Vibeking

Monthly report · installatiebedrijf-voorbeeld.example · 2026-10 · Final

Summary

October was the strongest month of the year: 3,120 clicks from Google (+8.0%) and 214 leads (+6.5%). The three proven fixes clearly helped; the faster server response on /warmtepomp-installeren coincided with 82 extra clicks. Google Ads became cheaper per lead (EUR 37.76 against EUR 41.95), Meta Ads remains more expensive. In AI answers your share grew in ChatGPT and Perplexity, but warmte-en-water.example is still cited more often.

Key numbers

Metric	This month	Previous month	Change
Clicks	3,120	2,890	8%
Impressions	118,400	109,700	7.9%
Average position	14.2	15.1	-6%
Sessions	7,400	6,930	6.8%
Leads	214	201	6.5%
Engagement	64%	62%	3.2%

Advertising

Channel	Metric	This month	Previous month
Google Ads	Spend	1,850.00	1,720.00
	Clicks	1,240	1,105
	Conversions	49	41
	Cost per conversion	37.76	41.95
Meta Ads	Spend	640.00	600.00
	Clicks	910	820
	Conversions	11	9
	Cost per conversion	58.18	66.67

Social

Channel	Reach	Previous month	Followers (month e...	Change in month
Facebook	18,400	16,900	1,240	+18
Instagram	9,600	8,100	860	+27
LinkedIn	3,100	2,900	410	+9

Health

Metric	This month	Previous month
Health score	88	84
Uptime	100%	
Mobile load time (LCP)	2,300 ms	CrUX
Layout shift (CLS)	0.04	
Open findings	Critical: 0, High: 2, Mediu...	

Top pages

Page	Clicks	Impressions	Click through rate
/warmtepomp-installeren	742	21,300	3.5%

/cv-ketel-vervangen	618	17,800	3.5%
/	540	9,200	5.9%
/airco-laten-plaatsen	386	14,100	2.7%
/storing-cv-ketel	297	8,600	3.5%

Missed queries

Query	Impressions	Position
warmtepomp subsidie 2026	5,400	12
hybride warmtepomp kosten	3,900	14
vloerverwarming aanleggen	2,700	18

AI visibility

Assistant	Share	Previous month
ChatGPT	22%	19%
Perplexity	31%	28%
Gemini	18%	18%

Most cited domains

warmte-en-water.example (14)



installatiebedrijf-voorbeeld.example (11)



klimaattechniek-zuid.example (8)



installatiepartner-noord.example (5)

Open questions without a citation

- Welk installatiebedrijf in Brabant plaatst een hybride warmtepomp?
- Wat kost een nieuwe cv-ketel inclusief installatie?

Fixes

Proven fixed

Pages without a meta description · Before: 14 pages. After: 0 pages. · EUR 149.00 · Included
Slow server response · Before: 1,400 ms. After: 380 ms. · EUR 349.00 · Included
Images without alt text · Before: 63 images. After: 4 images. · EUR 99.00 · Included

Open orders

No Organization schema on the homepage · In progress · EUR 149.00
Duplicate page titles · Accepted · EUR 149.00

Recommended

Fix	Price
No llms.txt	EUR 129.00
Page titles too long (https://www.installatiebedrij..., https://www.installatiebedrij...	EUR 149.00
Pages without internal links (https://www.installatiebedrij...)	EUR 99.00

Goals

Goal	Now	Target	Status
Clicks from Google, 30 days	3,120	3,600	On track
Leads / key events, 30 days	214	250	On track
Share of AI answers, last week	24	30	Behind
Health score	88	90	On track

Competitor benchmark

Rankings on your 20 keywords with the highest search volume

Keyword	Search vo...	You	You, prev...	warmte-en...	klimaatte...	installat...
warmtepomp installeren	8,100	6	8	3	9	14
cv ketel vervangen kosten	5,400	7	7	4	11	not in top...
airco laten plaatsen	4,400	9	12	15	5	21
hybride warmtepomp kosten	2,900	14	17	6	12	19
storing cv ketel	2,400	4	5	8	not in top...	10
vloerverwarming aanleggen	1,900	18	22	11	7	25

warmte-en-water.example: you rank higher on 2 of 6 keywords
klimaattechniek-zuid.example: you rank higher on 4 of 6 keywords
installatiepartner-noord.example: you rank higher on 6 of 6 keywords

Domain overview

Domain	Organic keywords	Estimated traffic ...	Top 3	Position 4 to 10
installatiebedrijf-voorbeeld.exa...	1,840 (1,710)	6,200 (5,650)	96 (88)	310 (284)
warmte-en-water.example	3,120 (3,050)	11,800 (11,400)	214 (209)	520 (511)
klimaattechniek-zuid.example	1,560 (1,580)	5,100 (5,200)	81 (84)	240 (236)
installatiepartner-noord.example	920 (900)	2,400 (2,350)	37 (35)	130 (128)

(Previous month)

AI citations this month

Domain	ChatGPT	Perplexity	Gemini
installatiebedrijf-voorbeeld.example (You)	cited in 13 of 60 mea...	cited in 19 of 60 mea...	cited in 11 of 60 mea...
warmte-en-water.example	cited in 19 of 60 mea...	cited in 22 of 60 mea...	cited in 15 of 60 mea...
klimaattechniek-zuid.example	cited in 9 of 60 meas...	cited in 12 of 60 mea...	cited in 10 of 60 mea...
installatiepartner-noord.example	cited in 4 of 60 meas...	cited in 6 of 60 meas...	cited in 3 of 60 meas...

12-month trend

Month	Clicks	Impress...	Average ...	Sessions	Key even...	Health s...	AI Chat...	AI Perp...	AI Gemini
2025-11	2,450	92,300	16.8	5,820	168	79	15%	22%	14%
2025-12	2,610	97,800	16.5	6,110	179	80	15%	23%	14%
2026-01	2,780	103,200	16.1	6,480	188	81	16%	24%	15%
2026-02	2,690	99,800	16	6,290	182	81	16%	24%	15%
2026-03	2,560	96,100	15.9	6,050	176	82	17%	25%	15%
2026-04	2,420	92,700	15.8	5,760	171	82	17%	25%	16%
2026-05	2,380	91,900	15.7	5,690	169	83	17%	26%	16%
2026-06	2,510	95,400	15.6	5,980	177	83	18%	26%	16%
2026-07	2,640	99,100	15.4	6,240	185	84	18%	27%	17%
2026-08	2,710	101,600	15.3	6,420	190	84	18%	27%	17%
2026-09	2,890	109,700	15.1	6,930	201	84	19%	28%	18%
2026-10	3,120	118,400	14.2	7,400	214	88	22%	31%	18%

Results of proven fixes

Fixes	Proven on	Proof	Clicks 28 day...	Clicks 28 day...
Pages without a meta description	2026-10-08	Before: 14 pages. After: 0 p...	410	486

Slow server response	2026-10-15	Before: 1,400 ms. After: 380...	620	702
Images without alt text	2026-10-22	Before: 63 images. After: 4 ...	180	196

Measured difference in clicks; it can also have other causes.

Channels and advertising

Channel	Sessions	Previous month	Key events	Previous month
Organic Search	4,120	3,860	118	109
Paid Search	1,390	1,260	49	41
Direct	1,150	1,120	28	30
Organic Social	430	400	11	12
Referral	310	290	8	9

Organic Social and Paid Social are the visits from social media to your site, as measured by GA4.

Action plan for next month

Task	Fix order	Delivery und...	
No Organization schema on the homepage	In progress	2026-11-07	Included, Vibeking carries...
Duplicate page titles (https://www.installatieb...: ...	Accepted	2026-11-12	Included, Vibeking carries...
No llms.txt	-	-	Included, Vibeking carries...
Page titles too long (https://www.installatieb...: 64)	-	-	Included, Vibeking carries...

Portfolio

Domain	Health score	Clicks	AI share	Open findings
installatiebedrijf-voorbeeld.example	88	3,120	23.7%	16
voorbeeld-airco.example	91	640	12.5%	7

Three decisions

1. Move EUR 200 from Meta Ads to Google Ads

Why: A lead through Google Ads cost EUR 37.76, through Meta Ads EUR 58.18.

Action: Lower the Meta budget by EUR 200 per month and put it on the heat pump campaign in Google Ads.

Expected effect: About 2 extra leads per month at the same spend: roughly 5 more through Google Ads and 3 fewer through Meta Ads.

2. Write answer pages for the two questions without a citation

Why: For two measured questions you are not cited, such as 'Welk installatiebedrijf in Brabant plaatst een hybride warmtepomp?'; warmte-en-water.example is cited more often.

Action: Create one page per question that answers it in the first paragraph, with prices, service area and sources.

Expected effect: A better chance of being cited for these questions; the weekly AI measurement shows whether it works.

3. Improve the heat pump subsidy page

Why: The query warmtepomp subsidie 2026 had 5,400 impressions at position 12, just outside the first page.

Action: Shorten the title and add the 2026 subsidy amounts to the page.

Expected effect: A chance of a place on the first page, worth an estimated 100 to 150 extra clicks per month.