

27 genuine new enquiries
▲ +4 (+17.4%) on August (23)
66% of all enquiries received

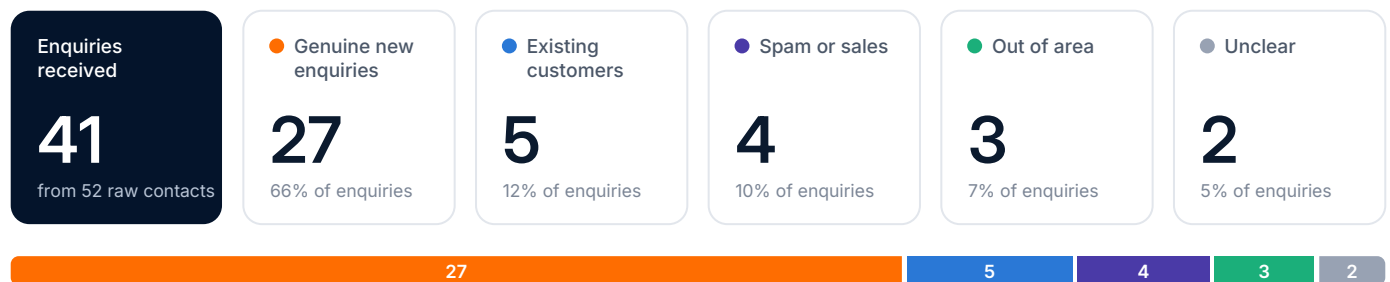
52
Raw contacts
calls and forms

41
Enquiries
repeats merged

27
Genuine
new enquiries

★ Enquiry totals

September 2026



How the 41 enquiries split. Colours match the dots on the tiles above.

★ Genuine enquiries by town

TOWN	SEP	AUG	CHANGE
Leeds	14	11	▲ +3
Wakefield	6	7	▼ -1
Bradford	5	3	▲ +2
Harrogate	2	2	0
Total	27	23	▲ +4

BY SOURCE OF THE FIRST CONTACT

Google Ads	11	41%
Google Organic	5	19%
Business Profile	7	26%
Direct	0	0%
Source not recorded	4	15%

Source not recorded: website forms that arrived without a campaign tag, so the export does not say where the visitor came from.

11 repeat contacts merged

9 enquiries involved more than one call or form from the same number within 7 days. Each is counted once.

2 marked "Check this"

These are flagged in the enquiry log because the tag could not be given with confidence. They are worth a quick look.

Search

Google Search Console · last 28 days against the previous 28 days

Clicks from Google search

1,177

▲ +108 (+10.1%) was 1,069

Impressions (times shown)

33,960

▲ +1,540 (+4.8%) was 32,420

Click-through rate

3.47%

▲ +0.17 pts was 3.30%

Top five pages by clicks

Totals above cover the 12 pages in the export

PAGE		CLICKS	PREVIOUS	CHANGE	IMPRESSIONS	CTR	POSITION
/ (home page)		412	371	▲ +41	9,840	4.2%	6.2
/flat-roofing-leeds/		188	141	▲ +47	4,310	4.4%	4.8
/roof-repairs/		164	170	▼ -6	5,120	3.2%	7.4
/emergency-roofer/		97	88	▲ +9	2,260	4.3%	5.1
/re-roofing/		71	64	▲ +7	2,480	2.9%	9.3

Website

Google Analytics · September 2026

Sessions

3,216

visits to the website

Engaged sessions

1,979

61.5% of sessions

Key events

90

tracked actions on the site

Key event rate

2.8%

key events per 100 sessions

Top five landing pages by sessions

LANDING PAGE		SESSIONS	ENGAGED	KEY EVENTS
/ (home page)		1,184	59%	31
/flat-roofing-leeds/		529	66%	17
/roof-repairs/		402	62%	9
/emergency-roofer/		318	67%	11
/re-roofing/		166	58%	3

Business Profile

Google Business Profile · September against August

Calls from the profile

66

▲ +8 (+13.8%) was 58

Direction requests

81

▲ +7 (+9.5%) was 74

Website clicks

241

▲ +38 (+18.7%) was 203

Profile views

5,472

▲ +592 (+12.1%) was 4,880

✦ Every enquiry

41 enquiries from 52 calls and forms, oldest first

DATE	CHANNEL	TOWN	TAG	REASON
1 Sep 08:52	Call and form 3 contacts merged	Leeds	● Genuine new enquiry	They want a price to replace a leaking flat roof and are confirming the first visit; Headingley is covered.
2 Sep 10:14	Call 1 contact	Leeds	● Genuine new enquiry	They asked how soon someone could attend and the call-out cost to repair wind-damaged roof tiles in Roundhay.
2 Sep 14:55	Call 1 contact	Wakefield	● Genuine new enquiry	They want a quote for a new flat roof in Ossett.
3 Sep 09:12	Call and form 2 contacts merged	Bradford	● Genuine new enquiry	Asked for a roofing repair visit for a leak in Shipley, which is within the covered area.
3 Sep 13:05	Website form 1 contact	Leeds	● Genuine new enquiry	They want a survey and quote for a full re-roof in Morley; this is a new roofing enquiry.
4 Sep 09:05	Call 1 contact	Leeds	● Existing customer	They queried a price discrepancy on an invoice for roofing work completed last month.
4 Sep 16:32	Call 1 contact	Leeds	● Genuine new enquiry	They want a repair to overflowing guttering in Horsforth.
5 Sep 10:40	Website form 1 contact	Wakefield	● Genuine new enquiry	They need a repair for slipped roof slates at their home in Horbury.
5 Sep 11:30	Call 1 contact	Not given	● Spam or sales pitch	A recorded message offered advice about renewing the business energy contract.
6 Sep 11:08	Call 1 contact	Harrogate	● Genuine new enquiry	They want an inspection and quote for slipped slates and a roof leak in Harrogate.
6 Sep 13:20	Website form 1 contact	Manchester	● Out of area	They requested a quote for a new garage flat roof in Didsbury, Manchester, which is outside the covered area.
7 Sep 08:15	Call 3 contacts merged	Leeds	● Genuine new enquiry	They want a visit to inspect a chimney leak in Pudsey.
8 Sep 12:47	Website form 2 contacts merged	Leeds	● Genuine new enquiry	They want a leaking Velux window repaired or replaced in Chapel Allerton.
8 Sep 15:27	Call 1 contact	Bradford	● Genuine new enquiry	They asked about repairing a leaking commercial flat roof in Bingley.
9 Sep 09:36	Call 1 contact	Leeds	● Genuine new enquiry	They asked for a roof inspection and written quote for a house in Garforth.
9 Sep 15:50	Call 2 contacts merged	Wakefield	● Existing customer	They are checking scaffolding arrangements for roofing work already scheduled for next week.
10 Sep 08:58	Call 2 contacts merged	Wakefield	● Genuine new enquiry	They asked whether the client repairs a leaking conservatory roof in Sandal; the callback is part of this new enquiry.
10 Sep 14:07	Call 2 contacts merged	Not given	● Spam or sales pitch	A marketing company offered Google ranking services to the business and called again.
11 Sep 14:22	Call 1 contact	Leeds	● Genuine new enquiry	They want the leaking corrugated roof on their double garage in Crossgates replaced.

Every enquiry, continued

DATE	CHANNEL	TOWN	TAG	REASON
12 Sep 10:50	Website form 1 contact	Bradford	● Genuine new enquiry	They want a quote for a like-for-like new roof on a terrace in Saltaire.
12 Sep 17:55	Call 1 contact	Wakefield	● Unclear Check this	Nothing was said or written, so there is no way to tell what this was about.
13 Sep 12:02	Website form 1 contact	Leeds	● Existing customer	They report a bubble on a roof replaced in March and ask whether the completed work is covered by the guarantee.
14 Sep 09:48	Call 1 contact	Sheffield	● Out of area	Asked whether the client covers Sheffield after losing roof tiles; Sheffield is outside the covered area.
14 Sep 10:05	Website form 1 contact	Leeds	● Genuine new enquiry	They want a rough cost to replace rotten fascias and soffits at a terrace house in LS12.
15 Sep 17:48	Call 2 contacts merged	Leeds	● Genuine new enquiry	They want an urgent repair for a roof leak in Kirkstall, with water dripping through a bathroom light fitting.
16 Sep 03:14	Website form 1 contact	Not given	● Spam or sales pitch	The sender is pitching SEO services and backlinks to the business.
17 Sep 12:18	Call 1 contact	Wakefield	● Genuine new enquiry	They want a quote for a re-roof in Outwood, which is within the covered Wakefield area.
18 Sep 11:26	Call 1 contact	Leeds	● Genuine new enquiry	They want a price for a new flat roof on a dormer in Moortown.
19 Sep 13:15	Call 2 contacts merged	Bradford	● Genuine new enquiry	They asked for a visit to repair roof tiles blown off at a property in Baildon.
20 Sep 10:21	Call 1 contact	Bradford	● Existing customer	They need a copy of the receipt for guttering the client completed in the summer.
20 Sep 21:30	Website form 1 contact	Not given	● Unclear Check this	Nothing was said or written, so there is no way to tell what this was about.
21 Sep 15:10	Website form 1 contact	Leeds	● Genuine new enquiry	Asked when the client could visit to clean a roof and repair two loose ridge tiles in Rothwell.
22 Sep 15:02	Call 1 contact	Hull	● Out of area	They need a roofer to repair a leak in Hull, which is outside the covered area.
22 Sep 16:05	Website form 1 contact	Wakefield	● Genuine new enquiry	They asked for a price to repoint a chimney and fit a new cowl in Castleford.
23 Sep 14:36	Website form 1 contact	Harrogate	● Genuine new enquiry	Asked for an email quote to replace a flat roof in Knaresborough.
24 Sep 09:02	Call 1 contact	Leeds	● Genuine new enquiry	They want a quote for a recurring roof leak in a block of flats in Armley.
25 Sep 16:44	Call 1 contact	Leeds	● Existing customer	They are asking about a ladder and tile left behind after roofing work completed yesterday.
26 Sep 08:44	Call 1 contact	Bradford	● Genuine new enquiry	They need the stolen lead flashing on their porch replaced and are asking about a less theft-prone option in Eccleshill.

Every enquiry, continued

DATE	CHANNEL	TOWN	TAG	REASON
27 Sep 10:15	Call 1 contact	Not given	● Spam or sales pitch	The caller was offering lower card payment rates, making this a sales pitch.
28 Sep 13:40	Call 1 contact	Leeds	● Genuine new enquiry	They want someone to re-bed lost ridge tiles in Beeston.
29 Sep 11:33	Call 1 contact	Wakefield	● Genuine new enquiry	They called about a detached downpipe and guttering issue in Normanton, seeking help with a repair.

Summary

September 2026

The month in short

DRAFT FOR REVIEW

September brought 41 enquiries, of which 27 were genuine new enquiries, compared with 23 in August. Leeds brought 14 genuine new enquiries, up from 11, while Wakefield had 6, down from 7. Bradford increased to 5 from 3, and Harrogate stayed the same at 2. Leeds drove the growth in genuine enquiries, accounting for 3 of the overall rise of 4; Wakefield was the only area to fall.

Google Ads was the largest known source of genuine new enquiries, with 11. Search clicks were 1,177, up from 1,069, and the flat-roofing Leeds page had 188 clicks compared with 141. Your Business Profile recorded 66 calls, up from 58, and 241 website clicks, up from 203.

Suggested focus for next month: to be added by your account manager.

HOW THIS REPORT IS PUT TOGETHER

Counting

Every call and website form is read from the month's exports. Contacts from the same number within 7 days are merged into one enquiry.

Tagging

Each enquiry is tagged by AI using your service area and customer rules, with a one-line reason. Anything uncertain is marked "Check this".

Figures

Every number in this report is counted directly from the exports. The summary is drafted from those numbers and reviewed by your account manager.



PREPARED BY

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Questions about anything in this report?
Your account manager will be glad to help.