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%
9	/teeth-whitening	51	5%	Google, 67%	92%	▲ +11%

#	Page	Leads	Share	Top source	Tagged	vs August
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** 10 of 23 leads had no UTMs. Tag the links and ads that point here.	43%	Fix
!	**/emergency-dentist** 15 of 170 leads had no UTMs. 7 came from a Google Ads click, so the ad URL is missing its tags.	9%	Watch
!	**/new-patients** 17 of 125 leads had no UTMs. 5 came from a Google Ads click, so the ad URL is missing its tags.	14%	Watch
!	**/ (homepage)** 52 of 215 leads had no UTMs. 4 came from a Google Ads click, so the ad URL is missing its tags.	24%	Watch
!	**/invisalign** 10 of 97 leads had no UTMs. 4 came from a Google Ads click, so the ad URL is missing its tags.	10%	Watch
!	**5 pages more to watch** Some untagged leads on /invisalign-consult, /new-patient-special, /dental-implants and 2 more.	6%	Watch
✓	**3 other pages pass** Their leads arrived with UTMs at least 90% of the time, with no untagged ad clicks (51 of 51).	100%	Healthy

03

Next steps

What to do next.

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
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
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
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.