

2026

# September Performance Report.

Class in session.



You absolutely can teach an old dog new tricks. It's John from Sales we're having trouble with.

# Your MD Summary.

September 2026

What happened, why it matters, and what we're doing next.

## Traffic eased after August's spike, but search held firm and more visitors started a conversation.

Sessions fell 13.0% to 6,242 after a strong August, and visits to the priority pages dropped 28.8% to 720. Organic search was the exception: Google clicks held at 2,448 (up 0.5%) even as impressions fell 19.8%, because average position improved from 18.31 to 14.97 and click-through rate rose 25.3%.

Enquiries were broadly steady. Enquiry forms came in at 30 against 32 in August, while chatbot chats rose 12.5% to 36, so more people chose to start a conversation on the site.

Social video was quieter in September, with total hours viewed down 74.0% to 25.5. The September shoot gives us a full bank of new footage to publish from October.

Our focus next month is conversion quality: turning more of the visitors who reach the priority pages into enquiries.

### RELATED RESOURCES

- 01 **September Search Update**  
Google's spam update caused exceptional search disruption, with dramatic ranking losses across 20 industries.  
[Read article →](#)
- 02 **September Search Update**  
Google's spam update caused exceptional search disruption, with dramatic ranking losses across 20 industries.  
[Watch video →](#)
- 03 **September Search Update**  
Google's spam update caused exceptional search disruption, with dramatic ranking losses across 20 industries.  
[Read article →](#)

# What We're Doing.

September 2026

Your ongoing activities and monthly deliverables with us.

01



## Brand & YouTube

Awareness and familiarity through video.

- ✓ Scripting & question design
- ✓ Filming: quarterly, 9+ shoots in one day
- ✓ Editing, including animations and captions
- ✓ Thumbnail & title design
- ✓ Optimising video metadata
- ✓ Promotion where applicable
- ✓ Reporting on priority metrics (headline: total hours viewed)

02



## Activation & Search

Turning content and search into visits.

- ✓ New videos embedded on relevant landing pages
- ✓ Monthly optimisation of a priority landing page
- ✓ Priority page traffic and enquiry reporting

03



## General tasks

Organised, on track and clearly reported.

- ✓ Account management and shoot planning
- ✓ Project management
- ✓ General reporting

# Strategy – Brand & YouTube.

September 2026

Building familiarity at the top of the funnel, then using that content to support action when people need expert help.

Family law is personal. Before someone gets in touch, they need confidence in the firm's expertise and in the people who will guide them through a difficult time.

**01 Build awareness**

Short, human videos explain complex and emotive subjects clearly and introduce Blanchards to new audiences.

**02 Earn trust**

Longer-form YouTube content shows the people behind the expertise, so the firm already feels familiar when it's needed.

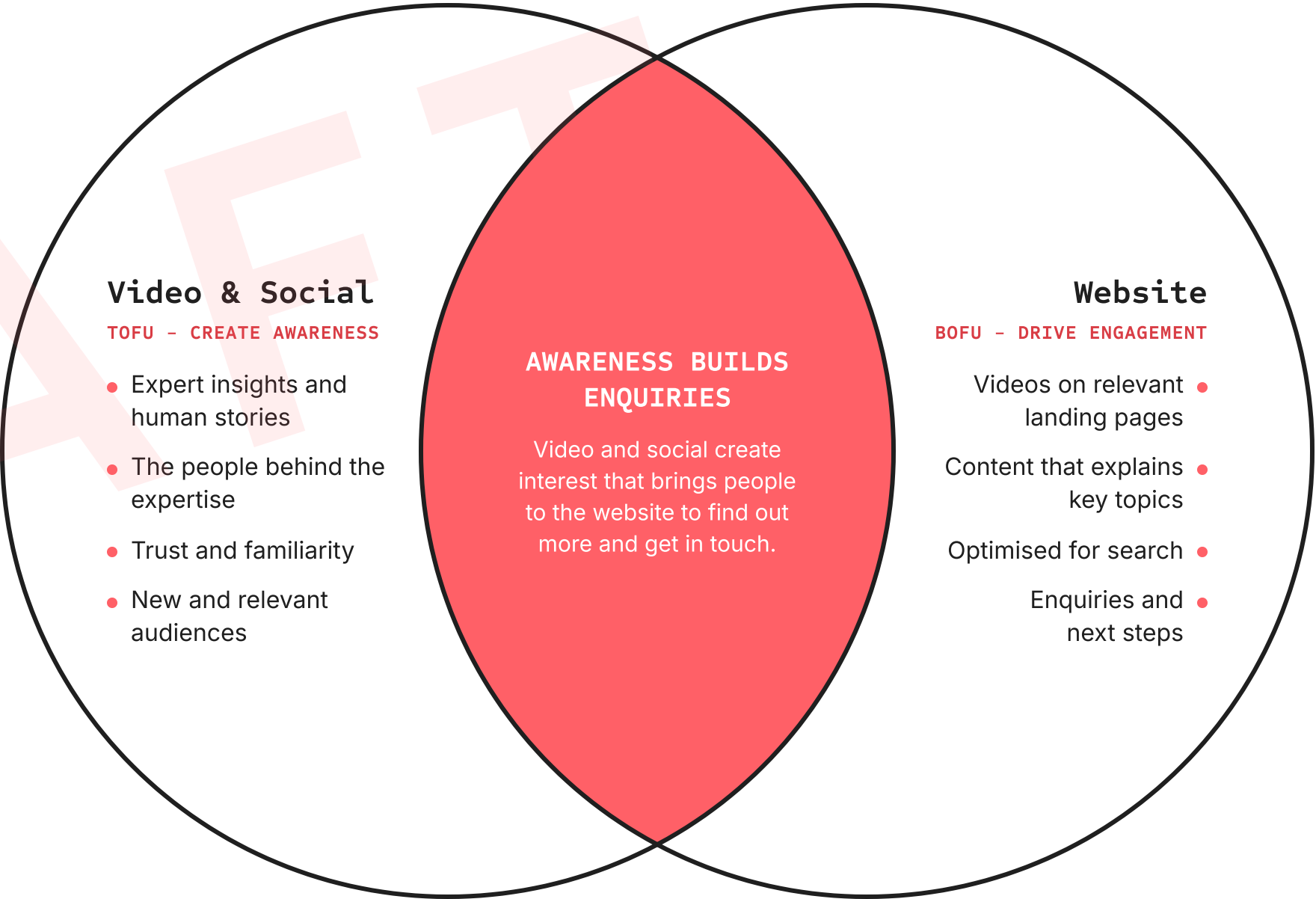
**03 Drive action**

The same videos sit on key landing pages, giving people richer content while they research and supporting enquiries.



**OUR GOAL**

More people discover Blanchards Law, engage with your content, and take action when they need expert help.

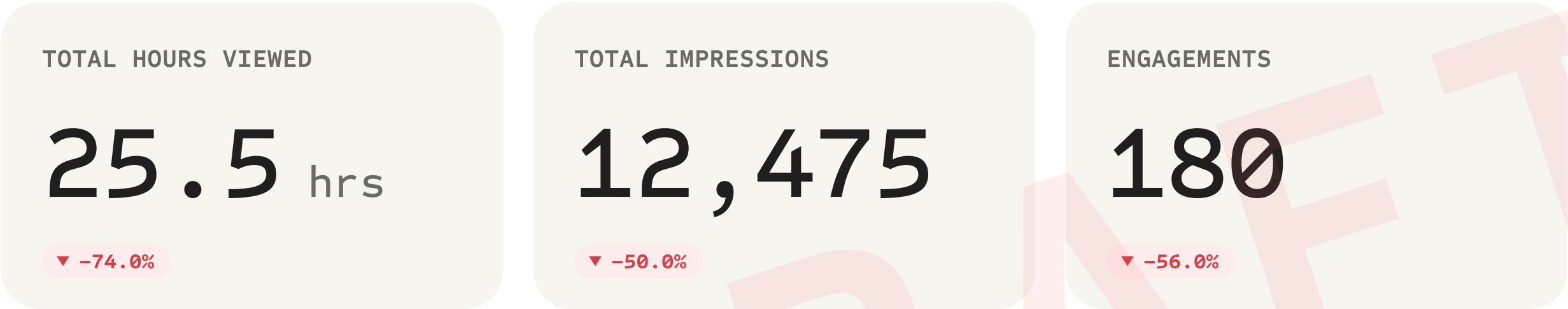


# Headline Metrics.

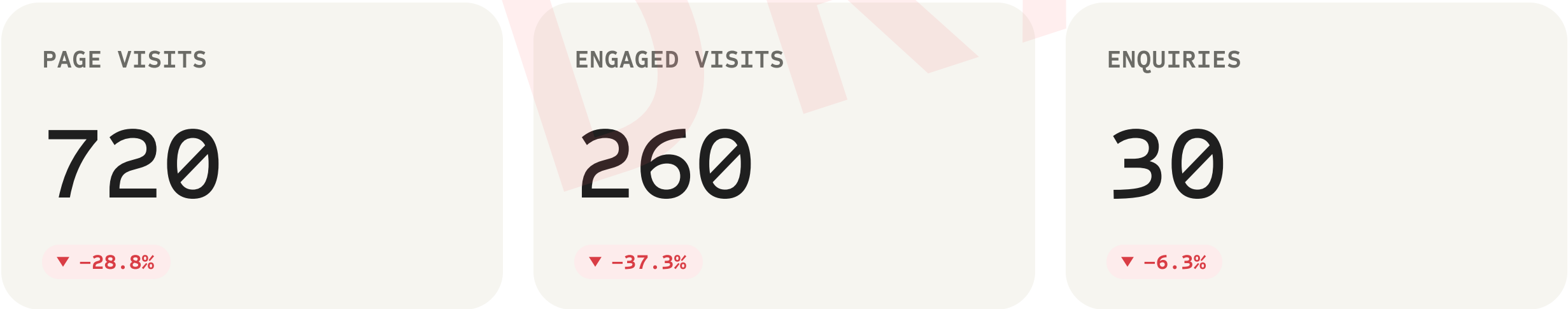
September 2026

Performance at a glance across awareness and action, vs August 2026.

**TOFU** • Awareness – YouTube, Instagram & TikTok combined



**BOFU** • Action – Priority webpages • enquiries site-wide



What these metrics tell us:

- ✓ Social reach was lower, with hours viewed down 74.0% and impressions halved as fewer videos went out.
- ✓ Priority page visits fell 28.8% to 720, though organic search sessions to the site rose 6.3%.
- ✓ Enquiry forms held close to level at 30, so the opportunity is converting more of the visits we already get.

# Win of the Month.

September 2026

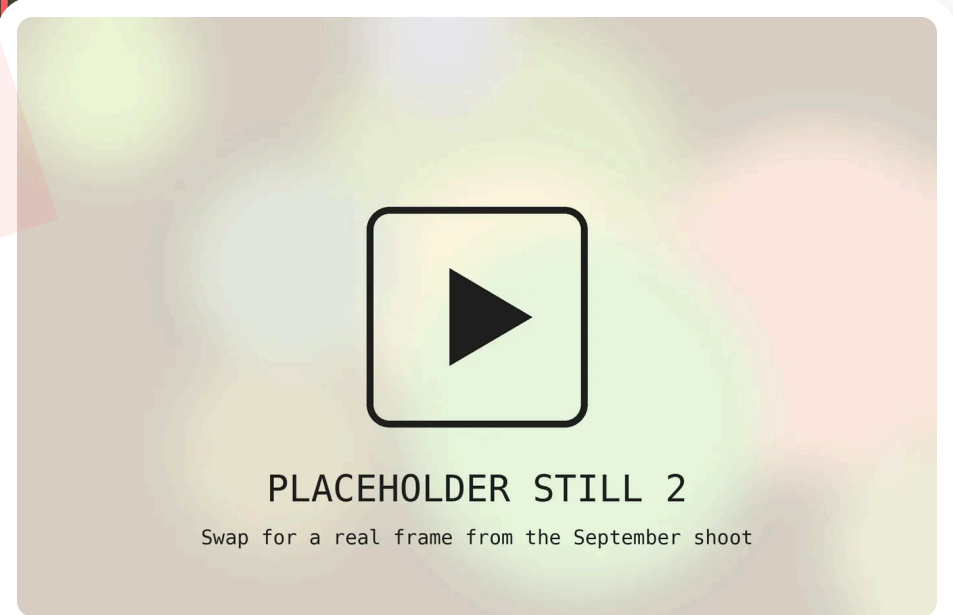
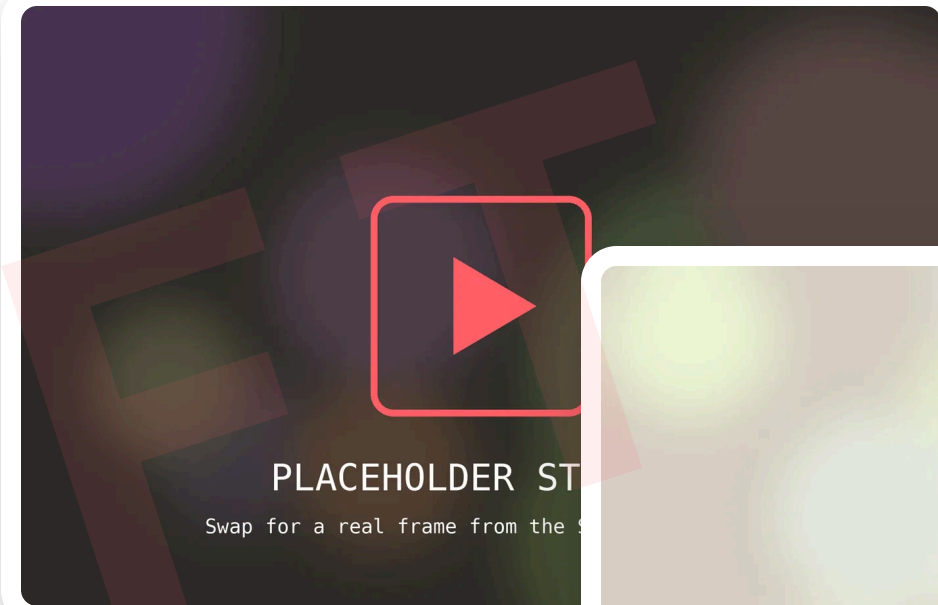
The biggest highlight from September.

## The September shoot built a strong bank of video content.

We filmed with two people, capturing over four hours of footage for future edits.

This included a new true/false format filmed in two styles, alongside case-focused content designed specifically for short videos.

We also filmed more FAQ and “replying to comments” videos, building on formats that have performed strongly in recent months.



### WHY THIS MATTERS

The shoot gives us a substantial content bank and more scope to test which topics and formats resonate with your audience. Filming specifically for shorter videos also gives us more flexibility than adapting longer content. The raw 4K footage is available for editing into website content if required.

# Focus For Next Month.

September 2026

The biggest opportunity we've identified and what we're doing about it.

## THE CHALLENGE

### Learning what works across each channel

We're now able to test different hooks and edits using Instagram Trial Reels, giving us a useful way to learn what captures attention before pushing content more widely.

The next opportunity is to make this testing more systematic across channels. What performs well on Instagram or TikTok won't necessarily be what works best on YouTube, so we don't want to assume that one approach fits everywhere.



## OUR RESPONSE

### Test, learn and optimise by channel

We'll build on the testing already underway on Instagram, using each platform to understand what works best rather than assuming the same approach will perform everywhere.

- **Instagram testing** – continue using Trial Reels to test different hooks and edits before wider distribution.
- **YouTube testing** – test different thumbnails and titles once Blanchards' channel access is resolved and Mary has the necessary permissions.
- **Apply the learnings** – use results across Instagram, TikTok and YouTube to refine content for each platform.

September 2026

# The Detail.

The numbers behind the summary, platform by platform.

**SOURCES** Google Analytics 4, Google Search Console, TikTok, Instagram, YouTube  
**PERIOD** 1–30 September 2026, compared with August 2026

09 General overview

10 Organic only traffic

11 User engagement

12 AI traffic overview

13 Search visibility

14 TikTok

15 Instagram

16 YouTube

General overview.

September 2026

Google Analytics, all traffic, compared with the month before.

**WHAT THIS SHOWS** Sessions fell 13.0% to 6,242 after August's peak, but organic search rose to 3,177 sessions and now brings in over half of all visits.

SESSIONS

6,242

▼ -13.0%

vs Aug 2026

AVG. SESSION DURATION

01:35

▼ -10.8%

vs Aug 2026

ENGAGEMENT RATE

39.79%

▼ -12.1%

vs Aug 2026

ENQUIRY FORM SUBMISSIONS

30

▼ -6.3%

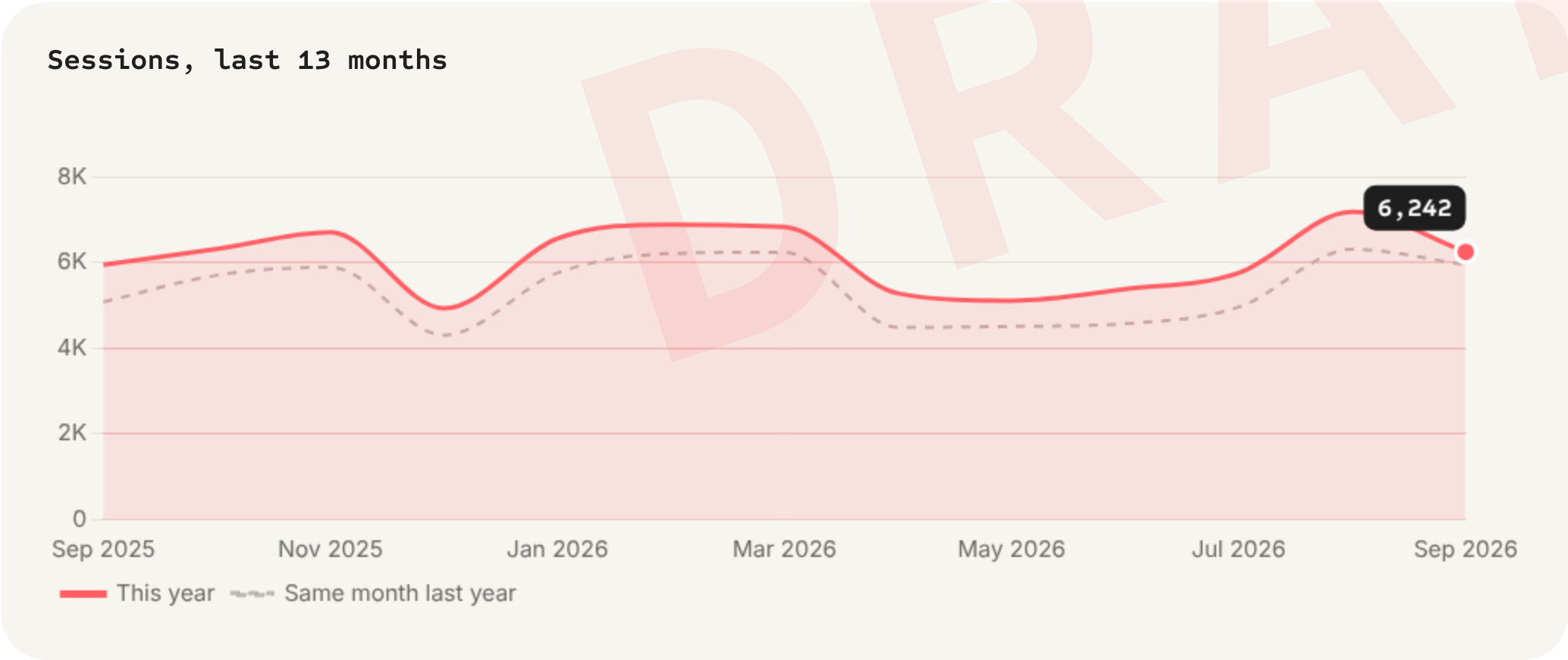
vs Aug 2026

CHATBOT CHATS

36

▲ +12.5%

vs Aug 2026



| Channel        | Sessions | Avg. duration |
|----------------|----------|---------------|
| Organic Search | 3,177    | 02:31         |
| Direct         | 2,440    | 00:29         |
| Paid Search    | 512      | 01:11         |
| Organic Social | 50       | 00:48         |
| Referral       | 36       | 01:27         |
| AI Assistant   | 18       | 01:38         |
| Paid Other     | 6        | 03:30         |
| Cross-network  | 3        | 00:22         |
| Total          | 6,242    | 01:35         |

# Organic only traffic.

September 2026

Google Analytics, organic search, compared with the month before.

**WHAT THIS SHOWS** Organic sessions rose 6.3% and enquiry forms from organic search doubled to 24, so search visitors converted better than last month.

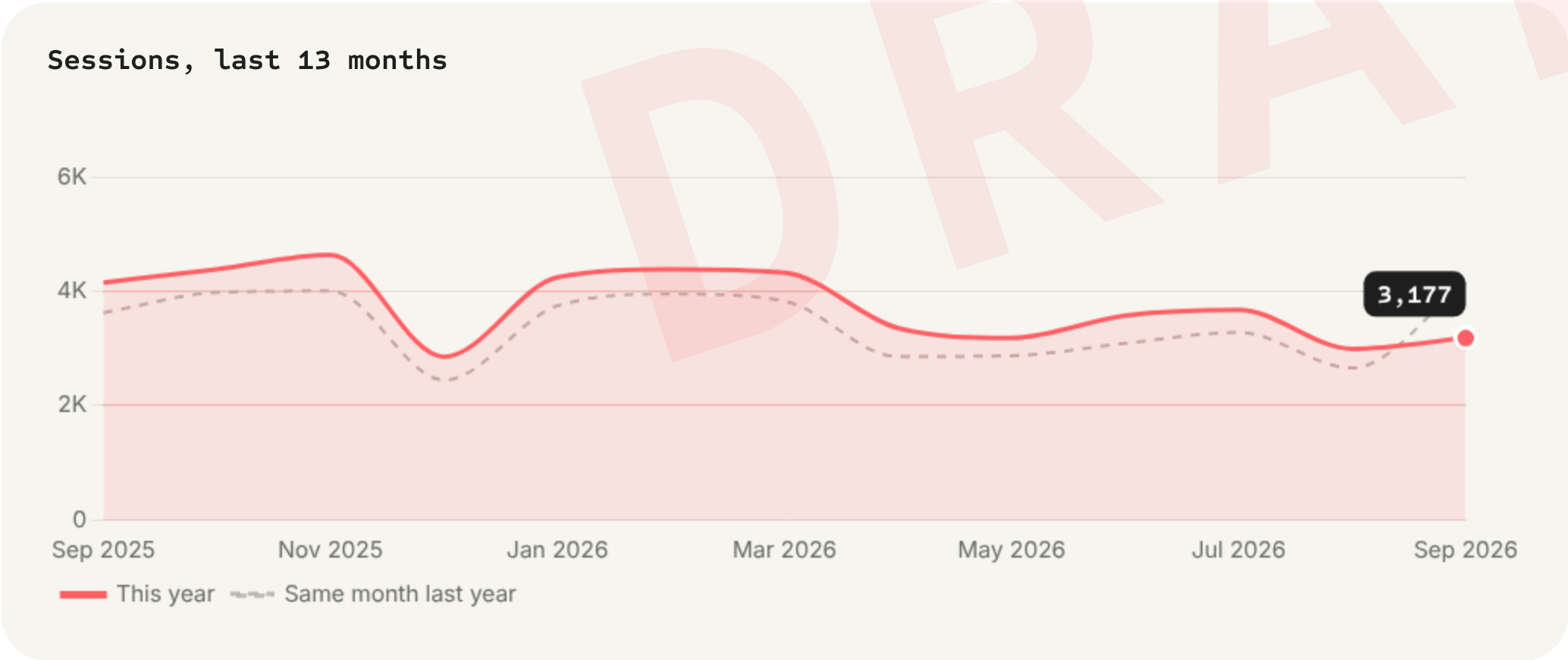
**SESSIONS**  
**3,177**  
▲ +6.3% vs Aug 2026

**AVG. SESSION DURATION**  
**02:31**  
▼ -13.2% vs Aug 2026

**ENGAGEMENT RATE**  
**43.19%**  
▲ +3.4% vs Aug 2026

**ENQUIRY FORM SUBMISSIONS**  
**24**  
▲ +100.0% vs Aug 2026

**CHATBOT CHATS**  
**27**  
▲ +42.1% vs Aug 2026



| Session source      | Sessions | Avg. duration |
|---------------------|----------|---------------|
| google              | 2,890    | 02:15         |
| bing                | 244      | 04:16         |
| uk.search.yahoo.com | 22       | 00:55         |
| duckduckgo          | 21       | 02:47         |
| Total               | 3,177    | 02:31         |

# User engagement.

September 2026

Who is visiting, where from, and which priority pages they use.

**WHAT THIS SHOWS** Three in four visits come from the United Kingdom, and of the priority pages, paternity rights holds visitors' attention longest.

### SESSIONS

6,242

▼ -13.0%

vs Aug 2026

### ENGAGEMENT RATE

39.79%

▼ -12.1%

vs Aug 2026

### ENQUIRY FORM SUBMISSIONS

30

▼ -6.3%

vs Aug 2026

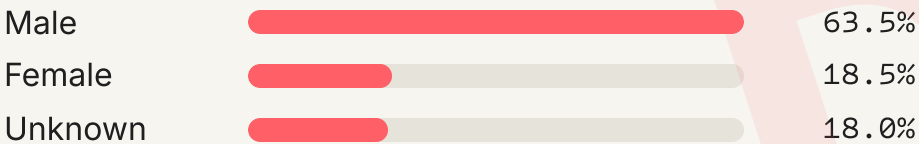
### CONVERSION RATE

0.48%

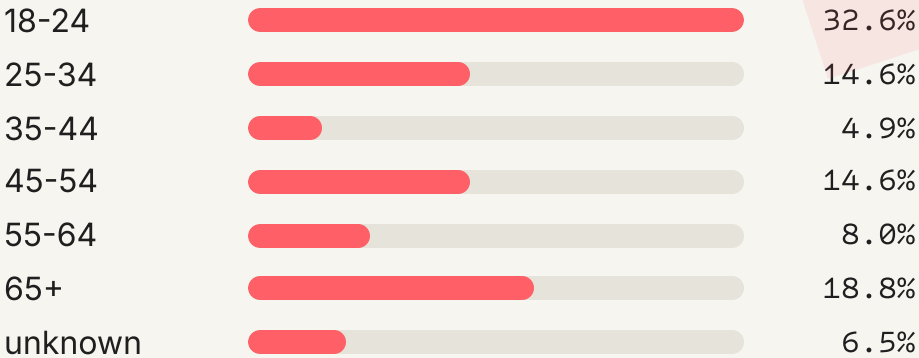
▲ +7.8%

vs Aug 2026

### Gender



### Age



### Country

| Country         | Sessions | Share  |
|-----------------|----------|--------|
| United Kingdom  | 4,610    | 73.85% |
| United States   | 412      | 6.60%  |
| India           | 188      | 3.01%  |
| Ireland         | 121      | 1.94%  |
| Germany         | 96       | 1.54%  |
| Australia       | 84       | 1.35%  |
| Canada          | 77       | 1.23%  |
| Other countries | 654      | 10.48% |

### Priority page

| Priority page                                                   | Sessions | Avg. duration |
|-----------------------------------------------------------------|----------|---------------|
| Family Law Solicitors Henle...<br>/                             | 312      | 00:50         |
| Paternity Rights   Fathers Ri...<br>/services/paternity-rights/ | 188      | 02:20         |
| Our Team - Blanchards Law<br>/our-team/                         | 131      | 02:18         |
| Contact Us   Blanchards La...<br>/contact-us/                   | 89       | 01:29         |

# AI traffic overview.

September 2026

Visits referred by AI assistants such as ChatGPT and Perplexity.

**WHAT THIS SHOWS** AI assistants sent 18 visits, up from 12. Numbers are still small, and ChatGPT accounts for almost all of them.

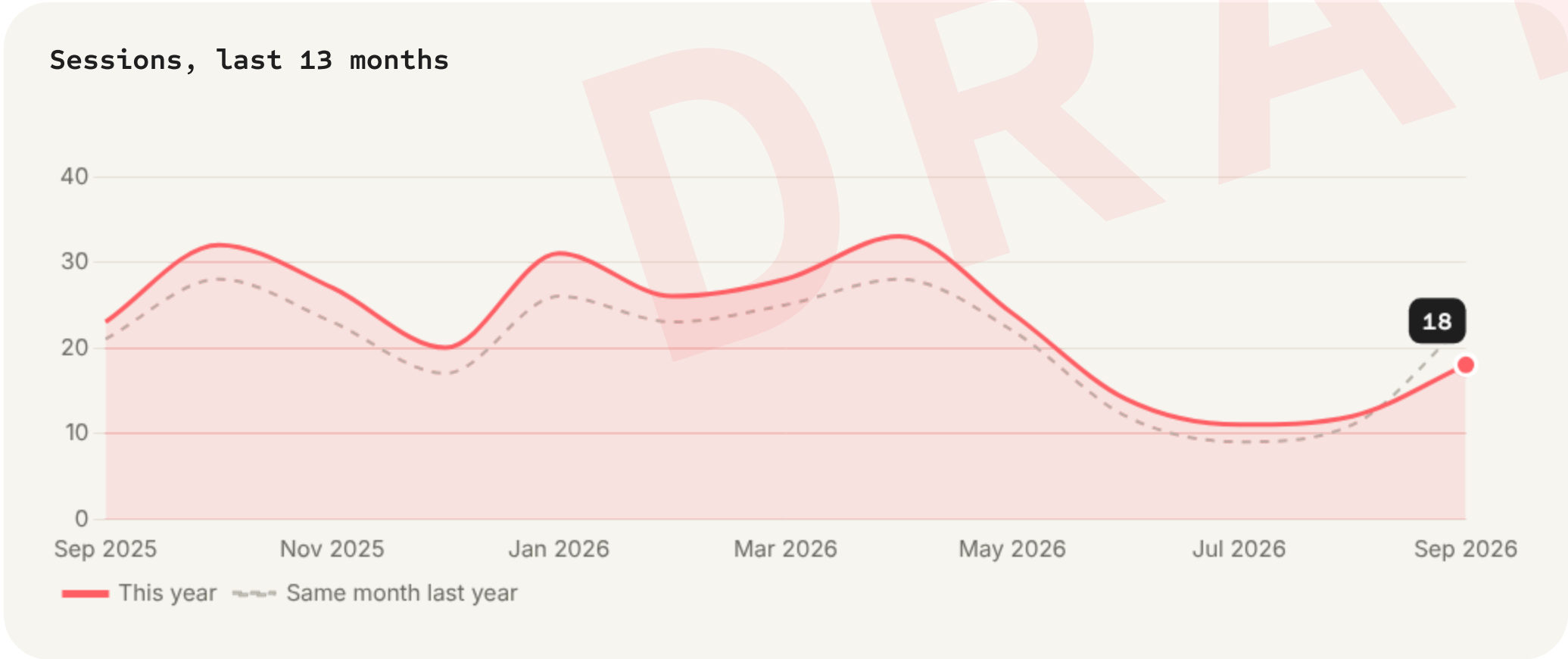
**SESSIONS**  
**18**  
▲ +50.0% vs Aug 2026

**AVG. SESSION DURATION**  
**01:38**  
▼ -79.9% vs Aug 2026

**ENGAGEMENT RATE**  
**61.11%**  
▼ -8.3% vs Aug 2026

**ENQUIRY FORM SUBMISSIONS**  
**No data**  
Not tracked for this source

**CHATBOT CHATS**  
**No data**  
Not tracked for this source



| Session source | Sessions | Avg. duration |
|----------------|----------|---------------|
| chatgpt.com    | 16       | 01:49         |
| perplexity.ai  | 2        | 00:05         |
| Total          | 18       | 01:38         |

# Search visibility.

September 2026

How often the site appears in Google Search, and how often people click.

**WHAT THIS SHOWS** Impressions fell 19.8%, yet clicks held at 2,448 because average position improved from 18.31 to 14.97.

IMPRESSIONS

263,505

▼ -19.8%

vs Aug 2026

CLICKS

2,448

▲ +0.5%

vs Aug 2026

CLICK-THROUGH RATE

0.93%

▲ +25.3%

vs Aug 2026

AVERAGE POSITION

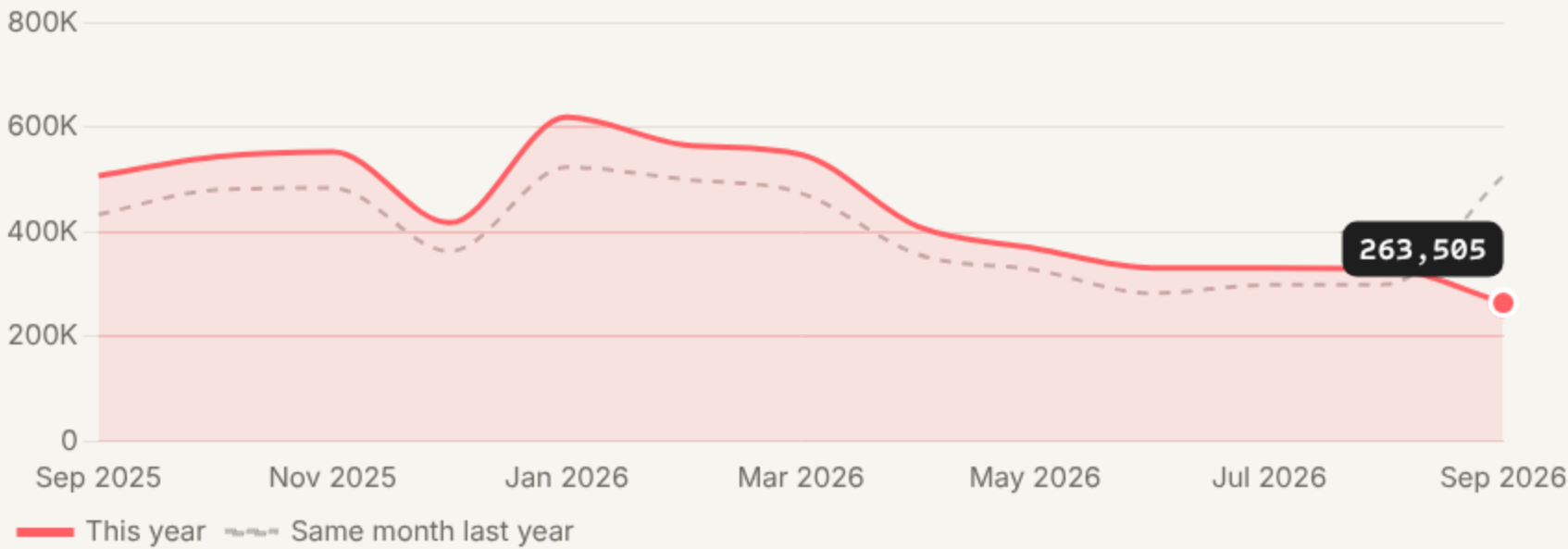
14.97

▼ -18.2%

vs Aug 2026

| Top queries by impressions      | Impressions | Clicks | CTR   |
|---------------------------------|-------------|--------|-------|
| child maintenance               | 8,664       | 1      | 0.01% |
| what is a civil union           | 1,456       | 0      | 0.00% |
| non molestation order           | 915         | 3      | 0.33% |
| child maintenance calculator uk | 886         | 0      | 0.00% |
| divorce lawyer                  | 832         | 0      | 0.00% |
| what is a civil partnership     | 769         | 1      | 0.13% |
| civil partner                   | 736         | 0      | 0.00% |
| civil partnership               | 719         | 2      | 0.28% |

Impressions, last 13 months



How TikTok performed this month.

**WHAT THIS SHOWS** Views fell 50.1% to 6,840 with fewer videos published, and the grandparents' rights true-or-false video led with 2,310 views.

VIDEOS PUBLISHED

6

▼ -33.3%

vs Aug 2026

VIEWS

6,840

▼ -50.1%

vs Aug 2026

HOURS VIEWED

7.2

▼ -69.4%

vs Aug 2026

ENGAGEMENTS

50

▼ -59.3%

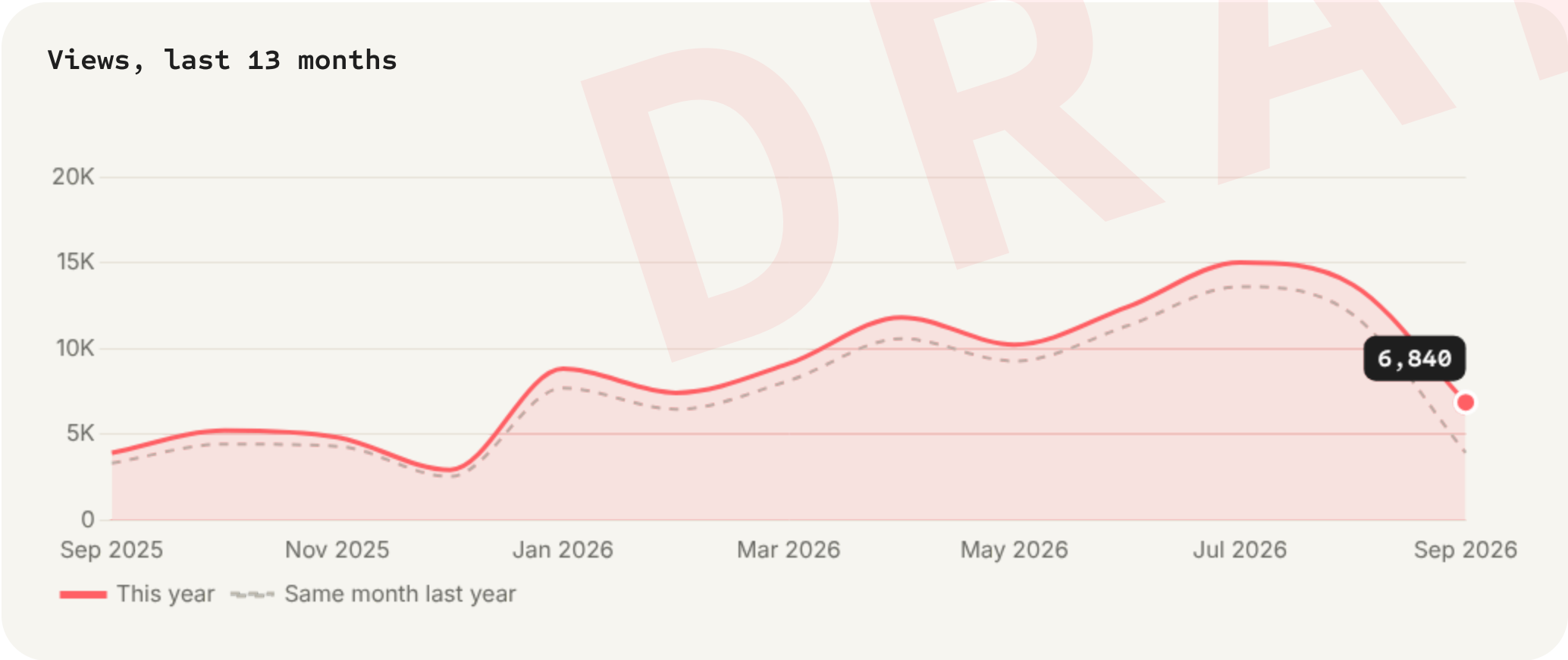
vs Aug 2026

NEW FOLLOWERS

56

▼ -24.3%

vs Aug 2026



Top posts by views

1

True or false: grandparents have a right to see their grandchildren

2,310 views • 19 engagements

2

Replying to a comment: can I stop my ex moving abroad with our child?

1,480 views • 12 engagements

3

Three things to bring to your first meeting with a family solicitor

960 views • 7 engagements

# Instagram.

September 2026

How Instagram performed this month.

**WHAT THIS SHOWS** Reach fell 36.2% to 6,000, but a Trial Reel was the top post with 1,620 views, which supports the testing plan for next month.

REACH

6,000

▼ -36.2%

vs Aug 2026

VIEWS

4,870

▼ -39.9%

vs Aug 2026

HOURS VIEWED

4.1

▼ -69.9%

vs Aug 2026

INTERACTIONS

92

▼ -51.6%

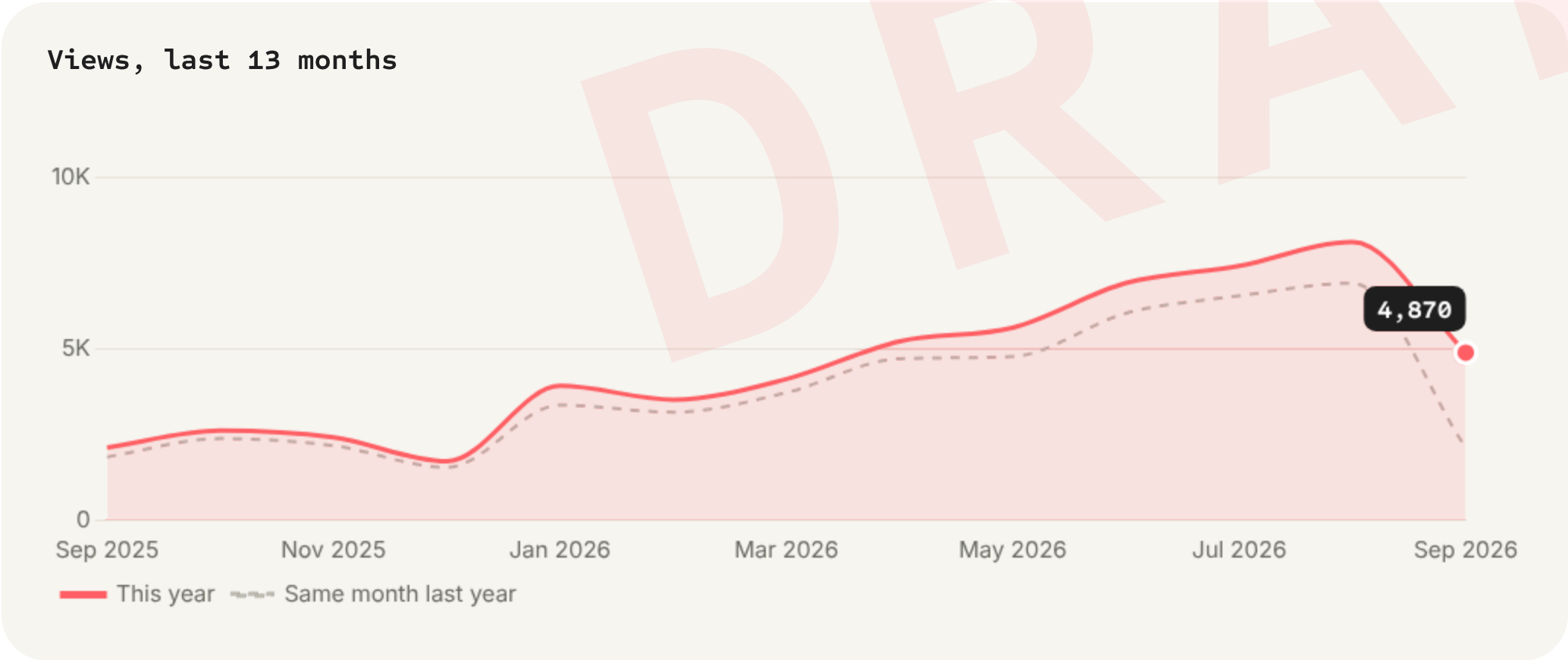
vs Aug 2026

NEW FOLLOWERS

54

▼ -11.5%

vs Aug 2026



Top posts by views

1

**Trial Reel: what actually happens at a first hearing**  
1,620 views · 31 engagements

2

**True or false: you need a reason to get divorced**  
1,190 views · 22 engagements

3

**Meet the team: why Sarah chose family law**  
740 views · 17 engagements

# YouTube.

September 2026

How YouTube performed this month.

**WHAT THIS SHOWS** Views fell 74.7% to 1,260 with fewer uploads, and the paternity rights explainer was the most watched video.

**VIDEOS**

**1,260**

▼ -74.7%

vs Aug 2026

**HOURS VIEWED**

**14.2**

▼ -76.7%

vs Aug 2026

**IMPRESSIONS**

**3,410**

▼ -50.2%

vs Aug 2026

**ENGAGEMENTS**

**38**

▼ -60.4%

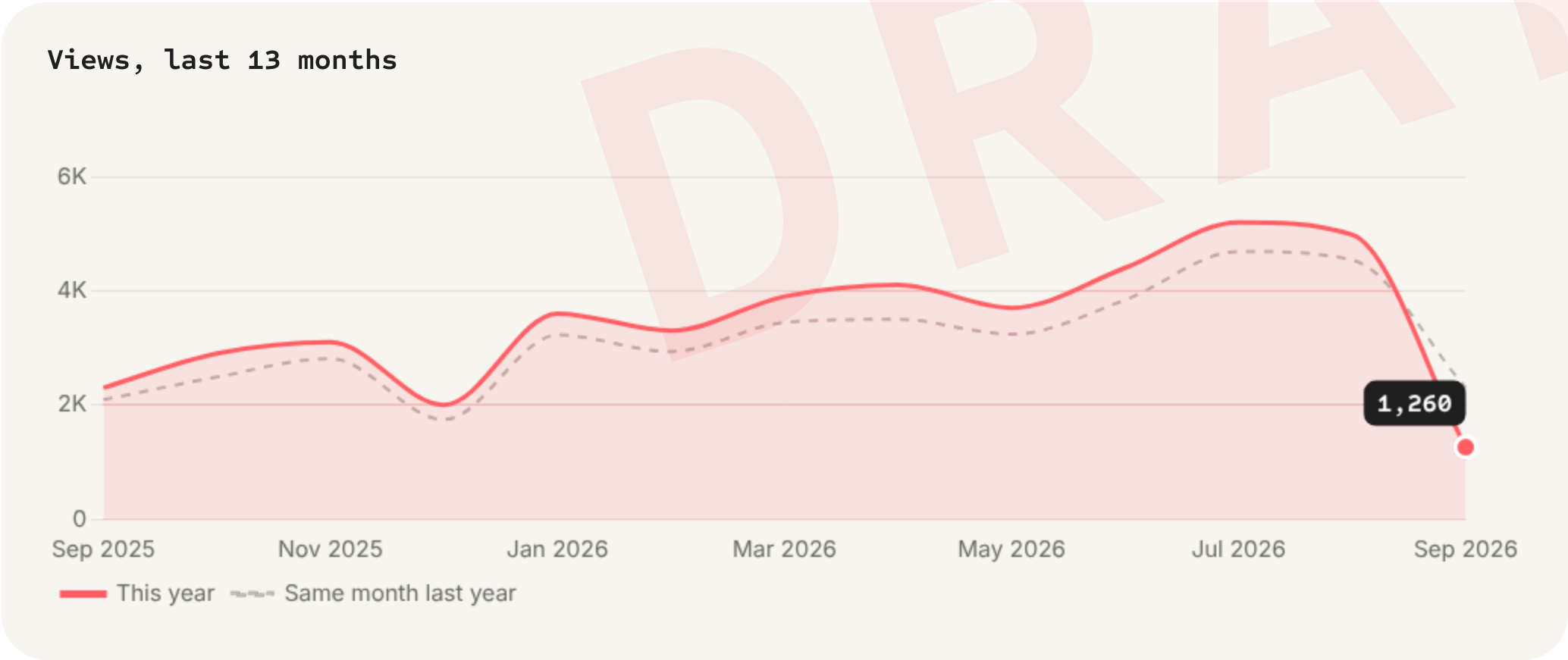
vs Aug 2026

**NEW SUBSCRIBERS**

**9**

▼ -57.1%

vs Aug 2026



Top posts by views

1

**Paternity rights explained: what every father should know**

512 views · 14 engagements

2

**Child arrangements orders: your questions answered**

401 views · 11 engagements

3

**How financial settlements work on divorce**

233 views · 6 engagements