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

Submissions

1,120

Up 12% from August



Active forms

3

of 3 listed

Top form share

83%

Book a consult

With UTMs

88%

any utm_ tag

Spam-like

0%

0 submissions

Dormant forms

1

under 1 per 2 weeks

The takeaway

1 form took almost no submissions.

Smile giveaway (spring): 2.

Check that they still load, or retire them.

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.

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.

Next steps

What to do next.

1 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

2 Ongoing

Test Book a consult every week

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

Medium impact · Low effort

3 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.

The forms in one line

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

Submissions	Active forms	Top form share	Spam-like
1,120	3	83%	0%

- Book a consult brought in 934 submissions.
- 88% of submissions carried UTMs.
- 1 form dormant: Smile giveaway (spring).

Data: UTM Grabber, Sample data for northwinddental.com

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