SEPTEMBER 2026 · MONTHLY REVIEW

Bella Tile & Stone Wilmette

A new site, a clean bill of health, and top-three map results for the searches that bring people to the showroom.

Showroom
1191 Wilmette Ave, Wilmette, IL

Website
bellatilewilmette.com

Period
September 1 to 30, 2026

SEPTEMBER AT A GLANCE

A strong first month for the new site.

111

Customer actions from Google: calls, directions and website clicks

15/31

Tracked searches in the top 3

94

Site health score, out of 100

0

Site errors

WHAT WE DID

A clearer path to the showroom.

Its own website

Wilmette now runs separately from Lake Geneva, submitted to Google.

Consultation path

A "Request a Design Consultation" banner and button on every page.

Accurate offer

"Free" and unconfirmed design promises removed.

Google search text

Homepage description rewritten for the North Shore.

Showroom contact page

"Visit Our Wilmette Showroom," with address and phone.

Backsplash FAQs

Three answers, each linking to book a consultation.

Listing updates

Chamber of Commerce and Houzz asked to point to the new site.

Homepage polish

Kitchen copy tightened and card text restored.

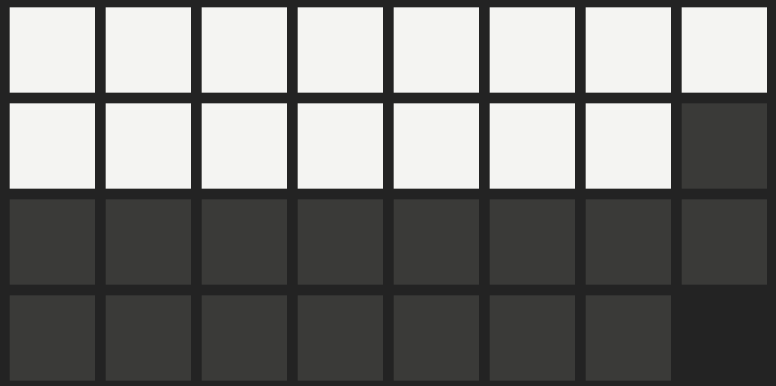
Rank tracking

31 local searches tracked from here on.

SEARCH VISIBILITY

15 of 31 searches land in the top three.

Each square is one tracked search. Tracking began September 30, so this is day one.



Top 3 Not ranking yet

TOP RESULTS, SEPTEMBER 30

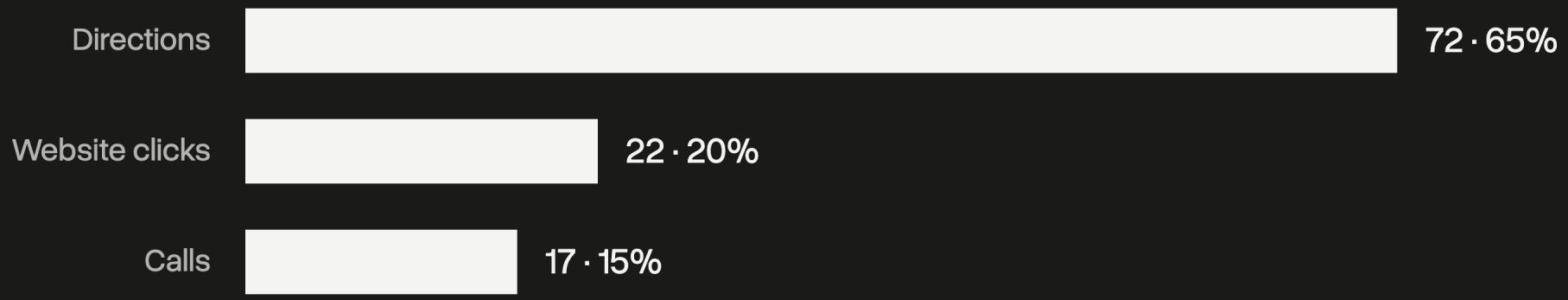
Search	Position
tile store wilmette	#1
tile shop wilmette	#1
kitchen tile wilmette	#1
tile store kenilworth	#1
tile store winnetka	#2
tile store near me	#3

Measured from Wilmette. Most top results appear in Google's map listings.

GOOGLE BUSINESS PROFILE

Two of three Google actions are directions.

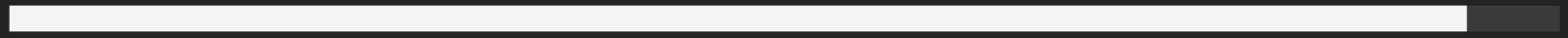
348 people viewed the Wilmette profile in September, and 111 took an action. Most were heading straight to the showroom.



September is the baseline. Every month from here is measured against it.

SITE HEALTH

94 out of 100, zero errors.



Security, speed, mobile and sitemap checks all pass across 30 pages. What remains is polish: alt text on 17 images and 5 oversized images.

WORTH WATCHING

Four things to keep an eye on.

Brand name not ranking yet

Searches for "bella tile wilmette" don't show the new site yet. Google has indexed 9 of 30 pages so far.

No links to the new domain

The site starts at zero backlinks. Local listings and directories are the fastest way to build trust.

12 reviews, no replies

Replying to every review, including two 1-star reviews, is a quick win for trust and rankings.

No Saturday hours on Google

If the showroom opens Saturdays, even by appointment, adding those hours helps weekend shoppers.

OCTOBER

Four areas, one goal: more booked consultations.

Local visibility

Business Profile, listings and reviews.

Goal: audit score from 32 to 60+, all 12 reviews answered, 13 mismatched listings corrected.

Lead capture

Making the consultation the obvious next step.

Goal: call, email and consultation tracking live on the site.

Paid search test

A small Google Ads test for Wilmette.

Goal: a cost per lead for "tile store near me" and Evanston, Skokie and Glenview.

Content & AI visibility

Growing the site past 9 indexed pages.

Goal: Kitchen & Backsplash page live and "bella tile wilmette" ranking.

A dopo. See you at the October review.

Questions before then? Reply to the email and we'll walk through it together.

Prepared by A Dopo Agency. Data from SE Ranking rank tracking and site audits, and Google Business Profile (September 1 to 29).