# Northwind Dental

northwinddental.com

KEYWORD PERFORMANCE · SEPTEMBER 2026

# *Problem or urgent* searches brought 52% of 382 keyword leads.

"northwind dental" was the top term with 61 leads. 24 search terms brought leads in September. 33 leads from paid search had no keyword at all.

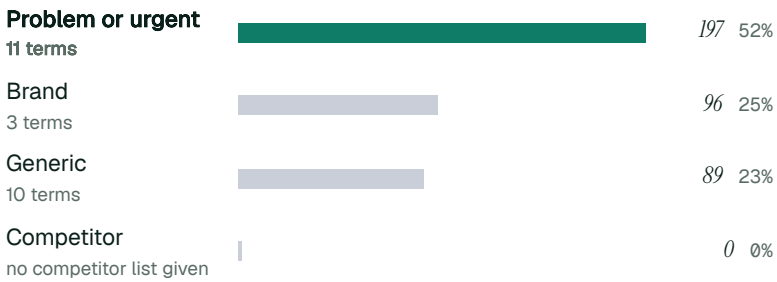
northwinddental.com · 382 keyword leads · 24 terms · 30 days

- **UTM Grabber** 1,120 leads
- **Google Ads** $18.8K spend
- **Meta Ads** $9,100 spend
- **Sample data** fictional business

| 382 | 25% | 52% | $18.9K | 33 |
|---|---|---|---|---|
| KEYWORD LEADS ▲ +10% | BRAND SHARE – | URGENT SHARE – | KEYWORD SPEND | NO KEYWORD |

01 SEARCH INTENT

## What your searchers *wanted*.




Keyword leads by search intent

THE MIX

*Problem or urgent* intent leads with 52%.

Brand searches brought 25% (96 leads): people who already know your name.

Problem or urgent searches brought 52%. These people need help now, so answer them first.

Generic terms brought 23% from 10 terms.

# Which *terms* brought leads.

## Leads by *keyword*

| # | KEYWORD | INTENT | LEADS | SHARE | VS AUGUST | COST PER LEAD |
|---|---|---|---|---|---|---|
| 1 | northwind dental | Brand | 61 | 16% | ▲ +27% | $11.34 |
| 2 | emergency dentist | Problem or urgent | 45 | 12% | ▲ +45% | $42.97 |
| 3 | emergency dentist near me | Problem or urgent | 33 | 9% | ▲ +3% | $50.83 |
| 4 | dentist near me | Problem or urgent | 25 | 7% | ▲ +4% | $35.91 |
| 5 | northwind dentist | Brand | 19 | 5% | ▲ +27% | $12.93 |
| 6 | invisalign cost | Problem or urgent | 16 | 4% | ▼ −30% | $65.33 |
| 7 | invisalign near me | Problem or urgent | 16 | 4% | ▲ +23% | $62.24 |
| 8 | northwind dental alder bay | Brand | 16 | 4% | ▼ −30% | $19.55 |
| 9 | dental implants cost | Problem or urgent | 15 | 4% | ▲ +67% | $71.71 |
| 10 | teeth whitening | Generic | 15 | 4% | ▼ −17% | $47.96 |
| 11 | dentist open now | Problem or urgent | 13 | 3% | Flat | $59.85 |
| 12 | dental cleaning | Generic | 12 | 3% | ▼ −8% | $37.35 |
| 13 | tooth pain dentist | Problem or urgent | 12 | 3% | ▲ +50% | $46.18 |
| 14 | family dentist | Generic | 11 | 3% | ▲ +38% | $49.46 |
| 15 | professional teeth whitening | Generic | 11 | 3% | ▲ +57% | $54.74 |

Top 15 of 24 terms. 382 of 1,120 leads carried a utm_term. Terms are grouped ignoring case, quotes and match-type symbols.

# What to do *next*.

THIS WEEK

## Add 3 zero-lead terms as *negatives*

They spent $1,244 with no leads: "free dental implants", "diy teeth whitening kit", "dental hygienist jobs".

High impact  Low effort  $1,244 back to work

THIS MONTH

## Push *"northwind dental"* harder

It brought 61 leads, up from 48. Raise its bid and add close variants as phrase match.

High impact  Low effort

### How we built this report

- Brand: the term contains "northwind dental" or "northwinddental" or "northwind".
- Competitor: no competitor list was given, so no term is marked competitor.
- Problem or urgent: the term contains emergency, urgent, near me, nearby, open now, now, today, same day, asap, 24/7, 24 hour, fix, repair, broken, pain, cost, costs, price, prices, pricing, how much, quote, cheap, affordable.
- Generic: everything else. Rules apply in this order and the first match wins.
- Spend: $18.9K across 27 keywords from September 2026; 24 with leads matched by keyword text.
- Changes compare September 2026 with August.

## Next: add 3 *negatives*. They spent $1,244 with no leads.

Data: UTM Grabber, Google Ads, Meta Ads, Sample data for northwinddental.com

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