STRIX

LYNCHBURG, VA · STRIXSTUDIO.COM

MONTHLY WEBSITE REPORT

Hollins Mill Family Dentistry

hollinsmillfamilydentistry.com

PREMIUM GROWTH

REPORTING PERIOD	COMPARED TO	GENERATED
June 2026	vs May 2026	July 6, 2026

SAMPLE REPORT

Illustrative data — not a real client

THE BOTTOM LINE

↑ TRENDING UP

More people found you on Google this month — but your website's contact form is quietly losing them.

Your visibility on Google grew nicely and phone calls are up, so more of the right people are discovering you. The catch: fewer people finished your online contact form than last month. That form is where this month's leads are leaking, and fixing it is the single biggest opportunity in front of you.

AT A GLANCE

The big numbers this month

People who found you on Google

3,420 ↑ 18%

Times your Google Business listing was seen in search and on Maps.

Phone calls from Google

142 ↑ 9%

People who tapped “call” straight from Google.

Website visitors

1,180 ↑ 13%

Real people who landed on your site this month.

Direction requests

96 ↑ 14%

People who asked Google how to drive to you.

Contact form submissions

18 ↓ 10%

Fewer people finished the form — this is the leak.

Google review rating

4.8 ★

Your average star rating, with 11 new reviews.

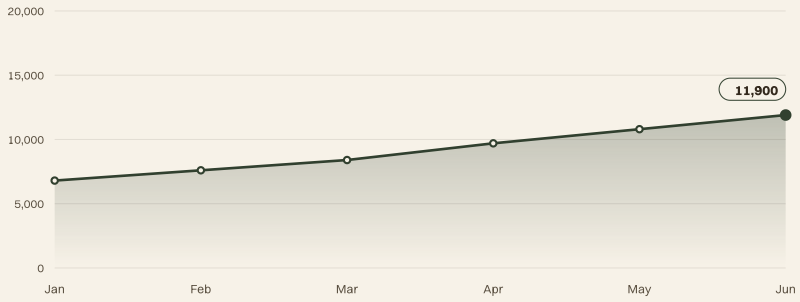
STEP 1 — GETTING FOUND

How people found you on Google

This is about being seen. Before anyone can call you, they have to find you — usually by searching Google or spotting your business listing on the map. Here's how that went.

Times your website appeared in Google search

From Google Search Console, over the last six months



Steady climb: your website appeared in Google search about 75% more often in June than back in January, and 642 people clicked through to it from those results. More people are seeing your name.

What people typed into Google to find you

The actual searches that brought you visitors

SEARCH PHRASE	VISITORS	TIMES SHOWN
dentist near me	212	4,180
teeth whitening lynchburg	128	2,240
emergency dentist lynchburg	44	1,610
hollins mill family dentistry	146	980
invisalign lynchburg	58	1,320

Your Google business listing

What people did when they saw you on Google

142 Phone calls from Google	96 Asked for directions	2,100 Saw you on the map
270 Clicked to your site	★ 4.8 Average review rating	+11 New reviews this month

STEP 1 — GETTING FOUND

ADD-ON · GEO-GRID RANK TRACKING · SOLD SEPARATELY

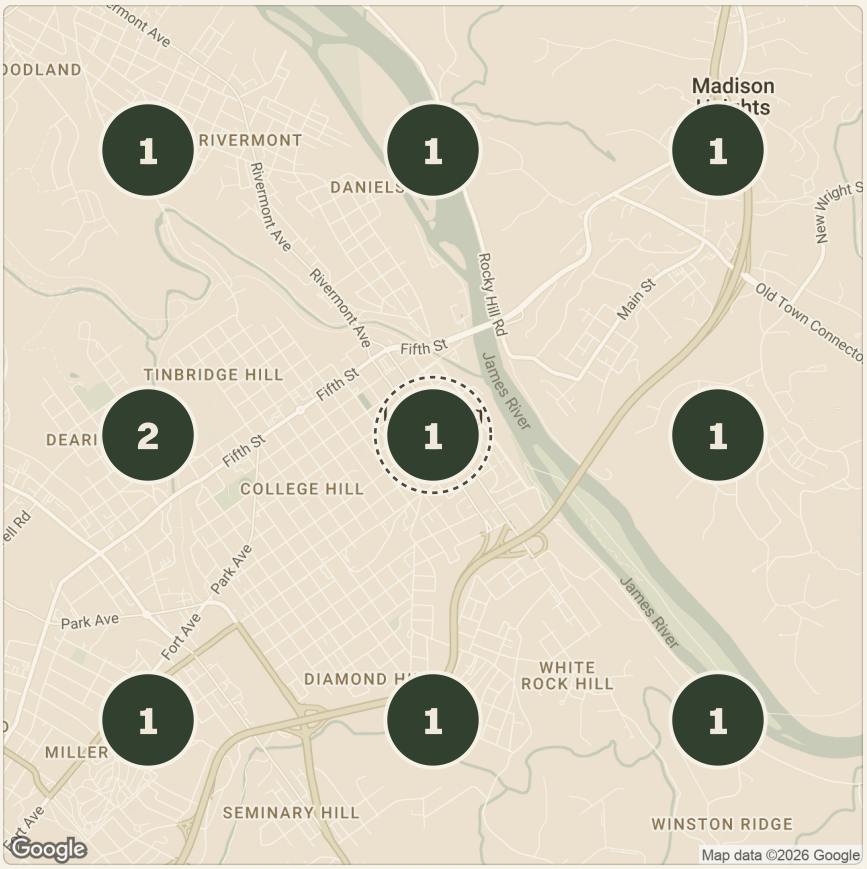
Where you rank on the map, block by block

Beyond regular search, Google shows a little map with the top few businesses on it. We checked your spot on that map from nine points around your address — here's where you land.

Your Google map rank around your address

Each circle is a spot near you; the number is where you rank when someone there searches

LYNCHBURG DENTIST · 3×3 GRID · 1.0 MI · 9 POINTS



Average map rank	Average rank, all points	Share of local visibility
ARP	ATRP	SOLV
1.11	1.11	100 %

Top 3 — you're winning here · 4–10 — on the radar · 11+ or not shown · Your location (center)

You own the map. For 'dentist,' you're #1 across nearly all of Lynchburg — first at eight of the nine spots we checked, and a close second at just one. Almost anyone searching in town sees you first. Your only real challenger is a competitor on Boonsboro Rd, who edges ahead at a single spot just west of you.

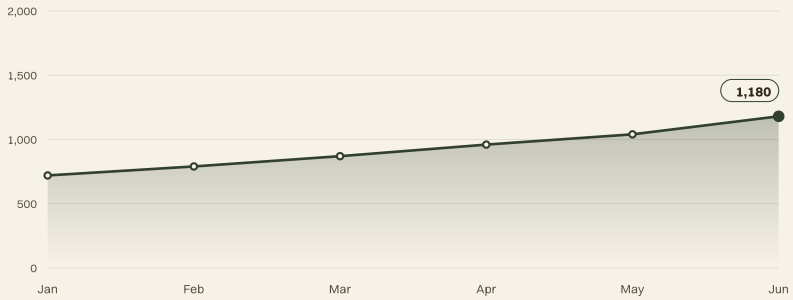
STEP 2 — ON YOUR WEBSITE

What people did on your site

Once people land on your website, what do they actually do? This shows how many visited, which pages they cared about, and how they got there.

Visitors to your website each month

How many people visited your website each month



Visitors are up about 64% since January — June was your busiest month yet at 1,180 people.

Your most-visited pages

How many times each page was opened

Home	1,460
Our Services	540
Teeth Whitening	410
Contact Us	300
New Patients	220

Where your visitors came from

How people arrived at your site



- Found you on Google search · **58%**
- Your Google business listing · **22%**
- Typed your address directly · **12%**
- Social media · **8%**

Phone vs. computer

What kind of device people used to view your site



Mobile 71%

Desktop 26%

Tablet 3%

STEP 2 — ON YOUR WEBSITE

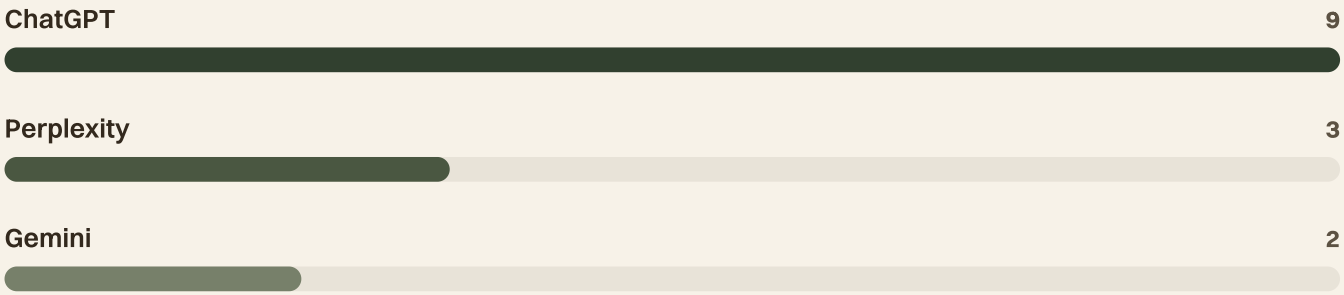
Visitors who came from AI assistants

More and more people skip Google and just ask an AI assistant — like ChatGPT — “who's a good dentist near me?” When an assistant points someone to your website and they click through, it shows up here.

Visits sent by AI assistants this month

Real visits counted from your website's traffic data — not estimates

14 visits ↑ 40% vs May 2026

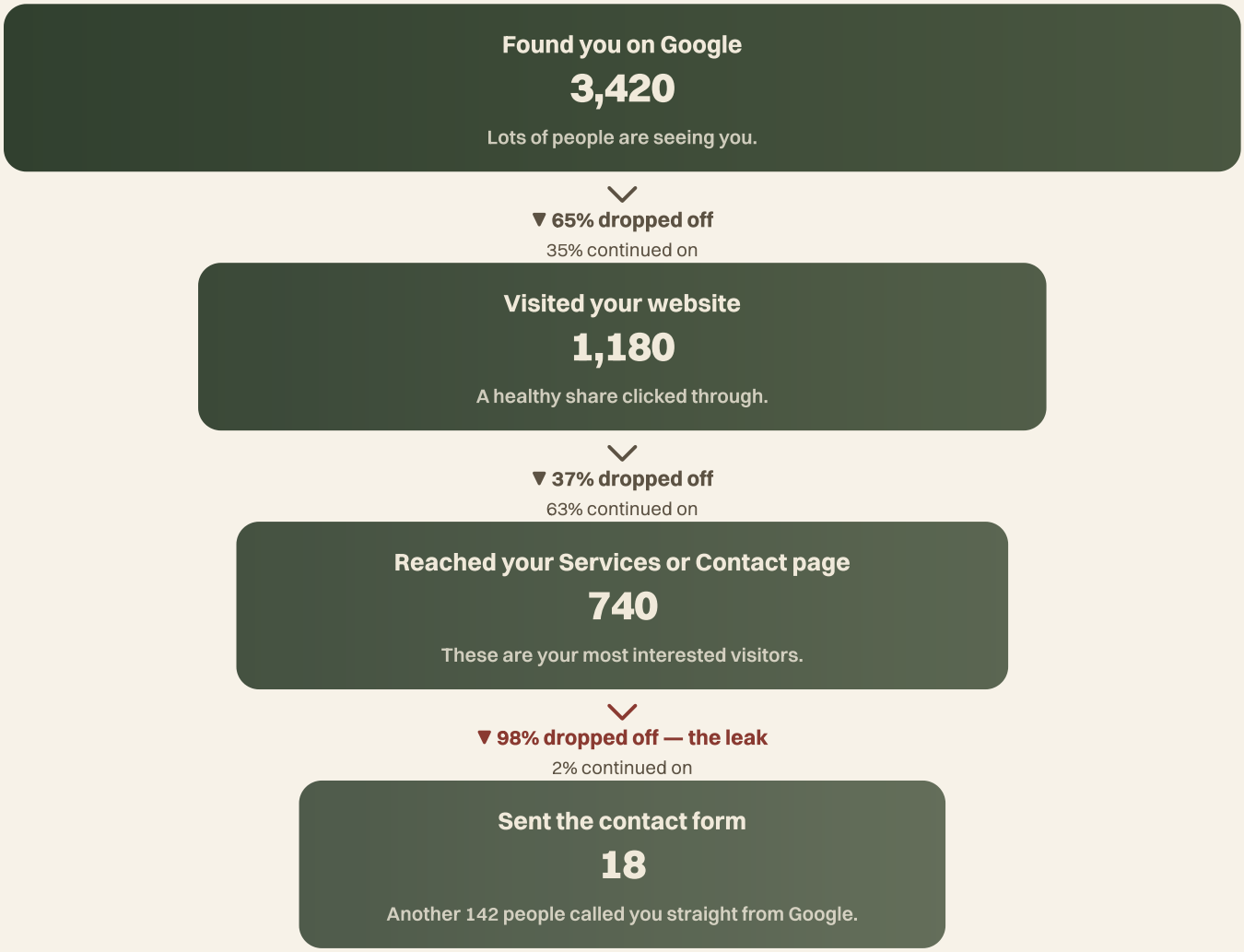


14 people reached your website from an AI assistant in June — up from 10 in May. It's a small stream today, but it's growing every month, and you're already showing up in the answers. Few practices in town are.

STEP 3 — THE MOST IMPORTANT PART

Where you're losing leads

Think of this as a journey through your website. People find you on Google, and only some make it all the way to sending your contact form. Each step loses people — that's normal — but the last step here is losing far too many.



⚠ WHERE THE LEADS ARE LEAKING

Plenty of interested people make it to your Services and Contact pages — but only 18 sent the form, down from 20 in May. Your phone is doing its share: 142 people called straight from Google. The form is the weak spot. It's long and clunky on a phone, and 71% of your visitors are on phones. Make it shorter and put a big tap-to-call button at the top, and more of these warm visitors will turn into patients.

UPTIME & HEALTH

Your site stayed online and healthy

Our monitor checks your site every 5 minutes, day and night; once a month we go through it by hand.

99.98%

Online in June



Checked every 5 minutes · 8,640 checks

One 9-minute blip early on Sunday, June 14: a hiccup on the hosting network, not your site. It recovered on its own, and we checked everything Monday morning.

- **Padlock (security certificate)**
  Valid and renewing automatically
- **Site health check**
  Main pages, menus and links all working
- **Accessibility check** FIXED
  Score 96 of 100 · two photos lacked descriptions; added
- **Google can read your site**
  Main pages in Google · no mobile problems
- **Contact form test**
  Tested June 3; arrived in the inbox, not spam
- **Speed on phones** FIXED
  Score 92 of 100 (84 in May) · passes Google's speed test
- **Broken links**
  None found on any page

Nothing for you to do: online all but 9 minutes, the form reached the inbox, and both small findings are fixed.

WORK DONE & HOURS USED

What we did for you in June

Everything we did in June. Times come out of your included time; routine upkeep never does.

What we did this month

From our time log, in 15-minute blocks

Updated your summer hours on the Contact page and footer	**15 min**
Compressed the homepage photos so it loads faster on phones	**15 min**
Added descriptions to two photos for screen readers	**15 min**
Added your new hygienist's bio and photo to Our Team	**30 min**
Search tune-up: rewrote the Teeth Whitening page title for Google	**30 min**
Listed a newly accepted insurance on New Patients	**15 min**
Applied June's security and software updates, tested first	IN YOUR PLAN
Replied to all 11 new Google reviews	IN YOUR PLAN

Your included time

June 2026

2 hrs

used of 3 hrs available



- 30 min carried over from last month, used first
- 1.5 hrs of this month's 2.5 hrs
- 1 hr left

1 hr carries over to July.

WINS

What's working great

- Your Google review rating climbed to 4.8★ — and you picked up 11 new reviews this month.
- “Teeth whitening” is your fastest-growing search; more people are looking for it and finding you.
- More people than ever are discovering you on Google — your visibility hit a 6-month high.
- Your website now loads faster on phones, so visitors are less likely to give up waiting.

THE PLAN

What we're working on next

1 SMALL STEP · INSIDE YOUR INCLUDED TIME

Simplify the mobile contact form

Cut it down to a few fields and add a big tap-to-call button at the top, since most visitors are on phones. We'll do it in July, inside your included time.

2 BIGGER MOVE · QUOTED FIRST

Add an emergency-dentist page

Google showed your site 1,610 times for “emergency dentist lynchburg”, but only 44 people clicked: there's no page for it yet. A page for urgent visits would give those searches somewhere to land. About 1.5 hours of work; we'll send a quote, and it only goes ahead if you say yes.

HOW THIS WORKS

What happens each month

You don't have to do anything with this report — here's the rhythm behind it.

1 **We pull the numbers**

Around the 5th, we gather the month from Google Analytics, Search Console, and your Google Business Profile.

2 **We read them for you**

This report is the plain-language version: what's working, what changed, and where leads are slipping away.

3 **We do the work**

The small step in The Plan gets done inside your included time. Anything bigger is quoted first and only goes ahead if you say yes.

4 **You reply if anything's off**

A new service, a change in hours, a question about a number — reply to the email and it shapes next month's plan.

Sample report — Hollins Mill Family Dentistry is a fictional practice and every figure is illustrative. The Geo-Grid map is a paid add-on, sold separately; it isn't part of Premium Growth. Best-effort maintenance — no guarantee of specific rankings or revenue. Figures come from Google Analytics, Search Console & Business Profile, our uptime monitor and our time log for the period shown.