

PREPARED FOR Copperline Gutters copperlinegutters.example	PERIOD September 14, 2026 – October 11, 2026 Compared with the 4 weeks before	PREPARED BY Oxbow & Vane reports@oxbowandvane.example Source: Google Search Console
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Copperline Gutters got 27 clicks from named buyer searches in the last 4 weeks (up 23% from the 4 weeks before). Google hides the search terms behind 84% of all 289 search clicks.

Rankings rose across the site this week: pages that steadily show up are up about 2.4 positions on average.

Clicks rose most on /blog/gutter-cleaning-fairview-cost (12 to 19) and fell most on /blog/best-gutter-guard-brands-comparison-fairview (21 to 11).

At ad prices, this search traffic would cost about \$300 a month.

Pages that people found through search brought 3 won deals worth \$5,390 over the last 13 weeks. The homepage brought the most: \$4,200 from 1 deal.

The biggest fix: clicks down 48% on /blog/best-gutter-guard-brands-comparison-fairview.

Good news: fewer impressions on /services/gutter-repair, but buyer clicks held.

THE NUMBERS

SEARCH CLICKS 289 up 14% · 253 before	IMPRESSIONS 46,318 up 13% · 41,027 before	AVERAGE POSITION 21.7 1.7 better · lower is better	BUYER CLICKS 27 up 23% · people looking to hire or buy	NEXT UP 4 Fixes ranked by what's at stake
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Search traffic worth about \$300 a month at ad prices (ad-equivalent, not revenue; 49% of clicks priced).

BUYER CLICKS PER WEEK



Last 13 weeks; the last 4 in your agency's color. Peak 13 in a week. Rankings rose this week: 2.4 positions up on average across 65 stable pages.

WORK DONE AND RESULTS

LOOKING GOOD · WEEK 6 OF 8 · CONSISTENT WITH THE CHANGE Title says "Fairview" but people search "how often to clean gutters" /blog/how-often-to-clean-gutters Average position 11.8 to 8.9. Page clicks up 56%; whole site up 28%.	WHAT CHANGED Rewrote the title to lead with "how often to clean gutters" and moved the city out of it. August 26, 2026
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WHAT TO FIX, IN ORDER

1 LOSING RANK Clicks down 48% on /blog/best-gutter-guard-brands-comparison-fairview /blog/best-gutter-guard-brands-comparison-fairview Clicks 21 to 11 and buyer position 21.2 to 25.1, last 4 weeks vs the 4 before. Totals include searches Google hides.	FIX Compare the page with what now ranks above it, refresh prices and dates, and add internal links from your strongest pages.
2 MAP PACK • "GUTTER GUARD" The results page shows a map pack for "gutter guard" Homepage 1,496 impressions and 0 clicks in 4 weeks across 5 local searches. The results page shows a map pack on Oct 8, 2026: Summit Gutter Co., Rainline Exteriors, Eavecare Pros. This is consistent with low organic clicks.	FIX Work on the Google Business Profile for this service and city: category, services, photos, reviews. A title rewrite won't move these clicks.
3 TITLE FIX • "TIGER STRIPING ON GUTTERS" Title says "Fairview" but people search "tiger striping on gutters" /blog/gutter-tiger-stripes-fairview Page 1 (about #9.0) with 473 impressions and 2 clicks. None of its top 5 searches name a place, so the result looks local and gets skipped. Title: "Gutter Tiger Stripes Fairview Remove Black Streaks".	FIX Lead the title with what people searched plus a number from the page, and move the city to the end or drop it.
4 CLOSE TO THE TOP • "GUTTER CLEANING FAIRVIEW" #6.0 for "gutter cleaning fairview", close to the top 3 /blog/gutter-cleaning-fairview-cost 495 impressions and 5 clicks in 4 weeks. Reaching #3 would mean about 2 more clicks a month (estimate).	FIX Put "gutter cleaning fairview" in the title and H1, answer it in its own section, and link to this page from related pages.

WORTH KNOWING

AI ANSWER • "CATCH BASIN VS POP UP EMITTER" An AI answer is likely taking the clicks on "catch basin vs pop up emitter" /blog/french-drain-vs-catch-basin-pop-up-emitter-fairview 372 impressions across 9 how-to or comparison searches at about #7.9, 0 clicks (0.0% CTR). Google answers this kind of search on the results page.	FIX Make this page the source the AI answer cites (direct answer first, real numbers, FAQ markup), or aim it at buyer searches. Another title rewrite won't help.
HEALTHY DROP Fewer impressions on /services/gutter-repair, but buyer clicks held /services/gutter-repair Impressions 11,902 to 6,748 while buyer clicks went 2 to 2. The searches that dropped weren't sending buyers.	ACTION Nothing to fix.

SEARCHES THAT BROUGHT BUYERS

SEARCH	CLICKS	IMPRESSIONS	POSITION	PAGE
gutter cleaning fairview	5	495	6.0	/blog/gutter-cleaning-fairview-cost
gutter installation fairview	3	210	5.4	/services/gutter-installation
gutter cleaning near me	2	512	11.3	/services/gutter-cleaning
seamless gutters near me	2	388	9.7	/services/seamless-gutters
gutter cleaning	1	347	8.9	/blog/gutter-cleaning-fairview-cost
gutter repair fairview	1	136	8.2	/services/gutter-repair
gutter guard installation	1	92	1.9	Homepage
fairview gutter repair	1	58	8.4	/services/gutter-repair
downspout repair fairview	1	44	6.1	/services/downspouts
gutter covers installation	1	17	1.5	Homepage

PAGES THAT BROUGHT PAYING CUSTOMERS

PAGE	DEALS	REVENUE
Homepage	1	\$4,200
/services/gutter-repair	1	\$850
/blog/gutter-cleaning-fairview-cost	1	\$340

Won deals over the last 13 weeks, each counted on the page the customer first landed on. Revenue is split across a page's searches by their share of its clicks.

Sample data. Copperline Gutters is a fictional business on a reserved .example domain; the figures follow real Search Console patterns and are not a client's results. Questions about this report? Email Oxbow & Vane at reports@oxbowandvane.example. Buyer clicks count searches that mention a service, price, place or intent to hire or buy. Google hides some searches for privacy, so that share is reported separately.