

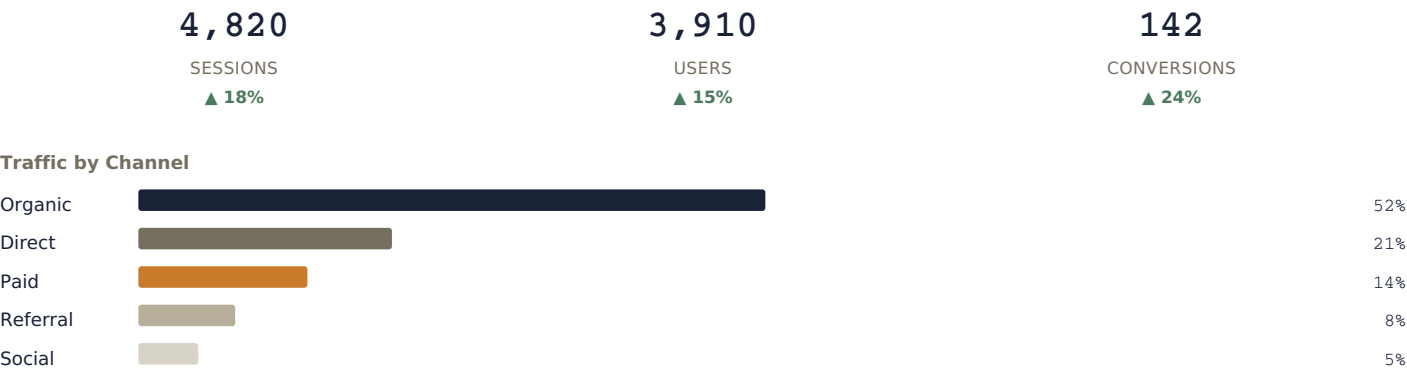
Northwind Coffee

Monthly Performance Report — September 2026

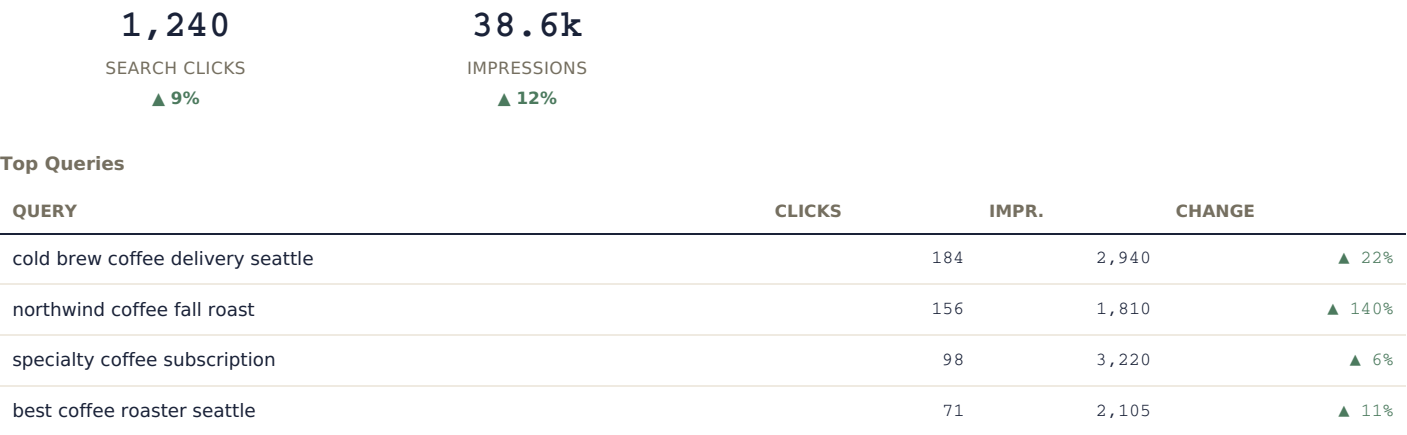
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September was a strong month for Northwind's organic channel: sessions grew 18% month-over-month, driven mainly by a jump in branded search after your "fall roast" launch got picked up by two local food blogs. Conversions grew faster than traffic (+24%), suggesting the new landing page is converting better, not just attracting more visitors. One thing worth watching: paid traffic softened slightly even as spend held flat — worth a look at the Meta campaign's creative fatigue.

GOOGLE ANALYTICS (GA4)



SEARCH CONSOLE (GSC)



RECOMMENDATIONS

- Double down on the fall roast content angle — branded search is up 140% and shows no sign of slowing; consider a follow-up blog post before the next seasonal launch.
- Refresh Meta ad creative — CTR softened for the third week running while spend held flat, a classic creative fatigue signal.
- The subscription page is converting well above account average; worth testing it as a paid landing page too.