Monthly report

October 2026

Bayview Smiles Dental Studio

The Google profile brought 294 calls this month, many from new patients asking about cleanings and Saturday appointments. On social media, reels reached the most people per post, and the calm, explain-every-step posts kept bringing comments and shares.

Your marketing: paying off. Paid for itself about the 9th. Everything since is profit.

The month in numbers

Actions on Google
775
Up 9% vs Sep
Calls, directions and website clicks



Website visits
1,768
Down 2% vs Sep
1,490 people



People reached
13,482
Down 1% vs Sep
On Facebook and Instagram, 26 posts



Ad clicks
268
Down 10% vs Sep
$1,476 spent, 17 calls



Highlights

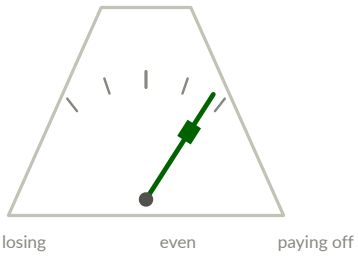
- Calls from the Google profile rose about 12% on September.
- Questions about insurance and Saturday appointments were the most common comments.
- Most new reviews mention Rosa or Dr. Patel by name.

What we did this month

- Published 26 social posts on Facebook and Instagram
- Published 4 posts on your Google profile

What you spent and what it brought

In USD, from 1 Oct 2026 to 31 Oct 2026

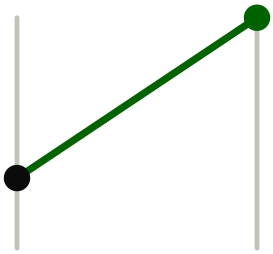


Paying off

$3.29 back for every $1

Paid for itself about the 9th. Everything since is profit.

What a call, a booking and a direction request are worth was estimated from what is known about the business.



You spent $2,976 and it brought about $9,785: $3.29 back for every $1.

Spent

What	Amount
Agency retainer Monthly fee	$1,500
New patients in Naples Google Ads	$1,075
Teeth whitening Google Ads	$401
Total spent	**$2,976**

Brought

From	Results	Worth
New patients in Naples Google Ads	14 calls	$210
Teeth whitening Google Ads	3 calls	$45
Your Google profile Google profile	294 calls, 160 direction requests	$5,210
Search ads Website (GA4)	13 bookings	$2,340
Google and other search Website (GA4)	5 bookings, 3 enquiry forms	$1,440
Typed in or bookmarked Website (GA4)	3 bookings	$540
Total brought	311 calls, 24 bookings or forms and 160 direction requests	**$9,785**

Website results are Google Analytics' key events from every channel, ads included, so Google Ads adds only the calls from its call button.

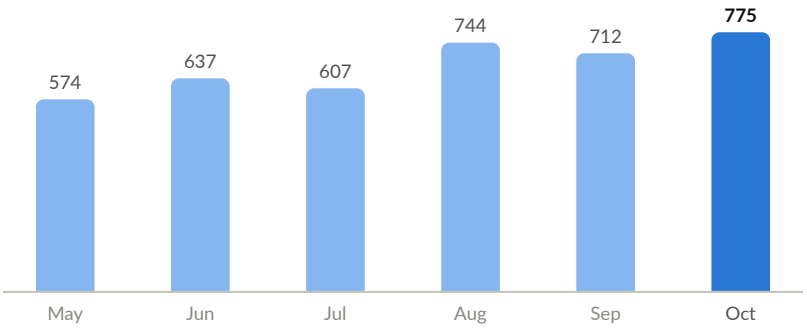
Your Google profile

What people did when they found you on Google Search and Maps

Profile views	Calls	Direction requests	Website clicks
3,722	294	160	321

Calls, directions and website clicks

Last six months



Where they saw your profile

3,722 views



Google Search	2,308	62%
Google Maps	1,414	38%

Social media

Facebook and Instagram

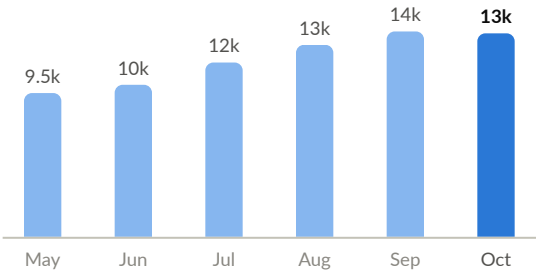
People reached	Followers	New followers
13,482	3,001	+96
By the accounts as a whole		

By platform

	Followers	Change	Reached	Interactions	Posts
Facebook	1,301	+30	5,365	250	13
Instagram	1,700	+66	8,117	839	13

People reached

Last six months



Comments, messages and reviews

How quickly people got an answer

Came in	Answered	Reply rate	Time to answer
11	8	73%	56 min
			half answered faster, in opening hours

Google reviews	4 in · 1 answered
Facebook comments	3 in · 3 answered
Instagram comments	3 in · 3 answered
Instagram messages	1 in · 1 answered

Your posts

26 posts on Facebook and Instagram

Posts published	Reach of this month's posts	Interactions	Average reach per post
26	11,822	1,024	455
	Added up post by post	Likes, comments, shares and saves	

This is each post's reach added together. The 13,482 people reached under Social media is counted by Facebook and Instagram for the whole account, earlier posts included, so the two figures differ.

Posting days

Posted on 13 of 31 days



Best posts this month

By likes, comments and shares

Instagram · Oct 29
Our hygienist explains what a cleaning feels like, step by step, for anyone who's nervous.
919 reached **158** interactions

Instagram · Oct 15
Thank you to the Pelicans Little League families for a great season. We're proud to sponsor the team.
748 reached **104** interactions

Instagram · Oct 7
Early appointments start at 8 am, so you can be at work by 9.
769 reached **102** interactions

What kind of post works

Average reach per post



Best days to post

Average reach per post



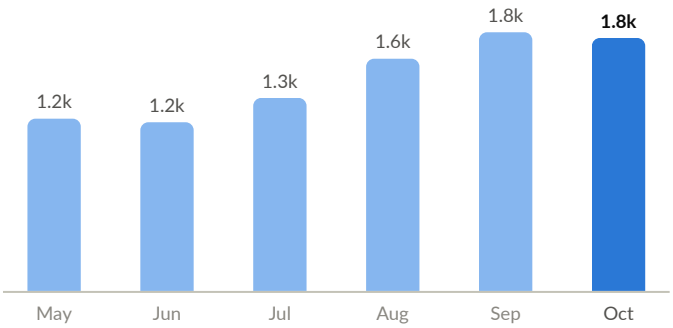
Your website

bayviewsmiles.example

Visits	Visitors	Pages viewed	Visits on a phone
1,768	1,490	3,676	62%

Visits

Last six months



Where visitors came from

Share of visits

Google and other search	54%
Typed in or bookmarked	24%
Search ads	13%
Social media posts	9%

Where visitors are

Visits by town

Naples, Florida	778
Bonita Springs, Florida	142
Marco Island, Florida	111
Fort Myers, Florida	108
Estero, Florida	79

Most viewed pages

Page views

Home page	1,401
Services	573
Cleanings	363
Whitening	211
New patients	190

Found on Google

bayviewsmiles.example

Clicks from Google	Times shown	Average position	Click rate
919	18,913	7.8	4.9%
-3% on last month	-2% on last month	0.2 places higher	

Top searches

Clicks from each

bayview smiles dental studio	248
dentist naples	138
family dentist naples	86
teeth whitening naples	63
bayview smiles dental studio hours	55

Pages people arrived on

Clicks from Google

Home page	350
/services	143
/services/cleanings	91
/services/whitening	53

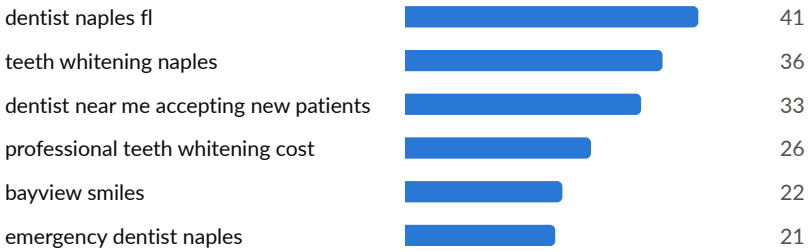
Google Ads

Bayview Smiles Dental Studio

Spent	Clicks	Cost per click	Calls from ads
$1,476	268	$5.51	17

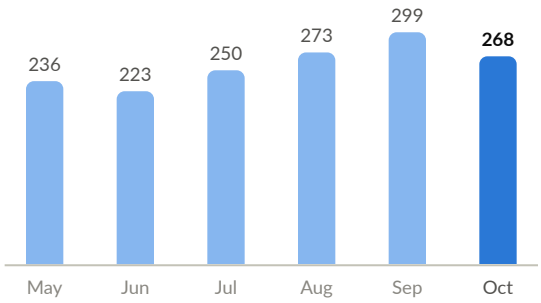
What people searched before clicking

Clicks



Ad clicks

Last six months



Next month

Already scheduled: **12 social posts and 4 Google posts**

What we'll work on

- Year-end benefits
- New patient calls
- Saturday appointments
- Continue managing Facebook, Instagram and Google Business Profile
- Continue improving engagement and local visibility
- Monitor and report on the strongest-performing content themes

Our recommendations

- Reply to the two-star review about rescheduling, with the front desk's number.
- Add the Saturday hours to the Google profile.

Thank you for trusting us with your online presence. Our goal is to keep your business active, visible, and professionally represented across the channels that matter most. We will continue refining the strategy based on performance and business priorities.

Harbor & Vine Marketing

Every post in October 2026

Reach and reactions as counted by Facebook and Instagram

Date	Platform	Type	Post	Reached	Likes	Comments	Shares
Oct 1	Facebook	Carousel	The five questions we hear most at a first visit, answered in plain …	437	19	2	1
Oct 1	Instagram	Carousel	The five questions we hear most at a first visit, answered in plain …	458	29	2	2
Oct 5	Instagram	Reel	Rosa shows how long to brush: two minutes, set to a song she w…	578	47	3	4
Oct 5	Facebook	Reel	Rosa shows how long to brush: two minutes, set to a song she w…	398	16	2	2
Oct 7	Facebook	Photo	Early appointments start at 8 am, so you can be at work by 9.	211	4	0	0
Oct 7	Instagram	Photo	Early appointments start at 8 am, so you can be at work by 9.	769	83	4	9
Oct 8	Facebook	Photo	Your smile, your pace. Ask for a break, music or a blanket at any ti…	260	6	0	0
Oct 8	Instagram	Photo	Your smile, your pace. Ask for a break, music or a blanket at any ti…	582	47	3	4
Oct 12	Facebook	Carousel	Behind the scenes: how we clean and sterilize every instrument b…	375	16	2	2
Oct 12	Instagram	Carousel	Behind the scenes: how we clean and sterilize every instrument b…	495	37	2	1
Oct 14	Instagram	Photo	Halloween candy tip from Dr. Patel: enjoy it with a meal rather th…	508	39	3	4
Oct 14	Facebook	Photo	Halloween candy tip from Dr. Patel: enjoy it with a meal rather th…	171	3	0	0
Oct 15	Instagram	Photo	Thank you to the Pelicans Little League families for a great seaso…	748	85	6	4
Oct 15	Facebook	Photo	Thank you to the Pelicans Little League families for a great seaso…	369	15	1	1
Oct 19	Facebook	Reel	A day at Bayview Smiles in 20 seconds: coffee at 7:30, first patie…	707	55	6	5
Oct 19	Instagram	Reel	A day at Bayview Smiles in 20 seconds: coffee at 7:30, first patie…	555	46	2	4
Oct 21	Facebook	Photo	Whitening consultations are free. We'll talk through the options, …	405	17	2	2
Oct 21	Instagram	Photo	Whitening consultations are free. We'll talk through the options, …	504	38	2	4
Oct 22	Facebook	Photo	Insurance questions? Our front desk checks your coverage before…	396	17	2	1
Oct 22	Instagram	Photo	Insurance questions? Our front desk checks your coverage before…	300	13	0	0
Oct 26	Instagram	Carousel	Meet the team: Dr. Patel, Rosa, Marisol and Kevin. Swipe to see …	411	25	2	3
Oct 26	Facebook	Carousel	Meet the team: Dr. Patel, Rosa, Marisol and Kevin. Swipe to see …	274	7	0	0
Oct 28	Facebook	Photo	Many dental plans reset in January. Call us and we'll check what's…	220	5	0	0
Oct 28	Instagram	Photo	Many dental plans reset in January. Call us and we'll check what's…	353	18	1	0
Oct 29	Facebook	Reel	Our hygienist explains what a cleaning feels like, step by step, for …	419	18	2	3
Oct 29	Instagram	Reel	Our hygienist explains what a cleaning feels like, step by step, for …	919	125	12	5