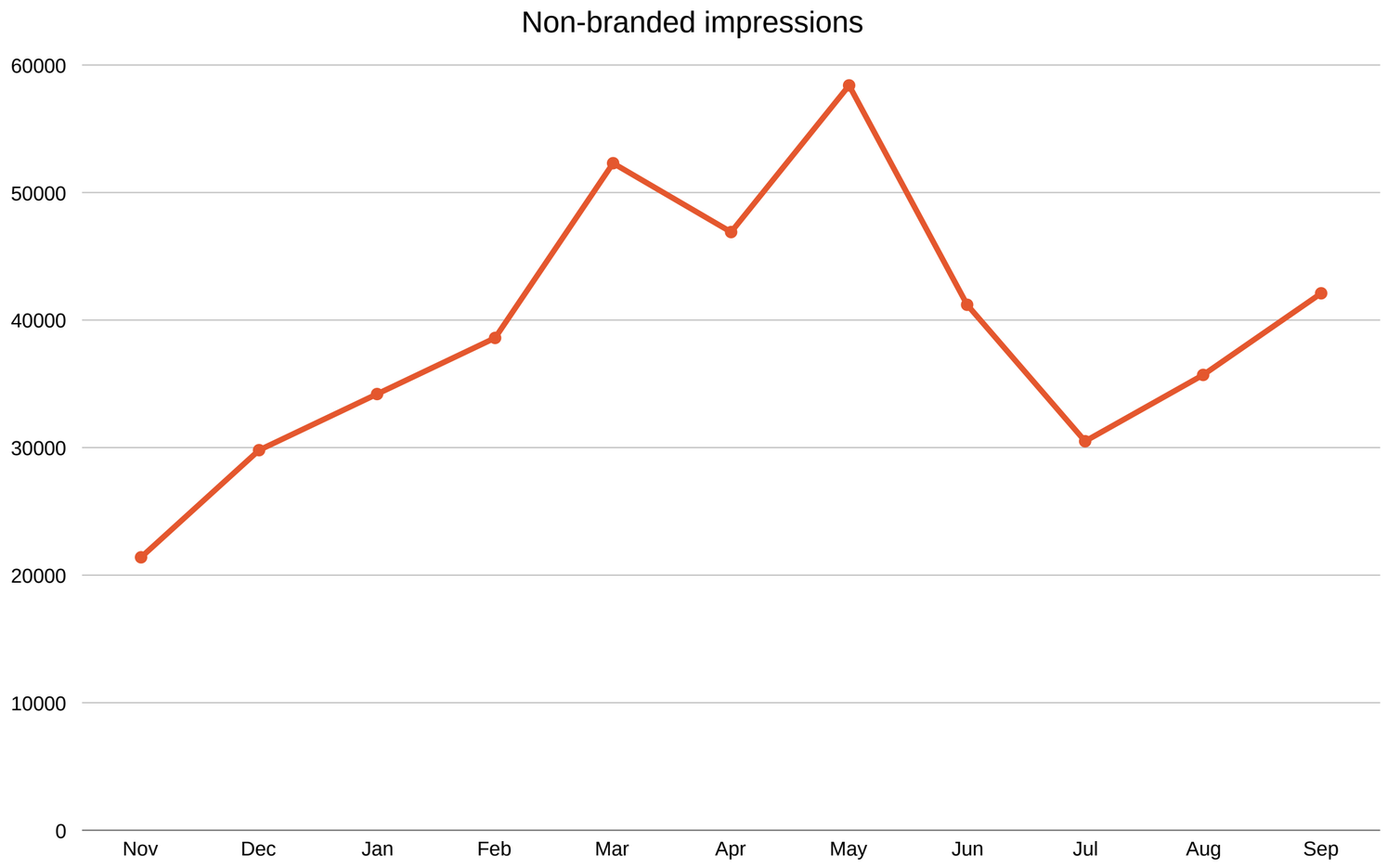
Organic engagement rate

67.4%

-1.8 pts vs last month

Are search visitors the right audience?

Search visibility trend



What the trend shows

- Two straight months of growth (30,500 → 35,700 → 42,100), but still about 28% below May's peak of 58,400.
- The mid-June drop followed a refresh of our top post; that post is now back on page one for “apprentice tool kit” and “starter tool.”
- Non-branded clicks: 74 → 81

Audience and traffic

Sessions

3,120

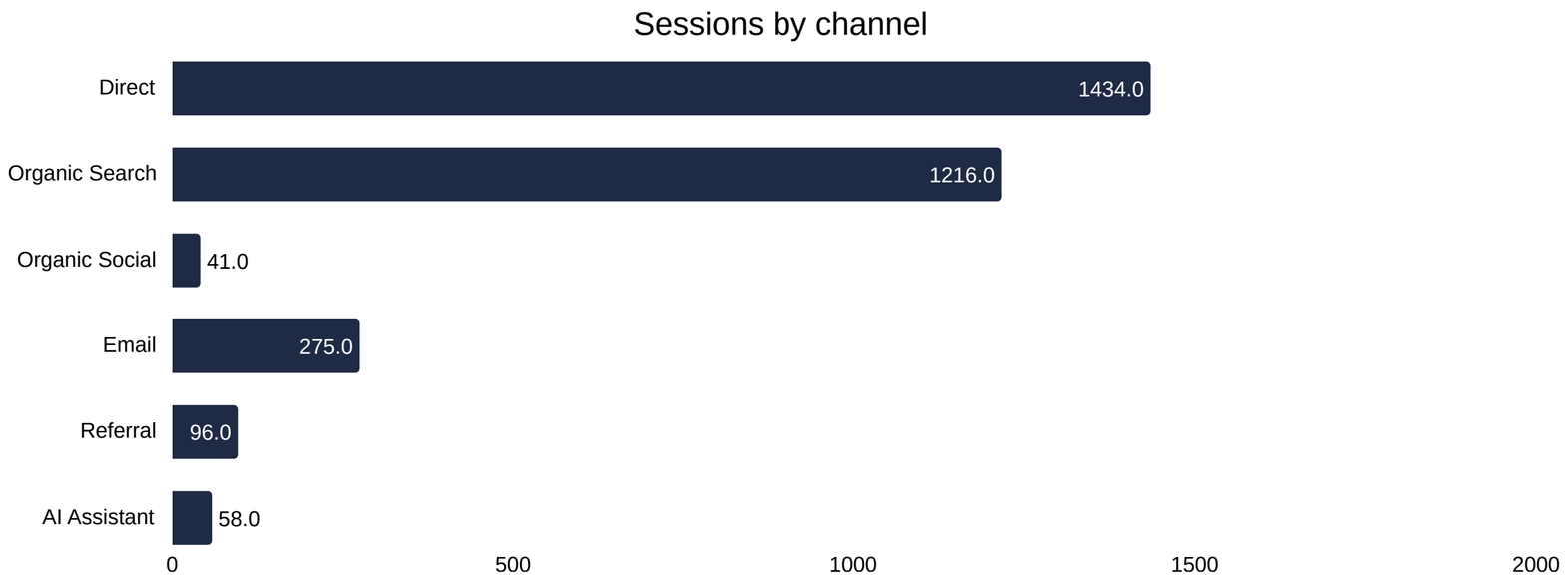
-22% MoM

All visits to blog pages

Users

2,740

-26% MoM



What changed

- Direct traffic fell 44%, returning toward July’s level after August’s spike. Excluding Direct, sessions grew 14%.
- Search sessions grew 9% and now make up 39% of blog traffic, our largest outside channel. Organic social fell 68% (no blogs were shared on social).

Channels and top posts

Traffic by channel

Channel	Sessions	Share	MoM	Eng. rate
Direct	1,434	45.9%	-44%	28.1%
Organic Search	1,216	39.0%	+9%	67.4%
Organic Social	41	1.3%	-68%	52.9%
Email	275	8.8%	+98%	31%
Referral	96	3.1%	+38%	66.7%
AI Assistant	58	1.9%	+12%	70.2%

Engagement rate by channel shows which sources bring the right readers, not just the most.

Top 5 posts

Post	Views	Eng. time
Which pliers are right for the job?	310	0:27
12 tools for apprentices	268	1:09
The differences between wire types	134	0:47
Surge protection for small job sites (new)	101	0:31
Trades appreciation (new)	84	0:16

(new) = published this month.

Drivers

The pages and topics that had the biggest shift in impressions

1

12 tools for apprentices

+6,100 impressions (+31%) after ranking page 1 for:
“apprentice tool kit” avg position 10.8 → 9.1
“starter tool” avg position 12.1 → 5.2

2

Wire content

+910 impressions across three posts: types of wire (64 → 402), the wiring guide (158 → 474), and wire strippers (not appearing in search in August; 268 in September).

3

6 benefits of backup generators

+340 impressions (36 → 376), likely seasonal as backup power searches rise going into fall.

Near wins

High-volume searches just off page one

Query	Pos.	Impr.
apprentice tool kit	11.0	810
starter tool	11.6	390
wire types	11.2	280

Improving these posts is the cheapest route to more visibility.

Actions: last month and next

Last month: did it work?

1. **Monitor the tools guide position.**

   Result: “apprentice tool kit” position 10.8 → 9.1, back on page one; “starter tool” 12.1 → 5.2. Recovered without changes.

2. **Link the wire guides together.**

   Result: not done

3. **Blog move to the main company domain**

   Result: not done, but ready. Waiting on an internal approval.

Next month

1. **Push the apprentice tools guide onto page one for “apprentice tool kit” and “starter tool.”**

   Why: positions 11.0 and 11.6, 1,200 combined impressions.

2. **Link the three wire posts together and target “wire types.”**

   Why: wire posts gained 910 impressions; “wire types” sits at 11.2.

3. **Post-migration check.**

   Why: confirm redirects and indexing for the top 20 posts in the new Search Console property, and watch rankings for 4–6 weeks.

Risks

Risks and watch items

- Concentration: the apprentice tools guide still drives about two-thirds of non-branded visibility.
- Email visits doubled but engagement didn’t follow.

Appendix: how these numbers work

Metric	Definition	Source
Sessions	Visits that started on a blog page	GA4
Users	People who visited	GA4
Channel	How the visit arrived: search, direct, referral, social, email	GA4
Non-branded impressions	Times our blog appeared in Google results for searches that don't include our brand name	Search Console
Queries on page one	Distinct non-branded searches where our average position is 1–10	Search Console
Branded impressions	Appearances for searches that include our name. Influenced by all marketing, not only the blog	Search Console
Organic engagement rate	Share of search-driven visits that were engaged (10s+, 2+ pages, or a key event)	GA4
Why clicks aren't headlined	AI Overviews answer more searches on the results page, so visibility can grow while clicks stay flat	—

Search Console and GA4 count differently (searches vs. tracked visits), so their numbers are not expected to match. Each metric uses one source. Figures throughout this sample are illustrative, not actual performance data.