



Comprehensive Monthly Report

July 2026

Monthly performance snapshot

This section highlights the current month's top SEO performance numbers from Google Search Console and Semrush. It shows which page generated the most clicks, which search query performed best, and how keyword visibility moved during the month.

Total Clicks

210

GSC: Pages

Top Query Clicks

11

GSC: Queries

Improved Keywords

430

Semrush/GSC

Referring Domains

117

Semrush/GSC

Top pages from Google Search Console

Top Pages	Clicks	Impr.	CTR	Pos.
Homepage	21	5,952	0.35 %	4.78
Personal Representative Duties	25	1,593	1.57 %	6.55
Beneficiary Designations Q&A	22	697	3.16 %	7.85
Federal EIN	13	1,116	1.12 %	7.87
About US	5	3,474	0.1 %	70.8

Keyword Ranking Summary

Keyword Group	Up%	Down%
Probate Attorney albuquerque	16	7
estate planning attorney albuquerque	3	17
Succession planning keywords	9	0
Albuquerque local keywords	148	98
Blog question keywords	98	4

Monthly insight

July showed strong month-over-month improvement in organic performance. Clicks increased, impressions improved, CTR nearly doubled compared with June, and average position moved closer to page-one visibility.

Priority pages for next month

Optimize Personal Representative Duties, Beneficiary Designations Q&A, TODD-related blogs, Homepage, Common Questions About TODD Form, Probate, Estate Planning, Succession Planning.

Executive Summary

Estate Plan NM showed strong organic improvement in July 2026, with search visibility and keyword performance continuing to grow across estate planning, probate, succession planning, and supporting blog topics. Google Search Console shows improved clicks, impressions, CTR, and average position compared with June, while Semrush shows continued keyword visibility with 430 organic keywords, 37 estimated organic traffic, 117 referring domains, and an Authority Score of 7.

Overall SEO Grade

B+

Current audit benchmark

Priority Actions

12

Identified improvement items

Fastest Win

CTR

Template + service cleanup

Local SEO Score

70%

Needs stronger local trust

Target Goal

A-

After fixes

SEO Performance Score

Technical		92%
Content		82%
On-page		78%
Local		70%
Conversion		72%
Overall		79%

Monthly SEO Takeaways

1.Organic clicks improved strongly compared with June.

2. Impressions increased, showing stronger Google visibility.

3. CTR improved, but high-impression pages still need better titles and meta descriptions.

4. Average position improved, showing stronger ranking movement.

5. Estate Planning, Probate, Succession Planning, Homepage, Contact, and top blog pages should remain the main SEO focus.

Performance Numbers

Google Search Console Performance

The current numbers below are SEO scores.

Organic Clicks

210

GSC: Search results

Impressions

25.8K

GSC: Search results

CTR

0.81 %

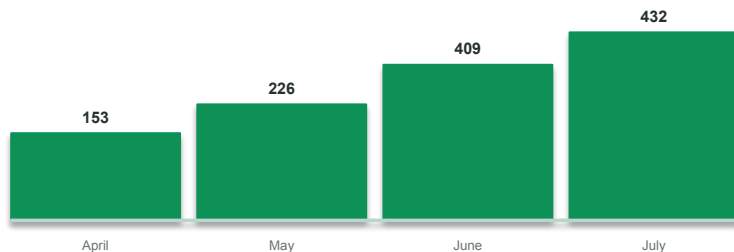
GSC average CTR

Avg Position

14.7

GSC average position

Monthly Keywords Performance Trends



Performance Insights

1. Organic clicks increased from 91 in June to 210 in July, showing strong month-over-month traffic growth.
2. Impressions increased from 22.5K to 25.8K, which shows stronger search visibility.
3. CTR improved from 0.4% to 0.81%, but it still remains a key opportunity for further growth.
4. Average position improved from 20.8 to 14.7, showing stronger ranking movement toward page-one results.

Recommended 30-day SEO action plan

Week 1

Performance Review

Review July Google Search Console and Semrush performance data, including 210 organic clicks, 25.8K impressions, 0.81% CTR, and 14.7 average position. Identify pages with strong visibility but low CTR, especially the Homepage, Probate-related pages.

Week 2

On-Page Optimization

Update meta titles, meta descriptions, headings, CTAs, image alt text, and internal links on high-priority pages. Focus on pages with strong impressions but low clicks, including the Homepage, Probate, Estate Planning, Succession Planning, Contact page.

Week 3

Content & Schema

Improve priority service pages with stronger FAQs, clearer explanations, better conversion copy, and more local Albuquerque/New Mexico relevance. Add or review FAQ, LocalBusiness, Legal Service, Service, and Breadcrumb schema where needed.

Week 4

Local SEO & Reporting

Continue Google Business Profile posting, review local SEO signals, check citations and NAP consistency, monitor referring domains, and review GA4 lead/event tracking. Prepare the next monthly report using updated GSC.

Summary

July showed strong organic improvement for Estate Plan NM, with clicks increasing to 210, impressions reaching 25.8K, CTR improving to 0.81%, and average position improving to 14.7. The next 30 days should focus on improving high-impression pages with low CTR, strengthening Estate Planning, Probate, and Succession Planning service pages, improving internal links, adding schema markup, continuing Google Business Profile activity, and improving conversion tracking. Priority work should focus on pages that already have search visibility.

Monthly work summary

July SEO work focused on reviewing organic performance, tracking keyword growth, identifying high-impression pages with low CTR, and planning the next round of service-page, schema, internal linking, and local SEO improvements. Google Search Console showed strong growth with 210 clicks, 25.8K impressions, 0.81% CTR, and 14.7 average position, while Semrush showed 430 organic keywords and 117 referring domains.

Completed This Month

Reviewed Google Search Console July performance data.
Tracked clicks, impressions, CTR, and average position.
Reviewed top pages and top search queries.
Identified pages with high impressions but low CTR.
Reviewed Semrush organic keyword visibility.

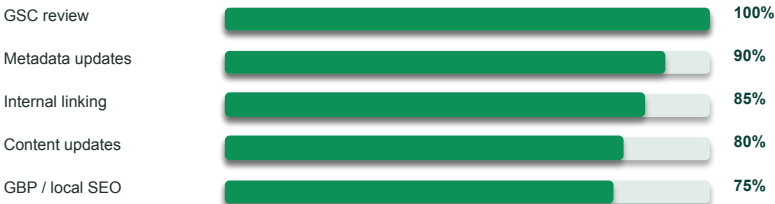
In Progress

Metadata updates for high-impression pages.
Service page content updates for Estate Planning, Probate, and Succession Planning.
Internal linking improvements from blogs to service pages.
FAQ and schema review for priority pages.
Google Business Profile posting and local SEO activity.

Next Month Priorities

Improve CTR on high-impression pages.
Update meta titles and descriptions for priority URLs.
Strengthen Estate Planning, Probate, and Succession Planning pages.
Add FAQs and relevant schema markup.
Improve internal links from top blog pages to service pages.

Monthly completion score



Next month SEO plan

Priority	Next Month Action
High	Optimize pages with high impressions and low CTR.
High	Build high-quality local and legal backlinks to improve authority.
Medium	Audit NAP consistency across key directories and legal citation sites.
Medium	Continue Google Business Profile posts and local citation checks.

THANK YOU

WHAT HELP DO WE NEED?

Kindly send your requests to:

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