YA Your Agency

Impact Report

https://your-site.com · 20 Aug 2026 to 17 Nov 2026 (90 days) · data to 17 Nov 2026

Summary

Between 20 Aug and 17 Nov, 23 fixes were confirmed by a crawl, across 1,846 pages (counted once for each fix), 12 rewritten pages went live and 13 crawls finished. Search Console clicks were 48,210, 14% up on the 90 days before. Analytics sessions were 152,430, 9% up on the 90 days before.

Search Console clicks

48,210
Clicks, 20 Aug to 17 Nov

42,290
Clicks, the 90 days before. This period: 14% up.

39,870
Clicks, the same days a year ago. This period: 21% up.

Google Analytics sessions and key events

152,430
Sessions, 20 Aug to 17 Nov

139,880
Sessions, the 90 days before. This period: 9% up.

126,540
Sessions, the same days a year ago. This period: 20% up.

3,846
Key events, 20 Aug to 17 Nov

3,412
Key events, the 90 days before. This period: 13% up.

2,987
Key events, the same days a year ago. This period: 29% up.

Search Console and Analytics numbers are Google's, for the days shown, final data only. Search and traffic move for many reasons (seasons, Google updates, other changes to the site). This report lists what was changed and what the numbers did, and makes no claim about why they moved.

Fixes confirmed by a crawl

23
Fixes confirmed by a crawl

1,846
Pages in those fixes (counted once for each fix)

1
Fixes that came back in this period

11
Fixes open now, on 4,051 pages

Marked done by hand, not checked by a crawl: 2.

Fix	Group	Where	Pages	How	On	Note
Missing meta description	Page template	https://your-site.com/products/*	312	Confirmed by a crawl	2026-09-11	
Images with empty or no alt text	Page template	https://your-site.com/products/*	218	Confirmed by a crawl	2026-09-25	
Duplicate title	Page template	https://your-site.com/collections/*	157	Confirmed by a crawl	2026-09-04	
Thin content	Page template	https://your-site.com/blog/*	133	Confirmed by a crawl	2026-10-16	
Canonical points elsewhere	Page template	https://your-site.com/collections/*	124	Confirmed by a crawl	2026-09-18	
Multiple H1	Page template	https://your-site.com/products/*	101	Confirmed by a crawl	2026-10-02	
Missing H1	Separate pages		98	Confirmed by a crawl	2026-10-09	
Orphan page	Separate pages		76	Confirmed by a crawl	2026-10-23	
Duplicate meta description	Page template	https://your-site.com/collections/*	72	Confirmed by a crawl	2026-09-11	
Images without width and height	Page template	https://your-site.com/blog/*	64	Confirmed by a crawl	2026-10-30	
Mixed content	Separate pages		61	Confirmed by a crawl	2026-08-28	
Slow response	Page template	https://your-site.com/products/*	56	Confirmed by a crawl	2026-11-06	
Missing title	Separate pages		48	Confirmed by a crawl	2026-08-21	
Conflicting canonicals	Whole site		47	Confirmed by a crawl	2026-09-18	
Structured data missing Google's required properties	Page template	https://your-site.com/products/*	44	Confirmed by Check if fixed	2026-10-25	
No Open Graph tags	Page template	https://your-site.com/help/*	42	Confirmed by a crawl	2026-10-02	
Broken link	One link	https://your-site.com/blog/winter-hiking-guide	41	Confirmed by a crawl	2026-09-04	
Broken link	One link	https://your-site.com/size-guide	38	Confirmed by a crawl	2026-09-25	
Broken link	One link	https://your-site.com/collections/sale-2025	33	Confirmed by a crawl	2026-10-09	
Broken link	One link	https://your-site.com/help/returns-policy-old	27	Confirmed by Check if fixed	2026-10-18	
Duplicate H1	Page template	https://your-site.com/guides/*	24	Confirmed by a crawl	2026-10-30	

Fix	Group	Where	Pages	How	On	Note
Title same as H1	Page template	https://your-site.com/guides/*	19	Confirmed by a crawl	2026-11-06	
Placeholder text	Separate pages		11	Confirmed by Check if fixed	2026-11-15	

Fixes marked done by hand are counted apart: no crawl checked them.

Pages rewritten and live

12
Rewritten pages that went live

10
With a result

2
Waiting for a result

0
Not measurable

Accepted and not live yet (counted now, not for the period): 0.

6 of 9 pages that could be compared with the site gained more clicks than the site did over the same days. Many things move a page's clicks, so this count is not proof about the rewrite.

Page	Live on	Result	Clicks before	Clicks after	Page %	Site %	Note
https://your-site.com/collections/trail-running-shoes	2026-08-30	Result ready	412	538	31	6	
https://your-site.com/collections/waterproof-jackets	2026-08-30	Result ready	286	301	5	6	
https://your-site.com/products/alpine-hiking-boot	2026-08-26	Result ready	198	251	27	4	
https://your-site.com/collections/hiking-backpacks	2026-09-09	Result ready	176	218	24	10	
https://your-site.com/collections/down-sleeping-bags	2026-09-16	Result ready	164	202	23	12	
https://your-site.com/collections/summer-sale	2026-11-03	Waiting	–	–	–	–	Result on 4 Dec.
https://your-site.com/collections/trekking-poles	2026-10-02	Result ready	141	157	11	13	
https://your-site.com/collections/camping-stoves	2026-09-13	Result ready	129	132	2	12	
https://your-site.com/collections/kids-rain-jackets	2026-11-09	Waiting	–	–	–	–	Result on 10 Dec.
https://your-site.com/collections/headlamps	2026-10-05	Result ready	97	124	28	16	
https://your-site.com/collections/water-filters	2026-10-12	Result ready	86	112	30	12	
https://your-site.com/products/merino-trail-socks	2026-09-20	Too few clicks	14	17	–	–	Too few clicks (under 20) in both windows to compare.

8 of 10 pages with Analytics numbers for both windows had more key events after the change than before. Many things move a page's key events, so this count is not proof about the rewrite.

Google Analytics sessions and key events of these pages over the same windows as their clicks, before and after the change went live.

Page	Sessions before	Sessions after	Key events before	Key events after	Note
https://your-site.com/collections/trail-running-shoes	1,380	1,704	38	51	
https://your-site.com/collections/waterproof-jackets	962	1,001	27	29	
https://your-site.com/products/alpine-hiking-boot	702	868	19	26	
https://your-site.com/collections/hiking-backpacks	601	734	17	21	
https://your-site.com/collections/down-sleeping-bags	559	674	14	19	
https://your-site.com/collections/trekking-poles	488	531	12	13	
https://your-site.com/collections/camping-stoves	433	442	11	11	
https://your-site.com/collections/headlamps	338	421	8	11	
https://your-site.com/collections/water-filters	297	372	7	9	
https://your-site.com/products/merino-trail-socks	46	53	1	1	

Crawls (13 finished in this period)

Crawl	Date	Mode	Pages	SEO issues
First crawl	2026-08-21	Detailed	13,904	5,208
Last crawl	2026-11-13	Detailed	14,206	3,964

The last crawl compared with the crawl before it

New broken links	Fixed broken links	New pages	Gone pages	Changed pages
18	142	126	41	1,208

Next

> The biggest fixes still open, by score.

Fix	Group	Where	Pages
Missing meta description	Page template	https://your-site.com/collections/*	1,940
Images with empty or no alt text	Page template	https://your-site.com/blog/*	612
Thin content	Page template	https://your-site.com/help/*	318
Duplicate title	Page template	https://your-site.com/products/*	276
Slow response	Page template	https://your-site.com/collections/*	224