PERFORMANCE REPORT · AUGUST REPORT

MidSouth Safety & Environmental

MidSouth Safety & Environmental had a strong August, with Google showing your business to more people than ever and website visits up sharply year over year. A few areas like profile interactions and directions requests dipped, so we have a clear plan to keep the momentum going.

+69.4%	+15.1%	85%
More website clicks vs. last year	More Google profile interactions vs. last year	Pins ranking in top 3 for 'safety consulting'

WHAT'S WORKING

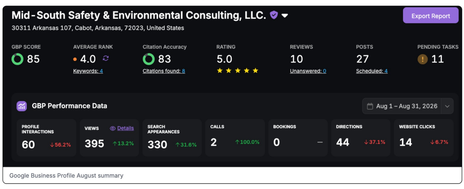
Your wins this period

330 GOOGLE SEARCH APPEARANCES

GOOGLE SEARCH

More People Found You on Google This Month

Your business showed up in Google searches 330 times in August, up nearly 32%.



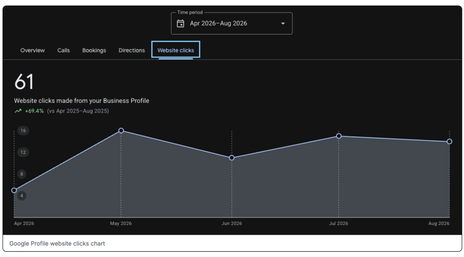
Google Business Profile August summary

61 WEBSITE CLICKS (APR–AUG)

GOOGLE SEARCH

Google Profile Clicks Up Nearly 70%

61 people clicked your website from Google Maps — up 69% vs last year.



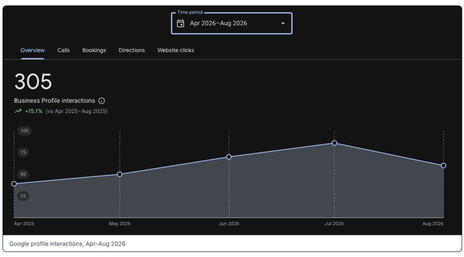
Google Profile website clicks chart

305 GOOGLE PROFILE INTERACTIONS

GOOGLE SEARCH

More People Are Engaging With Your Google Listing

305 people clicked, called, or visited your Google profile — up 15% from last year.



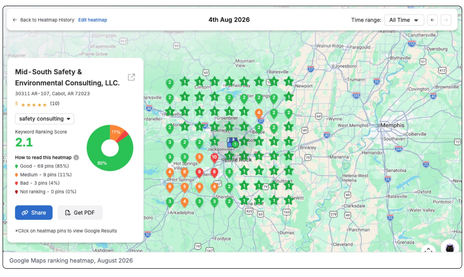
Google profile interactions, Apr–Aug 2026

85% TOP 3 RANKINGS COVERAGE

GOOGLE SEARCH

Showing Up #1 Across

Mid-South ranks at the top of Google Maps for safety consulting across most of the state.



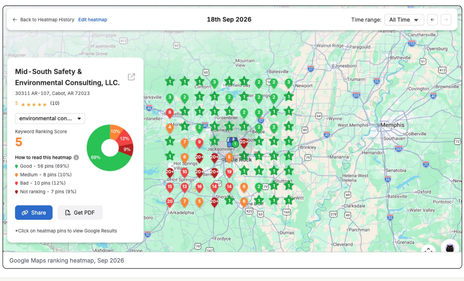
Google Maps ranking heatmap, August 2026

69% AREA RANKING #1–3

GOOGLE SEARCH

Dominating Local Search Across Central Arkansas

Nearly 7 in 10 map locations show Mid-South ranking in the top 3 on Google.



Google Maps ranking heatmap, Sep 2026

SCORECARD

The numbers, side by side

CATEGORY	WHAT WE'RE MEASURING	WHERE YOU STAND	STATUS
Google Search	Overall Google profile health score	85/100	Strong
Google Search	Average position in local search results	4.0	Opportunity
Google Search	How accurate your business info is across the web	83/100	Strong
Google Search	Star rating	5.0 (10 reviews)	Strong
Google Search	Times people asked for directions in Aug **This really doesn't apply to your business**	44 (↓37.1%)	Opportunity
Google Search	Times people called from your Google listing in Aug	2 (↑100%)	Strong
Website Analytics	Website clicks from Google profile in Aug	14 (↓6.7%)	Opportunity
Website Analytics	Website clicks Apr–Aug 2026 total	61 (↑69.4% vs last year)	Strong
Google Search	Total Google profile interactions Apr–Aug 2026	305 (↑15.1% vs last year)	Strong
Google Search	How often Google showed your profile in Aug	330 searches (↑31.6%)	Strong
Google Search	Map ranking for 'safety consulting' (Aug 4)	Score 2.1 — 85% good	Strong
Google Search	Map ranking for 'environmental consulting' (Sep 18)	Score 5 — 69% good	Opportunity

THE PLAN

How we push to win next

1 **Improve 'environmental consulting' map rankings**
Request reviews from current clients to increase authority

2 **Reverse the drop in profile interactions**
Add photos and a fresh offer post to your Google profile to encourage more clicks and calls.

3 **Align Website with Growing Google Visibility**
Your website management will be integral in showing up in AI search.

4 **Build citation accuracy to 90+**
Purchase Citations with Press Releases and Citation Campaigns. **Again this is an AI play**