ANONYMISED SAMPLE · real data from a UK agency

Contaktly

Prepared for
youragency.co.uk

Website Intelligence Report

1 to 22 October 2026

303

companies identified on your website

160 match your ideal customer

53%
of identified companies fit your ideal customer

25
good-fit companies looked at a quote, contact or service page

27
competing agencies checked you out

8
existing clients came back to your site

Three Things to Know

1. **25 good-fit companies looked at a quote, contact or service page.** These are your warmest prospects this month, and the hottest are listed on page 4.
2. **Your Google Ads bring traffic, not the right traffic.** 38% of the companies your ads brought fit, and none of the 40 went further than the page the ad sent them to.
3. **Competitors are studying your Brand Strategy offer**, and one client came back 14 times this month.

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01 Where They Came From

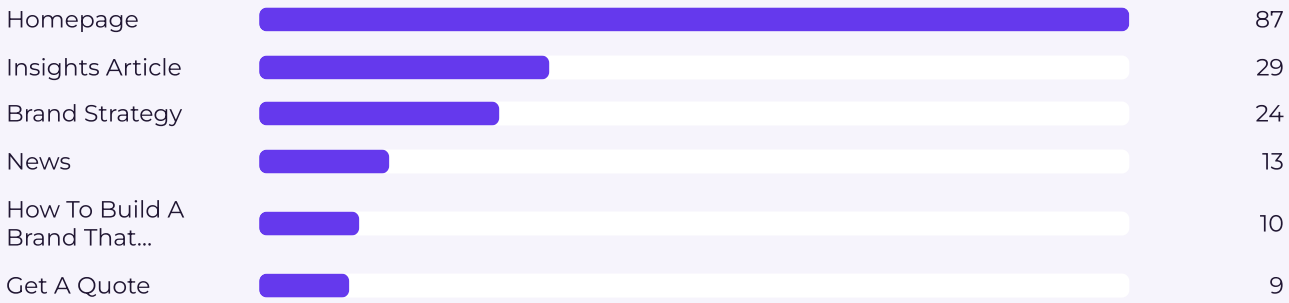
Every company identified on your site, grouped by how it first arrived, and how many of each fit your ideal customer.



SOURCE	COMPANIES	SHARE	FIT	FIT RATE	BUYING SIGNAL
Google, organic	84	28%	40	48%	3
Google Ads	40	13%	15	38%	0
LinkedIn	8	3%	5	62%	2
Other websites	39	13%	22	56%	3
Other search engines	9	3%	6	67%	1
Social	3	1%	1	33%	0
Direct	120	40%	71	59%	16

What Good-Fit Companies Read

COMPANIES THAT READ EACH PAGE



YOUR BIGGEST SOURCE

Direct visits are your biggest source, 120 companies. These are people who typed your address or used a bookmark, which usually means they already knew your name from somewhere else, such as a referral, an event or an earlier search.

YOUR BEST-FIT SOURCE

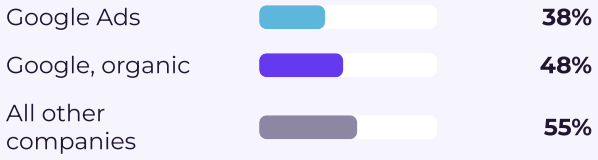
LinkedIn is small but sharp. It sent only 8 companies, but 62% fit your ideal customer, the highest of any source with more than a handful of visits. Worth doing more of.

These are the companies Contaktly identified. Not every visit can be matched to a company. A buying signal means the company looked at a quote, contact, discovery call or service page. Visits from AI assistants such as ChatGPT often arrive without referral details and are counted under Direct.

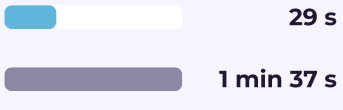
02 Do Your Ads Bring the Right Companies?

Your Google Ads brought 40 identified companies between 1 and 22 October. Paid and organic Google are told apart using the UTM tags on your ads.

FIT YOUR IDEAL CUSTOMER



AVERAGE TIME ON SITE



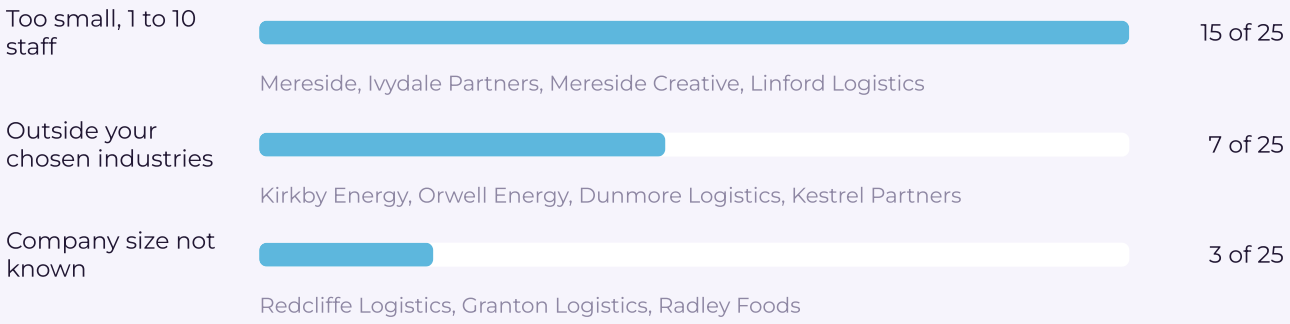
0 of 40 companies from your ads went past the page the ad sent them to.

Which Searches Brought Good-Fit Companies

SEARCH TERM	COMPANIES	FIT	FIT RATE	EXAMPLES
“how to rebrand a business”	5	3	60%	Holloway Foods
“free brand audit”	5	0	0%	Kirkby Energy
“packaging design agency”	3	1	33%	Juniper Trading
“brand refresh cost”	3	0	0%	Everley Foods
“brand strategy agency”	2	2	100%	Bramwell Partners
“brand identity design uk”	2	1	50%	Kestrel Partners
Brand awareness campaign (no keywords)	11	7	64%	Linford Academy

Plus 9 more that brought one company each, 1 of them a good fit.

Why Most Companies From Your Ads Did Not Fit



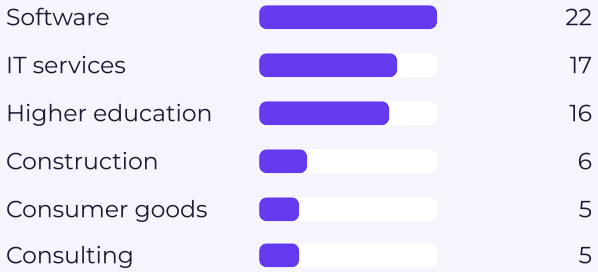
WHAT THIS MEANS

“brand strategy agency” is your strongest search: both companies it brought fit, while “free brand audit” brought 5 and none fit. None went past the landing page, so review that page as well as the keywords.

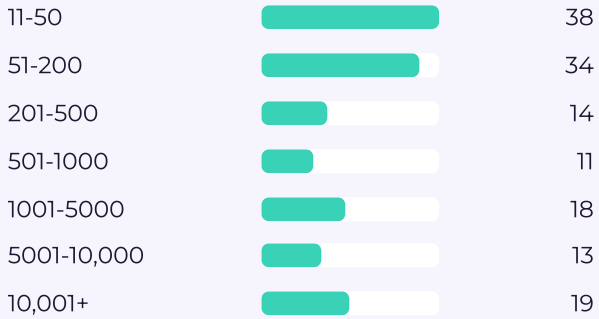
03 Companies That Match Your Ideal Customer

Your ideal customer, as set in your account: companies with 11 or more employees in the industries you chose. **147 companies** matched between 1 and 22 October once job seekers are removed: **13 hot** and **43 warm**.

BY INDUSTRY



BY COMPANY SIZE (EMPLOYEES)



The Most Engaged Matches

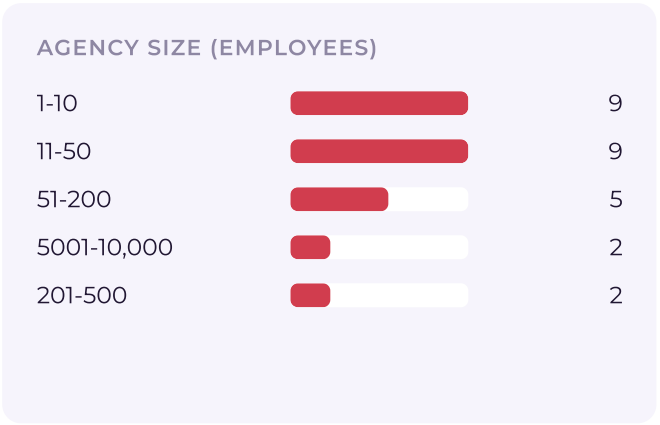
COMPANY	SIZE	SOURCE	INTENT	KEY PAGE	LAST VISIT
Glenmore Software Software	1001-5000	Direct	Hot	News	21 Oct
Hensley IT IT services	201-500	Google	Hot	Homepage	12 Oct
Orwell College Education	51-200	LinkedIn	Hot	Case Study: Retail	22 Oct
Wexley Technologies IT services	11-50	LinkedIn	Hot	Book A Free Discovery...	20 Oct
Tarnwood Energy Publishing	11-50	Google	Hot	Branding Agency	1 Oct
Silverton Health Medical Devices	5001-10,000	Direct	Hot	Homepage	20 Oct
Dunmore Holdings Consumer goods	10,001+	Google	Hot	Branding Agency	13 Oct
Jasper University Higher education	501-1000	Search	Hot	Get A Quote	12 Oct
Kingsley Foods Research	10,001+	Direct	Hot	Get A Quote	2 Oct
Mereside Care Healthcare	1001-5000	Direct	Hot	Brand Strategy	21 Oct

Hot means a long visit, several visits, or time on a quote, contact or pricing page. The full list of 147 companies is in your Contaktly account.

04 Competitors Checking You Out

We identified **27 marketing and digital agencies** on your site, 2 of them large networks with over 1,000 staff.





The Agencies Spending Longest on Your Site

AGENCY	SIZE	SOURCE	VISITS	TIME	PAGES
Kestrel Digital	51-200	Google	1	4 min 13 s	Homepage
Mayfair Media	1-10	Google	1	3 min 47 s	Homepage
Mayfair Creative	5001-10,000	Direct	1	3 min 39 s	Homepage, Insights Article
Bramwell Agency	11-50	Direct	1	3 min 13 s	Homepage
Upton Media	11-50	Direct	2	1 min 53 s	Chat, Homepage
Fairhaven Marketing	11-50	Google	1	58 s	Homepage
Cobalt Marketing	5001-10,000	Google	1	55 s	Homepage, About Us
Elmstead Marketing	1-10	Direct	2	51 s	Brand Strategy, Homepage
Ashby Marketing	11-50	Google	1	46 s	Homepage, Packaging That Sells
Langley Creative	1-10	Direct	1	39 s	Homepage, Insights
Netherby Media	11-50	Google	1	36 s	Homepage, Packaging That Sells

WHAT THIS MEANS

5 agencies went straight to your Brand Strategy page, including Elmstead Marketing and Langley Digital. It is the service competitors are most interested in, which suggests it is where you stand out. Large networks such as Mayfair Creative and Cobalt Marketing are watching too.

05 Clients Back on Your Site

8 companies used your support pages between 1 and 22 October, usually a sign of an existing client. Clients rarely tell you when they are thinking about you, and these visits do. Two stand out.

Netherby Energy

14 visits | **35 min** on site | **22 Oct** last visit

Looked at: Request Support

Worth a check-in. 14 visits to your support page in one month is unusually high. A quick call could catch a problem before it becomes a complaint.

Mayfair Partners

5 visits | **20 min** on site | **20 Oct** last visit

Looked at: Insights Article, Request Support, Homepage, Packaging That Sells

A possible upsell. Alongside support, they looked at Insights Article and Homepage, which is interest beyond the work you do for them now.

Every Client Visit This Month

CLIENT	VISITS	TIME	PAGES	LAST VISIT
Netherby Energy	14	35 min	Request Support	22 Oct
Mayfair Partners	5	20 min	Insights Article, Request Support	20 Oct
Hensley Partners	2	7 min 14 s	Request Support	21 Oct
Valebrook Partners	1	1 min 58 s	Request Support	20 Oct
Glenmore Systems	1	1 min 24 s	Request Support	1 Oct
Ivydale	1	1 min 7 s	Request Support	20 Oct
Northcote Logistics	1	1 min	Request Support	15 Oct
Moorfield Holdings	1	32 s	Request Support	20 Oct

Suggested Next Steps

1. **Follow up with the 25 good-fit companies** that looked at a quote, contact or service page, starting with the hot ones on page 4.
2. **Move ad budget towards searches like “brand strategy agency”**, and review the ones bringing very small businesses, which made up most of those that did not fit.
3. **Test more LinkedIn activity.** It is a small source, but the best fit of any.
4. **Call Netherby Energy** about their support visits, and talk to Mayfair Partners about what else they looked at.