Traffic that never converts September 2026

2 busy pages drew 4,928 sessions and 0 leads.

Site-wide, 2.7% of 40,822 sessions became a lead. Google Ads turns 7.8% of visits into leads; Direct 1.0%.

northwinddental.com Gravity Forms 30 days

UTM Grabber 1,120 leads **Google Analytics 4** 40,822 sessions **Sample data** fictional business

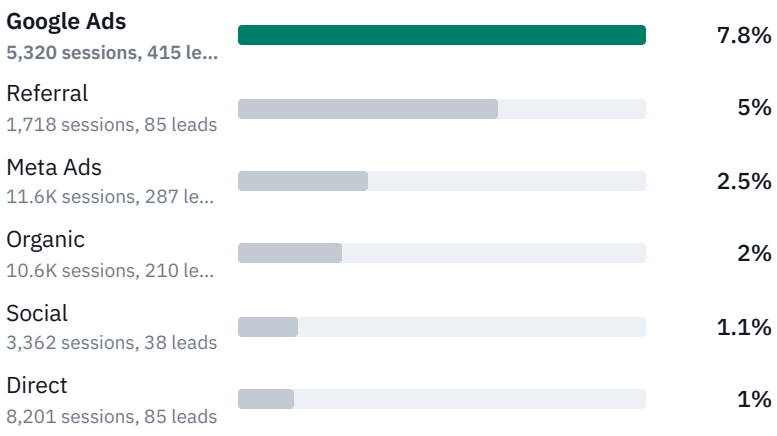
Sessions (GA4)	Leads (UTM Grabber)	Lead rate	Sessions on leaking pages	Engaged sessions
40,822	1,120	2.7%	4,928	57%
▲ +12% vs August	▲ +12% vs August	• Flat vs August	12% of all sessions	• Flat vs August
		leads / sessions		of all sessions

01

By channel

Which channels turn visits into leads.

Leads divided by sessions, with sessions grouped the way UTM Grabber groups leads.



Lead rate by channel. Site-wide: 2.7%.

Best and worst

Google Ads turns 7.8% of visits into leads.

That is 7.5 times Direct's 1.0%.

Direct drew 8,201 sessions, 20% of all, for 85 leads.

Sessions and leads by source

Source / medium	Channel	Sessions	Leads	Lead rate	Status
(direct) / (none)	Direct	**8,201**	85	1.0%	Leaks
google / organic	Organic	**7,242**	128	1.8%	Below average
facebook / paid_social	Meta Ads	**6,492**	155	2.4%	Below average
google / cpc	Google Ads	**5,320**	415	7.8%	Above average
instagram / paid_social	Meta Ads	**5,148**	132	2.6%	Below average
tiktok / organic	Social	**1,764**	20	1.1%	Leaks
chatgpt.com / (not set)	Organic	**1,236**	33	2.7%	Below average
newsletter / email	Referral	**951**	45	4.7%	Above average
facebook / social	Social	**879**	10	1.1%	Leaks
instagram / social	Social	**719**	8	1.1%	Leaks
bing / organic	Organic	**677**	15	2.2%	Below average
perplexity.ai / referral	Organic	**427**	10	2.3%	Below average

Top 12 of 19 source / medium pairs by sessions. Above average means at or above the site-wide 2.7%.

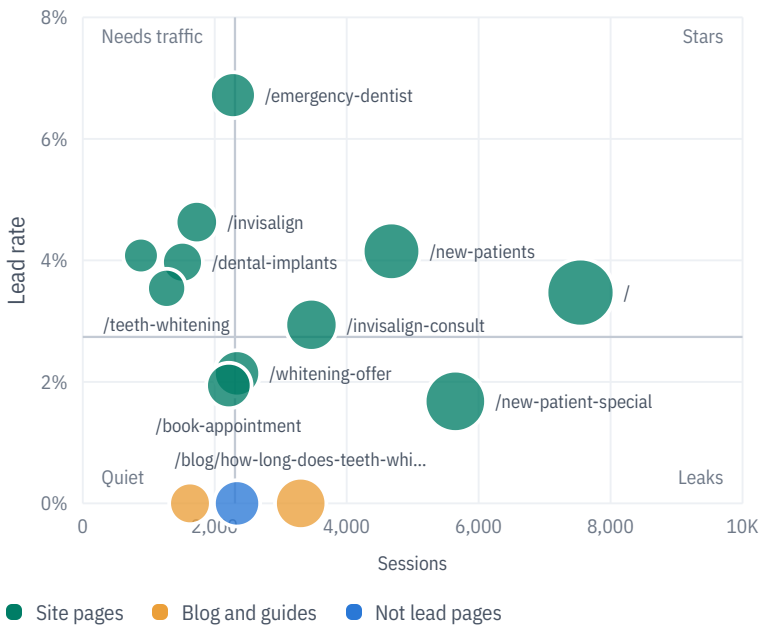
02

Landing pages

Pages that get visits but no leads.

Each page's sessions in Google Analytics next to the leads whose visit started there. Bubble size is sessions.

Sessions vs lead rate by page



Read the map

/blog/how-long-does-teeth-whitening-last is your biggest leak.

3,303 sessions, 0 leads.

Hidden gem: /emergency-dentist converts 6.7% of visits, 2.5 times your average, with fewer sessions than most of your top pages.

/careers gets no leads, as expected for that kind of page.

Traffic that never converts

Landing page	Sessions	Leads	Lead rate	Engaged	Fix
/blog/how-long-does-teeth-whitening-last	3,303	0	0.0%	52%	Add a call to action
/careers	2,338	0	0.0%	74%	Not a lead page
/blog/chipped-tooth-what-to-do	1,625	0	0.0%	53%	Add a call to action

Pages with 408 or more sessions and under half your site-wide lead rate (2.7%). A page leaks below 0.7%.

03

Next steps

What to do next.

This week

Add a call to action to /blog/how-long-does-teeth-whitening-last

It drew 3,303 sessions (8% of all) and 0 leads. Put a short form or a clear next step near the top, and link to your best-converting page.

High impact | Low effort | 3,303 sessions, 0 leads

This month

Do the same on /blog/chipped-tooth-what-to-do

1,625 sessions, 0 leads.

Medium impact | Low effort

This month

Send more traffic to /emergency-dentist

It turns 6.7% of visits into leads, 2.5 times your site average, but gets 2,276 sessions, fewer than most of your top pages. Point ads and internal links at it.

Medium impact | Low effort

How we built this report

- Sessions: 40,822 from Google Analytics 4, September 2026, by session source / medium and landing page.
- Leads: 1,120 from UTM Grabber, matched by the same source / medium. 989 carried UTM tags; 46 without tags were placed by click ID, search engine or referring site, as analytics does; 85 count as direct.
- A lead's page is where the visit that ended in the form began. A page leaks when it has 408 or more sessions and a lead rate under 0.7%, a quarter of your site-wide 2.7%.
- Careers, legal, login, cart and thank-you pages are shown but never counted as leaks.
- Changes compare September 2026 with August.

The traffic in one line

Next: add a call to action to /blog/how-long-does-teeth-whitening-last. It drew 3,303 sessions and 0 leads.

Sessions	Leads	Lead rate	Sessions on leaking pages
40,822	1,120	2.7%	4,928

- 2 leaking pages: /blog/how-long-does-teeth-whitening-last and /blog/chipped-tooth-what-to-do.
- Best channel: Google Ads at 7.8%.
- Weakest big channel: Direct at 1.0%.

Data: UTM Grabber, Google Analytics 4, Sample data for northwinddental.com

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