

SM Services

End-of-Month Report — All Channels



May 2026 · Reporting period May 1 – May 30

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Executive Summary

May was a **visibility and audience-quality month**. Search impressions are strong — nearly **12,000 impressions** across brand positioning, fractional CMO and customer acquisition topics — but most rankings sit on page 2–3, so clicks stayed low (14). LinkedIn is the standout: followers grew **14.5% to 5,564**, and the audience is exactly the target — Founders, CEOs and senior executives. The single biggest opportunity is the in-progress **webpage revision**: turning that page-2 visibility into page-1 clicks.

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Cross-Channel Scorecard

CHANNEL	HEADLINE NUMBERS	READ
SEO / Search	14 clicks · 11,917 impressions · 0.12% CTR · avg pos ~22	High visibility, low clicks
Social	47 posts ▲104% · 2.87K impressions · 1.93K reach · LinkedIn 5,564 followers ▲14.5%	Posting ramped; engagement thin
Email	282 delivered · 54.96% open · 4% click · 0 bounces	Healthy warm-lead nurture

3 SEO & Website Snapshot

11,917

IMPRESSIONS

14

CLICKS

0.12%

CTR

~22

AVG POSITION

- **Impressions climbed through the month** ($\approx 270/\text{day} \rightarrow 500+/\text{day}$) — Google is showing the site for more searches.
- **The "brand positioning" page is a giant** — 6,212 impressions on its own, ranking ~pos 13.
- **Best click pages:** homepage (3.77% CTR, pos 7.9) and Customized Coaching (5.41% CTR, pos 5.5).

The pattern: lots of visibility, almost no clicks — because high-value terms (brand positioning, fractional CMO, customer acquisition, barriers to entry) sit on **page 2–3**. Moving a handful of these to page 1 is where the traffic is.

Data note: GA4 / on-site behavior wasn't included in this cycle's export — search figures above are from Google Search Console only.

Social Media Snapshot

5,564

LINKEDIN

FOLLOWERS ▲14.5%

2.87K

IMPRESSIONS ▲8%

1.93K

POST REACH ▲37%

47

POSTS ▲104%

LinkedIn holds the premium audience — 5,564 followers, up 14.5%, and exactly the ideal client profile: Founders (11.8%), CEOs (6.5%), with 23.7% Senior and 20.3% CXO-level across IT Services, Business Consulting and Tech.

Posting ramped up sharply in May — 47 posts (▲104%), led by YouTube, Facebook and Instagram. Instagram carries most of the reach and impressions, while Facebook and YouTube are growing fast off small bases.

PLATFORM	POSTS	IMPRESSIONS	REACH	LIKES
Instagram	14	2,420	1,190	53
Facebook	16	457 ▲97%	568 ▲167%	1
YouTube	17	—	175 ▲119%	1
LinkedIn	0	—	—	—

Read: volume is up sharply (47 posts, ▲104%) and reach grew 37%, but engagement is thin — 55 likes and 2 comments across all 47 posts. The activity is earning impressions, not yet conversation. And LinkedIn — the premium audience — received no posts this month.

Data note: LinkedIn performance isn't captured in this dashboard (account re-authentication is pending), so its follower figure is from LinkedIn's own export. Confirm the connected Instagram is the SM Services business account before next cycle.

5 Email Snapshot

282

DELIVERED

54.96%

OPEN RATE

4%

CLICK RATE

0

BOUNCES / SPAM

This was a focused **warm-lead nurture send** ("openers only"). A **54.96% open rate** is excellent, with zero bounces and zero spam complaints — the list is clean and engaged. Clicks (4%) are the next thing to grow.

Read: Small, high-quality list doing its job. The goal here is to keep these warm leads engaged and move them toward a call or offer.

6 The One Thing

NEXT MONTH'S PRIORITY · SEO + WEBPAGES

Turn page-2 visibility into page-1 clicks

The site already earns ~12,000 impressions a month — the clicks aren't coming because rankings sit on page 2–3. Focus the in-progress webpage revision on the highest-impression near-misses (brand positioning, fractional CMO, customer acquisition) and consolidate the duplicate go-to-market pages. Small ranking gains here unlock real traffic.

7 Recommended Action Plan

NEXT 30 DAYS

SEO Optimize the top high-impression pages for page 1

SEO Continue webpage revision (all pages)

SOCIAL Set a consistent LinkedIn posting cadence

EMAIL Add a clear CTA to lift clicks past 4%

1–3 MONTHS

SEO Consolidate duplicate go-to-market pages

SEO Improve title/meta CTR on ranking pages

SOCIAL Repurpose top modules into LinkedIn posts

3+ MONTHS

SEO Build authority on the brand-positioning cluster

EMAIL Nurture sequence from warm leads to calls

SOCIAL Convert LinkedIn audience into inbound leads

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Work Completed This Month

#	TASK	STATUS
1	Finished Digital Startup Playbook — Modules 1–19	Complete
2	Revision of SM Webpages (all pages)	Ongoing

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Risks & Watchouts

- **Visibility without clicks** — strong impressions won't matter until rankings reach page 1.
- **Content bloat** — many near-duplicate go-to-market pages may be splitting ranking signals.
- **Single social channel** — LinkedIn is carrying social; momentum depends on consistent posting.
- **Small email list** — healthy but limited reach; growing the warm-lead list is worth prioritizing.

SM Services — End-of-Month Report · May 2026 | Prepared by **SM Services** | Data: Google Search Console, LinkedIn & Email platform.