Northwind Dental northwinddental.com

FORM PERFORMANCE · SEPTEMBER 2026

Book a consult brought in 83% of 1,120 submissions.

3 of 3 forms took submissions in September. 1 form barely moved.

northwinddental.com · 1,120 submissions · 3 active forms · 30 days

UTM Grabber 1,120 submissions

Sample data fictional business

1,120	3	83%
SUBMISSIONS ▲ +12%	ACTIVE FORMS	TOP FORM SHARE
88%	**0%**	**1**
WITH UTMS	SPAM-LIKE	DORMANT FORMS

THE TAKEAWAY

1 form took almost no *submissions*.

Smile giveaway (spring): 2.

Check that they still load, or retire them.

01 LEADERBOARD

Which *forms* earn their place.

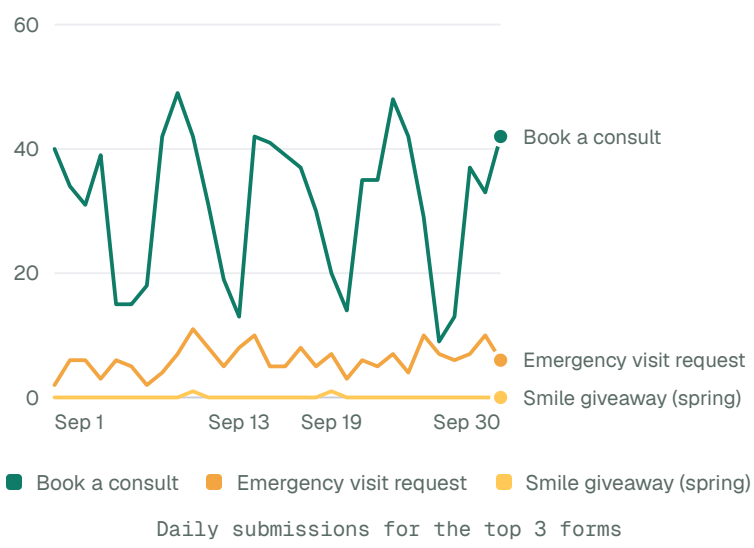
Submissions by *form*

#	FORM	SUBMISSIONS	SHARE	VS AUGUST	WITH UTMS	SPAM-LIKE	STATUS
1	Book a consult	934	83%	▲ +13%	88%	0%	Steady
2	Emergency visit request	184	16%	▲ +9%	91%	0%	Steady
3	Smile giveaway (spring)	2	0%	Flat	50%	0%	Dormant

Spam-like: a disposable or test email, a blank name on a form that collects names, or several entries in the same second. Dormant: under one submission per two weeks.

02 RHYTHM

How each *form* moved day by day.



Daily submissions for the top 3 forms

THE TREND

Book a consult held steady through the period.

Book a consult: 471 in the first half of the period, 463 in the second.

Emergency visit request: 88, then 96.

Smile giveaway (spring): 1, then 1.

What to do *next*.

THIS MONTH

Fix or retire *Smile giveaway (spring)*

It took 2 submissions in 30 days. Check it still loads, or remove it so it stops splitting traffic.

Low impact Low effort

ONGOING

Test *Book a consult* every week

It handles 83% of submissions. If it breaks, most of your leads stop.

Medium impact Low effort

THIS MONTH

Give *Emergency visit request* a more visible spot

Its leads score 60 on average, vs 34 across all forms (lead quality scorer rules). Put it where more visitors see it.

Medium impact Medium effort

How we built this report

- Forms are grouped by Form ID and named from your form list.
- With UTMs: the share of a form's submissions with at least one of utm_source, utm_medium or utm_campaign.
- Spam-like signs are judged per form: disposable or test email domains, a blank name where most entries have one, and three or more entries in the same second (two when the time has seconds).
- Changes compare September 2026 with August.

Next: fix or retire *Smile giveaway (spring)*. It took 2 submissions in 30 days.

Data: UTM Grabber, Sample data for northwinddental.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026