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

Keyword leads	Brand share	Urgent share	Keyword spend	No keyword
382	25%	52%	$18.9K	33
▲ +10% vs August	• Flat vs August	• Flat vs August	$49.35 per keyword lead	of 415 paid search leads
		problem or urgent		

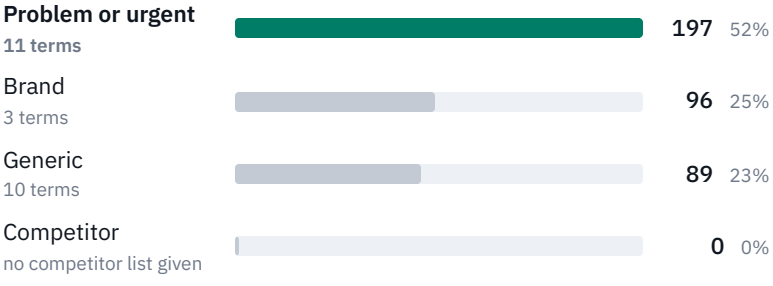


01

Search intent

What your searchers wanted.

Each utm_term sorted by plain rules: brand, competitor, problem or urgent, then generic.



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.

02

Keywords

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.

03

Next steps

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.

The terms in one line

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

Keyword leads	Search terms	Brand share	Problem or urgent
382	24	25%	52%

- "northwind dental" led with 61 leads.
- Problem or urgent intent brought 52% of keyword leads.
- 33 paid search leads had no keyword.

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

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