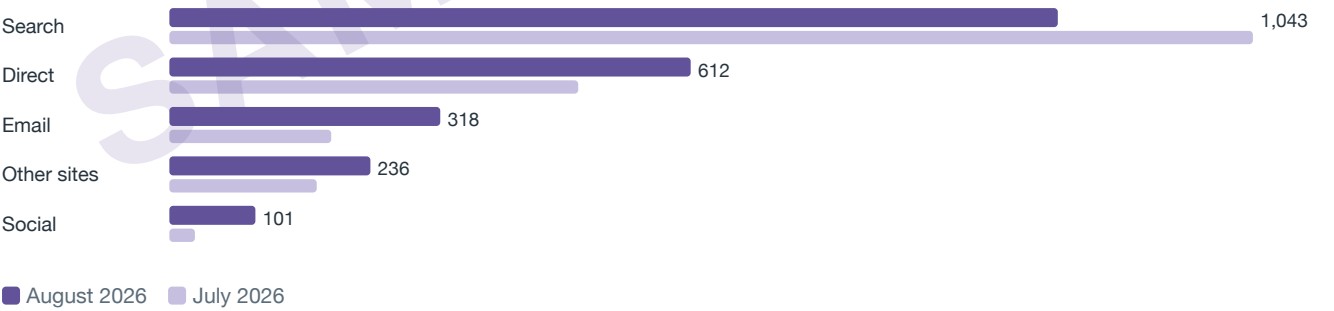




What changed, in plain words

- Visitors were up 8% on July 2026 (1,842 against 1,710). Against August 2025 the change is +32%.
- Visits from search fell 18% (1,272 to 1,043). The largest drop in page views is "Antibody panel" (731 to 402), so start there.
- Average time on site fell from 1m 21s to 1m 14s.
- Enquiry actions (form sends and document downloads) were 23, against 19 in July 2026.
- Direct grew most: 480 to 612 visits.

Where visitors came from



Pages people read most

PAGE	VIEWS	CHANGE
Home /	1,120	+12%
Antibody panel /products/antibody-panel	402	-45%
Protocol library /resources/protocols	388	+14%
Team /about/team	214	+2%
Contact /contact	190	+25%

Three actions

- 1

Check the page "Antibody panel" (/products/antibody-panel). Page views fell 45%. Look for a recent edit, a broken link into it, or a new competing result.

How to check: Its page views next month should return towards 731.
- 2

Rewrite the page title and description of /resources/protocols/western-blot. It shows in search 5,230 times at average position 6.1, but only 2.7% of people click.

How to check: In Search Console, its click rate should rise above 4.2% within two months.
- 3

Rewrite the page title and description of /services/custom-antibodies. It shows in search 3,980 times at average position 7.8, but only 1.6% of people click.

How to check: In Search Console, its click rate should rise above 3.1% within two months.

How people find you (Google Search Console)

Shown in Google search **41,250** times (+6% vs July 2026). Clicks to your site: **1,310** (-12%).

What people typed

SEARCH	CLICKS	AVG. POSITION
elisa antibody panel uk	188	3.4
western blot protocol buffer	141	6.1
example biosciences	122	1.0
custom antibody service	64	7.8
cell lysis protocol	58	9.4

Site health checks

Analytics (GA4)	Tag fires on all sampled pages	Pass
Search Console	Connected	Pass
Home page speed	Largest content on the home page appears after 3.4 s. Google's target is 2.5 s or less.	Check
Missing pages	2 pages return a 404 error (missing page)	Check