Landing page performance September 2026

Your homepage brought 215 leads, 19% of the total.

13 pages brought leads in September; the top three carried 46%. 1 page lost attribution on 30% or more of their leads.

northwinddental.com 1,120 leads 13 pages 30 days

UTM Grabber 1,120 leads Sample data fictional business

Leads	Pages with leads	Top 3 pages	Tagged leads	Paid clicks untagged
1,120	13	46%	88%	33
▲ +12% vs August	▲ +8% vs August	of all leads	• Flat vs August	click ID, no UTMs
			arrived with UTMs	



The takeaway

Your homepage leads with 19% of all leads.

Its biggest source was Google, with 43% of its leads.

Next came /emergency-dentist with 170 leads.

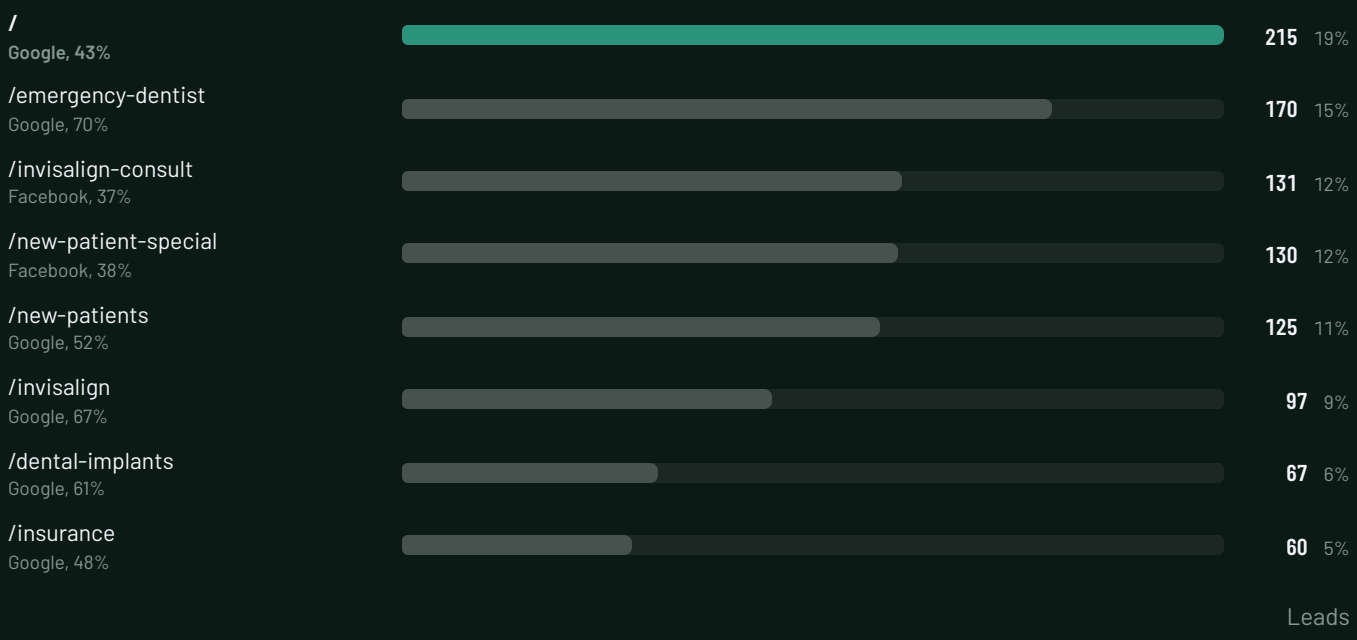
01

Top pages

Where your leads land.

Each lead counted once, on the first page it landed on.

Leads per page



Top 8 pages, with each page's biggest source under its name.

Leads by page

#	Page	Leads	Share	Top source	Tagged	vs August
1	/	215	19%	Google, 43%	76%	▲ +30%
2	/emergency-dentist	170	15%	Google, 70%	91%	▲ +16%
3	/invisalign-consult	131	12%	Facebook, 37%	95%	▲ +126%
4	/new-patient-special	130	12%	Facebook, 38%	96%	▲ +3%
5	/new-patients	125	11%	Google, 52%	86%	▲ +12%
6	/invisalign	97	9%	Google, 67%	90%	▲ +18%
7	/dental-implants	67	6%	Google, 61%	94%	▼ −13%
8	/insurance	60	5%	Google, 48%	88%	▲ +15%

#	Page	Leads	Share	Top source	Tagged	vs August
9	/teeth-whitening	51	5%	Google, 67%	92%	▲ +11%
10	/whitening-offer	49	4%	Facebook, 41%	100%	▼ −56%
11	/book-appointment	23	2%	Newsletter, 39%	57%	▲ +15%
12	/blog/chipped-tooth-what-to-do	1	0%	Google, 100%	100%	▼ −67%

Top 12 of 13 pages. Tagged: the share of a page's leads that arrived with at least one UTM (source, medium or campaign).

02

Attribution leaks

Pages that lose attribution.

A lead with no UTMs can't be credited to any campaign.

Leak check by page

✕ **/book-appointment** — 43% — Fix
10 of 23 leads had no UTMs. Tag the links and ads that point here.

! **/emergency-dentist** — 9% — Watch
15 of 170 leads had no UTMs. 7 came from a Google Ads click, so the ad URL is missing its tags.

! **/new-patients** — 14% — Watch
17 of 125 leads had no UTMs. 5 came from a Google Ads click, so the ad URL is missing its tags.

! **/ (homepage)** — 24% — Watch
52 of 215 leads had no UTMs. 4 came from a Google Ads click, so the ad URL is missing its tags.

! **/invisalign** — 10% — Watch
10 of 97 leads had no UTMs. 4 came from a Google Ads click, so the ad URL is missing its tags.

! **5 pages more to watch** — 6% — Watch
Some untagged leads on /invisalign-consult, /new-patient-special, /dental-implants and 2 more.

✓ **3 other pages pass** — 100% — Healthy
Their leads arrived with UTMs at least 90% of the time, with no untagged ad clicks (51 of 51).

03

Next steps

What to do next.

01

This week

Add UTMs to every Google Ads ad URL

33 paid clicks arrived with a click ID but no UTMs, on 9 pages. The most: /emergency-dentist with 7. Add utm_source, utm_medium and utm_campaign to the tracking template.

High impact · Low effort

02

This week

Fix tagging on /book-appointment

10 of 23 leads landed here with no UTMs. Tag every ad, email and post that points here.

High impact · Low effort

03

This week

Check the form on /whitening-offer

Leads fell from 112 to 49. Test the form, the offer and the links that feed it.

Medium impact · Low effort

04

This month

Find out why /invisalign-consult grew

It rose from 58 to 131 leads. Check which ads or links changed, then point more traffic at it.

Medium impact · Low effort

How we built this report

- Pages are the first page they landed on (first touch) for 1,120 leads.
- Query strings, fragments, trailing slashes and letter case are ignored, so /Pricing/?ref=x counts as /pricing.
- Tagged means the lead carried at least one of utm_source, utm_medium or utm_campaign. A page needs a fix when 30% or more of its leads arrive untagged, and is watched from 10%, or when any paid click (gclid, fbclid, msclkid) arrives untagged.
- Changes compare September 2026 with August.

The pages in one line

Next: add UTMs to every Google Ads ad URL. 33 paid clicks lost their tags.

Pages with leads	Top page share	Top 3 share	Paid clicks untagged
13	19%	46%	33

- Your homepage brought 215 leads.
- 88% of all leads arrived with UTMs.
- 1 page lost tags on 30% or more of their leads.

Data: UTM Grabber, Sample data for northwinddental.com

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