WEBSITE GROWTH PLAN

Brightleaf Tea Co.

brightleaf-tea.example

Oct 22, 2026 · based on your own Google Search Console and Analytics data from the last 90 days

You could get about 2,350 more visitors a month, mostly from pages that are already close to the top of Google



HEALTH SCORE
Good

EXTRA VISITORS YOU COULD GET

+2,350

a month (our estimate)

About 47 leads/sales a month, about $1,645

IN THIS REPORT

1. Summary: your numbers and where to start
2. Part 1: Where you stand today: health score, Search Console errors, traffic, AI assistants, competitors
3. Part 2: Your goals: the numbers that show it's working
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GROWING

You could get about 2,350 more visitors a month, mostly from pages that are already close to the top of Google

More people found you on Google this quarter (11,050 to 12,480, up 13%). Your matcha and gift pages show up a lot, but too few people click them, and 9 searches are stuck just below Google's first page. Start with clearer Google headlines on 2 pages and links to your gift boxes, then speed up the shop pages.

VISITORS FROM GOOGLE	TIMES SEEN ON GOOGLE	WEBSITE VISITS	EXTRA VISITORS/MONTH POSSIBLE
12.5k	**486k**	**21.3k**	**2,350**
+12.9% vs the 90 days before	+12.8% vs the 90 days before	+12.7% vs the 90 days before	

Our approach: Fix what's holding the site back, win the easy rankings first, then build content and authority so Google and AI assistants recommend you. We measure it in leads and sales, not just visitors.

START HERE: IF YOU ONLY DO A FEW THINGS, DO THESE

1. Give the matcha guide a clearer Google headline

It shows up around #4 on Google, but only 1.2% of people click it (about 7% is normal there). About +610 visitors a month.

2. Link to the gift boxes page from your 3 most-read articles

It's #11 for “tea gift box”, just off Google's first page, and none of your popular pages link to it. About +380 visitors a month.

3. Let Perplexity read your site

Your robots.txt (the rules for robots that visit your site) blocks Perplexity, so it can't quote your pages or send you visitors.

PART 1

Where you stand today

A check-up of your site with Google, AI assistants and competitors, from your own data.

YOUR SITE'S HEALTH SCORE: 64/100

Visibility 71

How often your site shows up on Google, and whether that's growing.

Visitors from Google +12.9% vs the 90 days before; 64% of the time you're seen, it's on Google's first page

Click appeal 52

When people see you on Google, how often they click you instead of someone else.

You get 0.7× the clicks a typical site gets at the same spots on Google (1× is normal)

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Content 66

Whether your pages are gaining or losing visitors, and if they compete with each other.

14 pages gaining visitors, 5 losing them, 4 searches where your own pages compete, 2 pages with very little text

Technical health 58

Whether your main pages load fast and Google can read them properly.

6 of your 10 main pages pass every check

Engagement 72

Whether visitors stay and look around once they arrive.

61% of visitors to your main pages stay and look around

SEARCH CONSOLE ERRORS: PAGES GOOGLE WON'T SHOW

Google's own check of your most important pages on 22 Oct 2026: your top pages, the pages in this plan, and sitemap pages that get no visitors. A page Google won't show can't bring you anyone, however good it is.

PAGES CHECKED	SHOWN ON GOOGLE	MUST FIX	WORTH FIXING
112	96	4	12

Excluded by 'noindex' tag

MUST FIX

1 page

What it means: The pages tell Google not to index them.

How to fix it: Remove the noindex tag (often a theme or SEO-plugin setting) from pages that should appear in Google.

/shop/ceremonial-matcha

Not found (404)

MUST FIX

3 pages

What it means: These URLs return 'not found', but Google still has them (often from your sitemap or links).

How to fix it: Redirect each one to the closest live page, or remove it from the sitemap and from your links.

/blog/old-matcha-recipes, /shop/sencha-classic, /gifts/holiday-2025

Crawled - currently not indexed

WORTH FIXING

6 pages

What it means: Google read these pages and chose not to index them, usually because they look thin or too similar to other pages.

How to fix it: Make each page clearly useful and different, and link to it from your strong pages.

/blog/tag/green-tea, /blog/tag/matcha, /blog/white-tea-guide and 1 more

Discovered - currently not indexed

WORTH FIXING

4 pages

What it means: Google knows these URLs but hasn't crawled them yet.

How to fix it: Link to them from important pages and keep them in the sitemap; for many URLs, improve site speed.

/collections/oolong

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Duplicate, Google chose a different canonical

WORTH FIXING

2 pages

What it means: Google treats these as copies of another page and indexes that one instead.
How to fix it: Point the canonical tag at the page you want indexed, and make duplicates redirect or clearly different.

/blog/benefits-of-green-tea

Sitemap warnings: /sitemap.xml

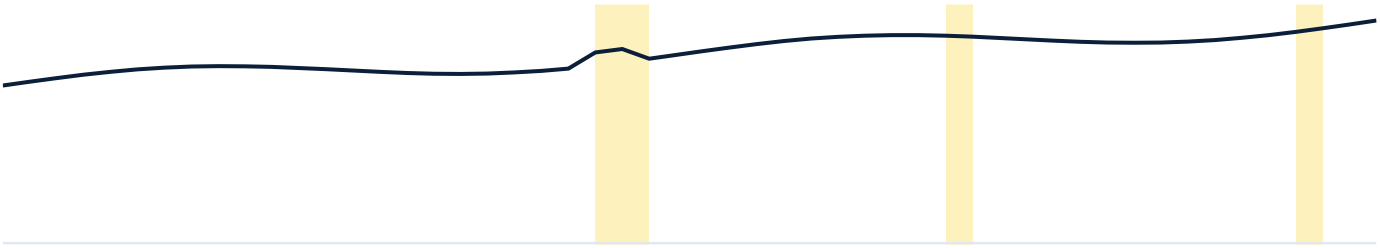
WORTH FIXING

What it means: Search Console reports 0 errors and 3 warnings in this sitemap.
How to fix it: Open Sitemaps in Search Console to see each error, fix the sitemap, then resubmit it.

Google's tools let apps check pages one at a time, so we check the 112 that matter most. Search Console's full "Pages" report can list more.

Visitors from Google each week, last 12 months

Yellow: Google changed its rankings



Oct 20, 2025 — Oct 12, 2026

AI ASSISTANTS: CHATGPT, PERPLEXITY, GEMINI AND OTHERS

More and more people ask an AI assistant instead of searching Google. Here is whether they send people to this site, and whether they can read it.

Visitors from AI assistants, last 90 days: 410 (before: 140; 1.9% of all visits)

ChatGPT: 318 (before 118) · Microsoft Copilot: 41 (before 12) · Gemini: 34 (before 10) · Claude: 17 (before 0)

Pages they send people to: /blog/matcha-guide/ (126), /blog/green-tea-benefits/ (88), /gifts/tea-gift-boxes/ (41), / (37)

Can AI assistants read the site? (robots.txt)

Allowed: ChatGPT search (OAI-SearchBot)

Allowed: ChatGPT opening links for users (ChatGPT-User)

Blocked: Perplexity answers (PerplexityBot) by "Disallow: /"

Allowed: Claude search (Claude-SearchBot)

Allowed: Bing and Microsoft Copilot (Bingbot)

Ask your web developer to remove the lines that block them, or add:

```
User-agent: PerplexityBot
Allow: /
```

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YOUR GOOGLE SEARCH AT A GLANCE

Pages that bring the most visitors from Google (last 90 days)

/blog/matcha-guide	**2,140** (before 1,690)
/	**1,980** (before 1,870)
/blog/green-tea-benefits	**1,310** (before 1,250)
/blog/oolong-tea-guide	**965** (before 1,420)
/shop	**880** (before 760)
/gifts/tea-gift-boxes	**410** (before 290)

Searches that bring the most visitors

"brightleaf tea" (rank #1.1)	**1,240** (before 1,150)
"matcha guide" (rank #3.6)	**610** (before 480)
"green tea benefits" (rank #6.8)	**420** (before 440)
"how to make matcha without a whisk" (rank #5.1)	**310** (before 190)
"oolong tea" (rank #9.2)	**205** (before 330)
"tea gift box" (rank #11.3)	**96** (before 61)

WHO'S SHOWING UP FOR YOUR BEST SEARCHES

Found with a web search; Google's order can differ.

"tea gift box" You: #11.3 on Google

1. Tea Gift Sets | Leafy Lane (leafylane.example)
2. Luxury Tea Gift Boxes | The Tea Room (tearoom.example)

What they do well: Show prices on the page; Show 200+ reviews; Offer free gift wrapping

Your gap: Your page has no prices or reviews, and the headline is just “Gift Boxes”.

GOOGLE'S RANKING CHANGES THIS YEAR

A few times a year Google changes how it ranks websites. For each change we compare visitors from Google per day in the 2 weeks before with the 2 weeks after, and only call it a hit or a help when the change is bigger than the site's normal ups and downs.

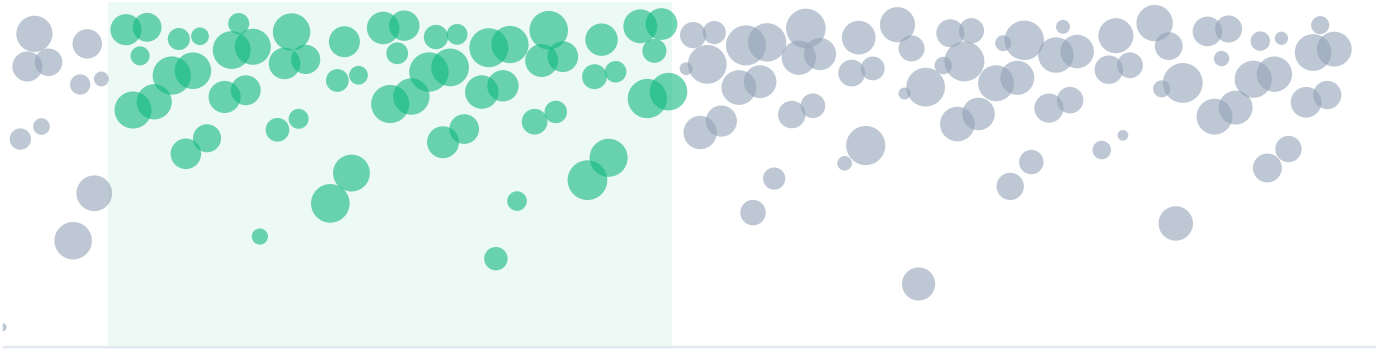
September 2026 spam update Sep 24, 2026 — NO CLEAR EFFECT
visitors from Google +3.2%, within your normal ups and downs (about 11.4%)

June 2026 spam update Jun 24, 2026 — NO CLEAR EFFECT
visitors from Google -4.1%, within your normal ups and downs (about 11.4%)

March 2026 core update Mar 27, 2026 — HELPED
visitors from Google +19.5% (2 weeks before vs 2 weeks after; your traffic normally moves about 11.4%); Google rank better by 0.8 places
Pages that lost most: /blog/white-tea-guide (210 to 150 visitors)
Pages that gained most: /blog/matcha-guide (260 to 395 visitors), /gifts/tea-gift-boxes (88 to 131 visitors)

Every search you show up for on Google

Each dot is a search. Further left = higher on Google; bigger dots bring more visitors. Green band: ranks #4-20, almost at the top.



PART 2

Your goals

What success means for the business, and the numbers we'll watch every month.

THE NUMBERS THAT SHOW IT'S WORKING

Success means more leads and sales, not just more visitors. Per month, from the last 90 days. "Your goal" is the target set for this site; "With this plan" is our estimate.

PER MONTH	NOW	BEFORE	YOUR GOAL	WITH THIS PLAN
Leads or sales From Google Analytics: forms, calls, sales	**137**	120	160	**184**
Visitors from Google People who clicked your site in Google	**4,160**	3,683	5,000	**6,510**
Website visits From anywhere, per Google Analytics	**7,100**	6,300	not set	–
Visitors from AI assistants ChatGPT, Perplexity, Gemini, Copilot and others	**137**	47	not set	–
Important pages Google won't show From the Search Console check	**16**	–	0	–

Your money keywords

"matcha guide": #3.6 on Google (started at #6)

"tea gift box": #11.3 on Google (started at #14)

"tea subscription box": not in your top searches yet

WHAT THOSE EXTRA VISITORS COULD BE WORTH

+47 leads or sales a month · about $1,645 a month

+2,350 visitors a month × the share of Google visitors who become leads or sales (2.0%) × $35 per lead or sale. An estimate, not a promise.

RESULTS SO FAR

Give the matcha guide a clearer Google headline	Done Oct 23, 2026 - results measured 30, 60 and 90 days after
Link to the gift boxes page from your 3 most-read articles	Done Oct 23, 2026 - results measured 30, 60 and 90 days after

PART 3

The plan, in order

Fix what's holding the site back, win the easy rankings first, then build content and authority so Google and AI assistants recommend you.

1 Fix what's holding the site back

Technical problems first: they limit everything else.

Start with the Search Console errors marked Must fix (Part 1): those pages can't bring you anyone until Google can show them.

ERRORS ON YOUR WEBSITE

Health 78 out of 100: 6 errors, 23 warnings and 11 notices across 64 pages, checked on 22 Oct 2026.

Start here: problems on your busiest pages

/blog/matcha-guide — 2,140 visitors in 90 days
Links to pages that don't load · Titles too long (over 60 characters)

/blog/oolong-tea-guide — 965 visitors in 90 days
Images without a description (alt text)

/shop — 880 visitors in 90 days
Pages without a meta description

Everything it found

Links to pages that don't load — 4
Visitors hit dead ends and Google wastes its visits on missing pages.

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Pages that don't load (4xx/5xx)
2
Visitors and Google reach pages that don't exist or fail, and the links to them lose their value.

Images without a description (alt text)
11
Screen readers and Google can't tell what the image shows.

Titles too long (over 60 characters)
7
Google cuts them off in results.

Pages without a meta description
3
Google writes its own snippet, often less inviting.

Thin pages (under 300 words)
2
Pages with little text rarely rank for anything.

FIXES FOR YOUR WEB DEVELOPER

Shop pages take more than 3 seconds to load
FIX FIRST

Shrink product photos and turn on caching.

/shop, /collections/green-tea

LIVE PAGE CHECK	/shop/: takes 3.4 seconds to load
LIVE PAGE CHECK	/collections/green-tea/: takes 2.9 seconds to load; no description for Google

Perplexity is blocked in robots.txt
FIX FIRST

Remove the two lines “User-agent: PerplexityBot” and “Disallow: /”.

/robots.txt

ROBOTS.TXT	AI search crawlers: blocked in robots.txt: PerplexityBot (Perplexity answers; Disallow: /)

3 pages have no description for Google
WHEN YOU CAN

Write one short sentence for each, saying what the page offers.

/about, /contact, /shipping

Code that helps Google understand your pages (structured data)

Organization on /

Tells Google and AI assistants your business name, logo and contact details. Fill in anything in [brackets], then paste into the page's head.

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Brightleaf Tea Co.",
"url": "https://brightleaf-tea.example/",
"logo": "[Logo URL]",
"sameAs": [
"[Social profile URL]"
]
}
</script>
```

2 Win the easy rankings first

Pages already close to the top of Google: small changes that usually show results in 4–8 weeks.

WIN BACK THE VISITORS YOU LOST

These pages used to bring more people from Google. Each has a different reason, and each reason has a different fix.

/blog/oolong-tea-guide

1,420 to 965 visitors in 90 days

It dropped down Google

It moved from about #6 to about #9 on Google.

The biggest fall came around 4 Aug 2026.

“oolong tea benefits”: 410 to 190 visitors, about #5 to #8 on Google; “what is oolong tea”: 260 to 130 visitors, about #5 to #9 on Google; “how to brew oolong”: 95 to 48 visitors, about #6 to #11 on Google

What to do: Add what the page is missing, so it answers these searches better than the pages now ahead of it, and link to it from your other pages.

SEARCH CONSOLE /blog/oolong-tea-guide: visitors from Google 1,420 to 965 (-32%)

SEARCH CONSOLE /blog/oolong-tea-guide: how it changed: average position 5.8 to 8.9; seen 41,200 to 38,600 times on Google

/shop/sencha

130 to 75 visitors in 90 days

Same place on Google, fewer clicks

It's still about #4 on Google, but fewer of the people who see it click.

The biggest fall came around 7 Jul 2026.

“buy sencha tea online”: 64 to 31 visitors, still about #3 on Google

What to do: Give it a clearer headline and description on Google, so more of the people who see it click.

SEARCH CONSOLE /shop/sencha: visitors from Google 130 to 75 (-42.3%)

SEARCH CONSOLE /shop/sencha: how it changed: average position 3.6 to 3.7; seen 2,950 to 2,880 times on Google

/blog/white-tea-guide

210 to 120 visitors in 90 days

Fewer people are searching

It kept its place (about #7), but people searched less: seen 9,800 times before, 5,400 now.

"white tea": 88 to 49 visitors, still about #7 on Google

What to do: Nothing is wrong with the page, so don't rewrite it. If this happens at the same time every year, it's seasonal.

SEARCH CONSOLE /blog/white-tea-guide: visitors from Google 210 to 120 (-42.9%)

SEARCH CONSOLE /blog/white-tea-guide: how it changed: average position 7.2 to 7.1; seen 9,800 to 5,400 times on Google

DO THESE FIRST: QUICK WINS FOR THIS WEEK

1. Give the matcha guide a clearer Google headline

about +610 visitors/mo · SEO person · Quick job

It shows up around #4 on Google, but only 1.2% of people click it (about 7% is normal there).

SEARCH CONSOLE /blog/matcha-guide/: shows up around #4.2 on Google, but only 1.2% of people who see it click (about 7% is normal there)

Done Oct 23, 2026 - results measured 30, 60 and 90 days after

2. Link to the gift boxes page from your 3 most-read articles

about +380 visitors/mo · Writer · Quick job

It's #11 for "tea gift box", just off Google's first page, and none of your popular pages link to it.

SEARCH CONSOLE People searching "tea gift box": around #11.3 on Google, seen 2,410 times a month, 0.4% click

LIVE PAGE CHECK /gifts/tea-gift-boxes: none of your other 39 main pages link to it

Done Oct 23, 2026 - results measured 30, 60 and 90 days after

3. Let Perplexity read your site

Web developer · Quick job

Your robots.txt (the rules for robots that visit your site) blocks Perplexity, so it can't quote your pages or send you visitors.

ROBOTS.TXT AI search crawlers: blocked in robots.txt: PerplexityBot (Perplexity answers; Disallow: /)

READY-MADE FIXES YOU CAN PASTE IN

Better headlines for Google (the blue headline people see in results)

/blog/matcha-guide

~~Matcha Guide & Tips | Brightleaf~~

Matcha Guide: How to Choose, Whisk and Enjoy It (2026)

Start with matcha the easy way: which grade to buy, how to whisk it without lumps, and 5 simple recipes.

SEARCH CONSOLE /blog/matcha-guide/: shows up around #4.2 on Google, but only 1.2% of people who see it click (about 7% is normal there)

/gifts/tea-gift-boxes

~~Gift Boxes~~

Tea Gift Boxes: Hand-Packed Sets From $24 | Brightleaf

Loose-leaf tea gift boxes, hand-packed and ready to give. Free gift note, and next-day delivery on orders over $40.

SEARCH CONSOLE People searching "tea gift box": around #11.3 on Google, seen 2,410 times a month, 0.4% click

Links to add between your pages

/blog/how-to-brew-green-tea to /gifts/tea-gift-boxes

Link the words "tea gift boxes" · In the last paragraph, about sharing tea

Helps you rank higher for "tea gift box"

/blog/matcha-guide to /gifts/tea-gift-boxes

Link the words "matcha gift set" · Under the “Where to buy matcha” heading

Helps you rank higher for "tea gift box"

3 Build helpful content

Start with the pages that make money, group related searches into topics, and write from real experience.

PAGES TO IMPROVE OR CREATE

Tea Subscription Box: How It Works and What You Get

WRITE A NEW PAGE

For people searching: **tea subscription box**. Searches are up 85% and you don't have a page for it yet.

SEARCH CONSOLE Searches about "tea subscription box": 18 related searches, seen 1,960 times a month, average rank #14.2, up 85% in the last 90 days, and no page is written for it yet

Show exactly what arrives each month, with prices up front.

Outline: 1. How the subscription works 2. What's in each box 3. Prices and how to pause 4. Gift subscriptions 5. What customers say

Questions people search: "what is the best tea subscription box", "can you gift a tea subscription"

Link to it from: /, /gifts/tea-gift-boxes

Oolong Tea Guide: Types, Taste and How to Brew

UPDATE A PAGE

For people searching: **oolong tea**. This page lost 32% of its visitors since the summer.

SEARCH CONSOLE /blog/oolong-tea-guide/: visitors from Google 1,420 to 965 (-32%)

BLOG POSTS TO PUBLISH

Planned from searches people already see this site for on Google. Keywords are real searches.

1. How to Make Matcha Without a Whisk (3 Easy Ways)

about +140 visitors/mo

Target keyword: **how to make matcha without a whisk** · also: matcha without whisk, matcha with a frother, shake matcha in a jar

About 1,070 times a month people already see this site on Google for this topic, at an average rank of #5.1 (up 64% in 90 days). Three tested methods with photos, from a milk frother to a jar.

Outline: 1. Why matcha clumps 2. Method 1: milk frother 3. Method 2: shake it in a jar 4. Method 3: blender 5. Which method tastes best

Questions to answer: "how to make matcha without a whisk"

2. Best Tea Gifts for Every Budget: 12 Ideas Tea Lovers Will Use

about +95 visitors/mo

Target keyword: **best tea gifts** · also: tea gift ideas, gifts for tea lovers, tea gift set

About 900 times a month people already see this site on Google for this topic, at an average rank of #12.7 (up 40% in 90 days). Real gift ideas grouped by budget, linking to the gift boxes.

Outline: 1. Under $20 2. $20 to $50 3. Luxury picks 4. How to choose

Questions to answer: "what is the best tea gift"

Your content calendar

About 4 pieces a month, page updates first because they show results sooner.

MONTH 1

Oolong Tea Guide: Types, Taste and How to Brew (Update a page)

Tea Subscription Box: How It Works and What You Get (New page)

How to Make Matcha Without a Whisk (3 Easy Ways) (Blog post)

Best Tea Gifts for Every Budget: 12 Ideas Tea Lovers Will Use (Blog post)

4 Get recommended by AI assistants

Make your pages easy for ChatGPT, Perplexity, Gemini and Copilot to understand, trust and quote.

Let 1 blocked AI assistant read your site (see Part 1).

Answer the question in the first lines, then add detail

AI assistants quote pages that give a clear answer straight away. Start key pages with a two or three sentence answer.

Answer the questions people already ask

- "how to make matcha without a whisk" (you rank #5.1)
- "is green tea good for you" (you rank #8.4)
- "how much caffeine in oolong tea" (you rank #6.2)
- "what is the best tea gift" (you rank #12.7)

Make pages easy to quote

Clear headings, short paragraphs, lists, tables, and a few questions and answers on your main pages.

Say who you are, everywhere the same

Add Organization or LocalBusiness structured data to the home page, have a strong About page, and keep your name, address and phone the same everywhere.

14 of your 40 main pages have structured data; adding it (Step 1) helps search engines and AI assistants understand them.

Get mentioned beyond your own site
AI assistants lean on reviews, Reddit and Quora answers, "best of" lists and industry sites. Being mentioned there makes them far more likely to recommend you.

Be on Bing, not just Google
Microsoft Copilot runs on Bing, and other assistants use Bing's results too. Add your site to Bing Webmaster Tools (free) and submit your sitemap.

5 Build authority and trust

Links, reviews and mentions tell Google and AI assistants that people trust you.

Earn links from trusted sites
Links from other respected websites are one of Google's strongest signals. Good sources: local news and industry press, partners and suppliers, guest articles, and "useful resources" pages in your field.

Collect reviews all the time
Ask every happy customer, and reply to every review. Reviews help Google, AI assistants and the people deciding whether to call you.

Create something worth linking to
Original data, a useful calculator or checklist, or a guide from real experience gets linked and quoted far more than a standard article.

Google's data doesn't include the links pointing to your site, so this report can't count them; it gives the steps that build them.

6 Win local searches

If customers come to you, or you serve a particular area.

Fill in your Google Business Profile completely
Categories, hours, services, photos and a description. It's often the first thing local customers see. Add it in AI Easy Reporting to track calls, directions and reviews.

Ask for reviews every week
A steady stream of recent reviews matters more than a big batch once a year.

List the business in local directories
Use the same name, address and phone everywhere: Bing Places, Apple Maps, and the directories your customers use.

Give each area you serve its own page
A real page per town or area, with local details and examples, not the same text with the name swapped.

7 Turn visitors into customers

More visitors only help if they get in touch or buy.

2.0% of your visitors from Google become a lead or sale (284 from 14.2k visits in 90 days). Raising that is often quicker than getting more visitors.

One clear next step on every page
A visible button or phone number near the top: "Book a call", "Get a quote", "Shop now".

Short, easy forms
Ask only for what you need. Every extra field loses people.

Show why people can trust you
Reviews, guarantees, certifications, real photos and clear prices where you can.

PART 4

Your 90 days, step by step

Days 1–30: fixes and quick wins. Days 31–60: content and on-page work. Days 61–90: authority, AI visibility, and adjusting to the results.

YOUR 90-DAY PLAN, STEP BY STEP

First 30 days

Speed up the shop pages
about +260 visitors/mo · Web developer · A few hours

- Shrink product photos to under 200 KB each.
- Turn on page caching for the shop and collection pages.
- Check each page loads in under 2.5 seconds on a phone.

LIVE PAGE CHECK /shop/: takes 3.4 seconds to load

LIVE PAGE CHECK /collections/green-tea/: takes 2.9 seconds to load; no description for Google

Make one page the clear answer for “green tea benefits”
about +210 visitors/mo · Writer · A few hours

- Keep /blog/green-tea-benefits as the main page.
- Move the useful parts of /blog/benefits-of-green-tea into it.
- Point the old address to the main page (a 301 redirect).

SEARCH CONSOLE People searching "green tea benefits": 2 of your pages compete for this search (/blog/green-tea-benefits/, /blog/benefits-of-green-tea/), so Google splits them; best rank #6.8

Days 31-60

Refresh the oolong guide that lost visitors
about +190 visitors/mo · Writer · A few hours

- Update brewing times, prices and stock.
- Add a photo of each oolong.
- Answer “how much caffeine is in oolong tea” near the top.

SEARCH CONSOLE /blog/oolong-tea-guide/: visitors from Google 1,420 to 965 (-32%)

Days 61-90

Write a page for “tea subscription box”
about +240 visitors/mo · Writer · Bigger project

- Explain how the subscription works, prices and what's in each box.
- Add photos and 3 customer reviews.
- Link to it from the home page and the gift boxes page.

SEARCH CONSOLE Searches about "tea subscription box": 18 related searches, seen 1,960 times a month, average rank #14.2, up 85% in the last 90 days, and no page is written for it yet

WHAT TO EXPECT

SEO works, but not overnight. Quick wins usually show in 4–8 weeks; clear, lasting results take 3–6 months. Here's the usual rhythm.

Weeks 1–2	Fixes and quick wins go live. Google rechecks the changed pages; the numbers rarely move yet.
Weeks 3–8	Quick wins start to show: usually more visitors first, then better ranks on Google.
Months 2–3	Updated and new pages start ranking. This is where most of the growth begins.
Months 3–6	Clear, lasting results as content, links, reviews and mentions add up.
Every month	A report of what was done, what changed and what's next. Each finished action is measured at 30, 60 and 90 days.

HOW WE KNOW THESE NUMBERS ARE REAL

Nothing in this report is made up. Here is where each number comes from.

All 10 numbers written in this plan were checked by code against your data. Each one matches.

Google Search Console	Clicks, how many people saw you, your rank and the searches people used (4,820 searches and 312 pages): Jul 21, 2026 to Oct 18, 2026, compared with Apr 22, 2026 to Jul 20, 2026.
Google Analytics	Visits, leads or sales, visits from AI assistants, for the same dates.
Your website	10 pages loaded and checked on Oct 22, 2026: Google headlines, descriptions, indexing tags, links between pages and structured data.
Your robots.txt	The file that tells crawlers what they may read, checked on Oct 22, 2026 for 10 AI crawlers.
Google's page check (URL Inspection)	112 pages checked one by one in Search Console on Oct 22, 2026.
Google's update list	Google's official list of ranking updates. The effect on your site is measured over the 14 days before and the 14 days after each one.

How the estimates are made

Extra visitors are calculated by code, never typed by the AI: how many people already see each page on Google, times the share of people who usually click a result at a better spot. It shows where the opportunity is, not a promise.

What is data and what is advice

Every number comes from the sources above. The steps are advice: what usually works for sites like yours. Google decides rankings, so no one can guarantee results. That's why we measure them.

How you'll know it works

When a step is marked done, we record its pages' and searches' clicks over the 4 weeks before, then measure the same pages and searches 30, 60 and 90 days later. The results appear next to each step.

WORDS USED IN THIS REPORT

Visitors from Google (clicks): People who clicked your site in Google's search results.

Times seen on Google (impressions): How often your site appeared in someone's search results, clicked or not.

Google rank (position): Where you appear in the results: #1 is the top. #1–10 is the first page; few people look past it.

Click rate (CTR): Out of everyone who saw you on Google, the share who clicked.

Website visits (sessions): Every visit to your site from anywhere (Google, social, ads, AI assistants), from Google Analytics.

Google headline (title): The blue headline Google shows for your page. A clear one gets more clicks.

Links between your pages (internal links): Links from one of your pages to another. They help Google find and trust your pages.

Structured data (schema): A small piece of code that tells Google what a page is about, like a label on a box.

Google update: A change Google makes to how it ranks websites. Big ones happen a few times a year.

AI assistants: Tools like ChatGPT, Perplexity, Gemini and Copilot that answer questions and link to websites.