Search Console Data Analysis Report

Site: example-store.com (fictional) | Period: last 90 days | Pages analyzed: 40 | Outcome metric: **Clicks**

1. SUMMARY — FIX THESE PAGES FIRST

Five pages earn far fewer clicks than their search position should deliver. All five share the same pattern: high impressions, a position between 3 and 15, a click-through rate well below the level typical for that position — and a page title that does not contain the main search term. Together they leave an estimated **205 clicks per 90 days** on the table. Fixing titles and snippets on these five pages is the highest-value first move.

#	Page	Impr.	Pos.	CTR	CTR expected at this position	Est. missed clicks / 90 days
1	/products/turtle-food-pellets	2,031	7.8	3.30%	7.19%	**79**
2	/blog/how-often-feed-cat	1,622	6.0	6.72%	10.50%	**61**
3	/products/litter-box-automatic	1,021	8.3	3.62%	6.48%	**29**
4	/blog/dog-walking-harness-guide	2,209	14.2	0.91%	1.88%	**21**
5	/products/aquarium-filter-50l	825	10.2	2.55%	4.35%	**15**

/products/turtle-food-pellets — Title lacks the main term buyers search for.

/blog/how-often-feed-cat — Title is a statement, not the question users type.

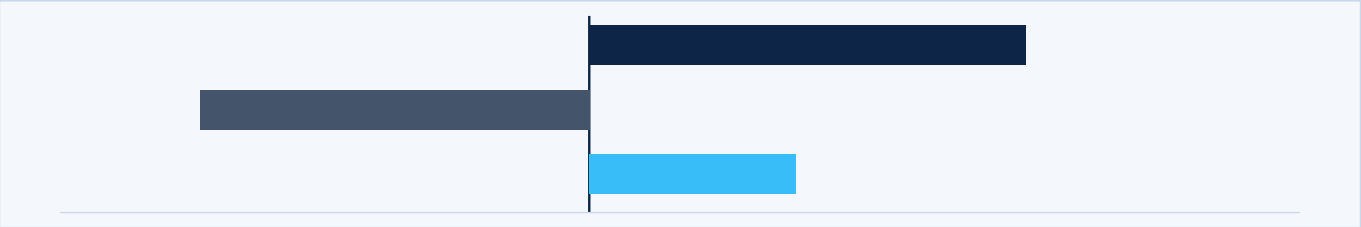
/products/litter-box-automatic — Title buries the product name at the end.

/blog/dog-walking-harness-guide — Thin title; position 14 needs a stronger snippet.

/products/aquarium-filter-50l — Title lists a code, not the benefit term.

2. EVIDENCE — WHAT MOVES WITH CLICKS

Method in one line: clicks were fixed as the outcome, and each factor was tested against clicks in a multiple regression across all 40 pages (standardized coefficients; +1.00 would be the strongest possible relationship). The model explains 78% of the differences in clicks between pages ($R^2 = 0.78$).



Factor	Relationship with clicks	Strength	Statistically clear?	Can you change it?
Impressions	More impressions → more clicks	**+0.55**	Yes (p < 0.001)	Indirectly (rankings, coverage)
Average position	Worse (higher) position → fewer clicks	**−0.49**	Yes (p < 0.001)	Indirectly (content quality)
Title contains the main search term	Term present → more clicks	**+0.26**	Yes (p = 0.003)	**Yes — directly**

Reading of the table: impressions and position carry most of the weight, but neither is a lever you can pull directly. The title term is the one clear factor that is both statistically solid and fully in your hands — and it is exactly the factor the five summary pages are missing.

Your top pages by impressions (12 of 40 shown)

Page	Clicks	Impressions	CTR	Position	Title has main term?
/products/parrot-toy-set	522	5,052	10.33%	6.3	Yes
/blog/dog-walking-harness-guide	20	2,209	0.91%	14.2	No
/products/turtle-food-pellets	67	2,031	3.30%	7.8	No
/blog/aquarium-algae-control	28	2,027	1.38%	16.5	Yes
/products/cat-litter-clumping	80	1,714	4.67%	8.5	No
/blog/how-often-feed-cat	109	1,622	6.72%	6.0	No
/products/dog-crate-training	273	1,621	16.84%	4.6	Yes
/products/rabbit-hay-timothy	221	1,480	14.93%	1.7	No
/blog/best-dog-food	8	1,444	0.55%	17.3	No
/products/dog-treats-training	10	1,320	0.76%	19.1	Yes
/blog/raw-diet-risks	297	1,280	23.20%	2.8	Yes
/products/dog-puzzle-toy	14	1,187	1.18%	14.1	No

Site totals for the period: 2,279 clicks from 39,866 impressions across 40 pages.

3. NEXT ACTIONS — IN THIS ORDER

1. **Rewrite the titles of the 5 summary pages** so each title starts with the main search term for that page. Expected effect: CTR moving toward the level typical for their positions (the gap behind the estimated 205 missed clicks).

2. **Rewrite the meta descriptions of the same 5 pages** to state the concrete benefit in the first 120 characters.

3. **Wait 28 days and re-export.** Compare CTR page by page against this report's baseline before touching anything else — changing everything at once makes the effect unreadable.

4. **Then look at positions 8–15 with high impressions** (5 more pages with 700+ impressions, beyond the five above). These are content-quality candidates: add the missing subtopics the top-3 results cover.

5. **Do not start with link building.** Nothing in this data suggests links are the binding constraint; the binding constraint is click-through on pages that already rank.

Out of scope: impressions and average position themselves. They are outcomes of the work above, not tasks you can do directly, so no action is assigned to them.

How this analysis was done

1) The outcome metric (clicks) was fixed first. 2) Every factor in the export was tested against it with multiple regression, and ranked by strength of relationship. 3) Only factors the site owner can actually change were turned into actions, in the order above.

Please read this honestly

• These results show which factors move together with clicks. Movement together is not proof of cause; the actions above are the best-supported order to work in, and the 28-day re-check is how you confirm the effect on your own data.
• No ranking or traffic increase is promised or implied. Anyone who guarantees a position is guessing.
• This sample uses a fictional store and invented data, with the same structure, method, and page count logic as the paid report.

Prepared by LP Atelier Hama — regression-first data analysis: fix the outcome, test every factor, act only on the levers you control.