

Visibility is compounding.

MD Cleaners grew from 207 to 774 Google search impressions when the first 30 days are compared with the latest 30 days. Clicks rose from 5 to 15. The next opportunity is converting more of that visibility into visits and qualified inquiries.

PREPARED FOR	REPORTING PERIOD
MD Cleaners	March 2 - August 14, 2026
SOURCE	ISSUED
Google Search Console export	August 16, 2026

Scope note: Search Console clicks are visits from Google search results. They are not unique visitors, total sessions, leads, calls, or sales. Analytics and conversion data were not included in the supplied export.

More visibility, more clicks, better average position

The fairest comparison uses two equal 30-day windows: March 2-31 and July 16-August 14. Impressions increased 274%, clicks increased 200%, and the calculated impression-weighted average position improved by 3.48 positions.

LATEST 30-DAY IMPRESSIONS	LATEST 30-DAY CLICKS	AVERAGE POSITION	CLICK-THROUGH RATE
774 +274% from 207	15 +200% from 5	17.23 3.48 positions better	1.94% Down from 2.42%

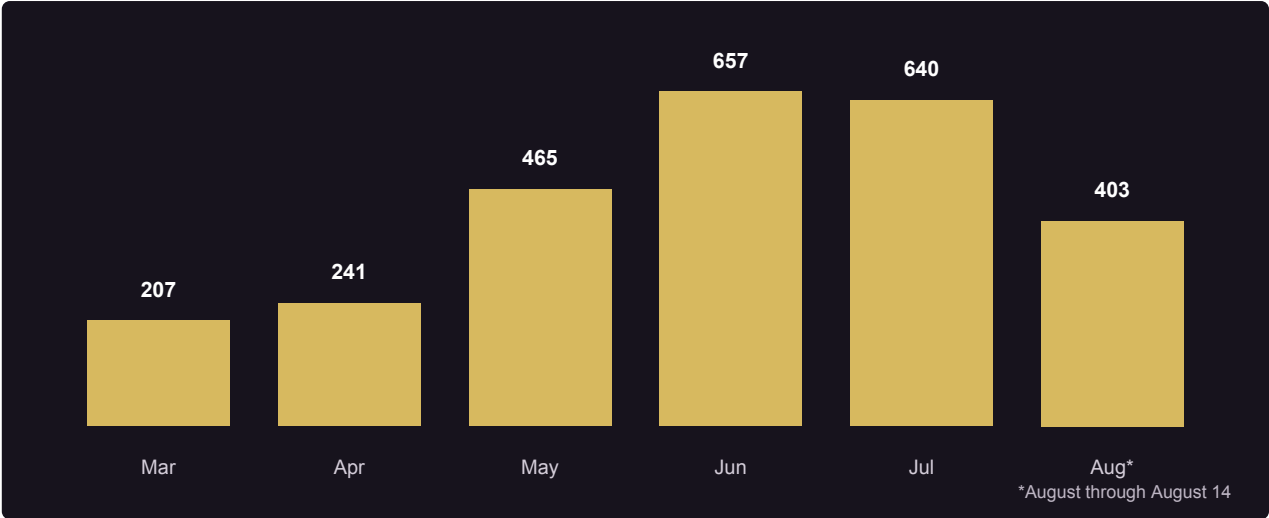
HONEST INTERPRETATION	Visibility and search clicks improved materially. CTR declined as the site appeared for more queries and often at lower positions. That is the next optimization target, not a detail to hide.
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Full-period baseline

TOTAL IMPRESSIONS	TOTAL CLICKS	OVERALL CTR	US CLICKS
2,613 Google web search	51 Not unique users	1.95% Clicks / impressions	50 98% of all clicks

Impressions grew from 207 in March to a 28.8-per-day pace in August

August is partial through August 14, so its raw total should not be compared with a full month. Its daily pace is the strongest in the export.



MONTH	CLICKS	IMPRESSIONS	CTR	AVG. POSITION*
March 2-31	5	207	2.42%	20.71
April	9	241	3.73%	22.84
May	7	465	1.51%	30.25
June	13	657	1.98%	17.11
July	10	640	1.56%	17.81
August 1-14	7	403	1.74%	16.45

*Position is calculated from daily rows and weighted by daily impressions.

Mobile converts visibility better

Mobile produced 29 clicks from 964 impressions, a 3.01% CTR. Desktop produced 22 clicks from 1,639 impressions, a 1.34% CTR.

The homepage carries the account

The canonical homepage generated 39 clicks and 1,675 impressions. Service pages need to capture more of the demand they are already receiving.

Google is already testing MD Cleaners for valuable service queries

These opportunity queries earned meaningful impressions but no clicks in the supplied query export. Search Console positions are averages, not guaranteed live rankings.

QUERY	CLICKS	IMPRESSIONS	POSITION	RECOMMENDED ACTION
hotels with same day dry cleaning	0	89	35.64	Add a precise answer without an unconditional turnaround promise.
bulk dry cleaning nyc	0	78	13.85	Clarify bulk and wholesale service on the homepage.
uniform cleaning services	0	43	13.35	Align the uniform page title, H1, and hero description.
medical uniform cleaning	0	43	25.40	Clarify the medical-uniform title, H1, and hero description.
wholesale dry cleaners	0	35	7.89	Improve snippet relevance for a page-one opportunity.

What this changed in the site

Bulk and wholesale The homepage now names commercial and wholesale dry cleaning in its title and H1, while the existing hero description explains scheduled pickup and the organizations served.	Commercial uniforms The uniform page now names the service in its title, H1, metadata, and existing hero description.
Hotel express service The hotel page uses its existing FAQ pattern to answer same-day intent accurately: availability depends on item, volume, pickup time, and route schedule.	Medical garments The healthcare page now names medical uniform cleaning in its title, H1, metadata, and existing hero description.

Four practical improvements, grounded in the export

01. Canonical consolidation Permanent Netlify redirects consolidate extensionless duplicate paths into the preferred .html URLs. Canonical tags and the sitemap reinforce the same choice.	02. Query-aligned service copy Titles, headings, and existing hero descriptions now name bulk dry cleaning, uniforms, medical garments, and multi-property programs in the language customers searched. The hotel page adds an accurate answer through its existing FAQ pattern.
03. Cleaner search snippets Homepage, uniform, and hotel titles and descriptions are shorter, service-specific, and aligned with visible content.	04. Entity and freshness support Structured data matches the visible copy and includes updated modification dates. llms.txt provides a supplemental service reference, not a ranking promise.

Why canonical consolidation matters

The page export listed both .html and extensionless URLs for several services. Google describes redirects as a strong canonical signal, rel=canonical as another strong signal, and sitemap inclusion as supporting evidence. The deployment now aligns all three.

After deployment, Search Console URL Inspection should confirm which canonical Google selects.

What this release does not promise

No technical change guarantees rankings, AI citations, clicks, leads, or revenue. Google's own guidance says foundational SEO remains relevant for generative AI search and there is no special markup required for AI Overviews or AI Mode.

The next win is conversion

Visibility is moving in the right direction. The next report should connect search performance to qualified calls, quote requests, and revenue without overclaiming what the current export can show.

Raise service-page CTR Measure whether the revised hotel and uniform snippets earn more clicks over the next 28-56 days.	Connect calls and forms Add or verify GA4 conversion events and call tracking so search clicks can be tied to inquiries.
Monitor canonicals Use URL Inspection to confirm Google selects the intended .html URLs after the redirects are live.	Expand proven topics Build supporting content only where real query demand appears: wholesale, uniforms, hotels, and medical garments.

Methodology and limitations

- Source: Google Search Console export supplied August 16, 2026. Search type: Web. Available daily rows run from March 2 through August 14, 2026.
- Totals are sums of daily clicks and impressions. CTR is clicks divided by impressions.
- Average position is calculated from daily rows and weighted by daily impressions. It may differ slightly from an interface summary.
- August is partial through August 14 and is not treated as a full month.
- Search Console can omit anonymized low-volume queries, so query totals may not equal site totals.
- The trend and release history are consistent with improving visibility, but this observational export cannot prove that any single optimization caused the change.

Confidence

High confidence: impressions, clicks, CTR, device totals, country totals, and equal-window comparisons derived from the supplied export.

Medium confidence: staged SEO, AEO, and entity work contributed to the direction of travel. The timing is consistent, but causality is not isolated.

Evidence used

Primary performance source

Google Search Console export for mdcleanersnyc.com supplied by the client on August 16, 2026: Chart, Queries, Pages, Countries, Devices, Search appearance, and Filters CSV files.

Official technical references

Google Search Central - AI features and your website

<https://developers.google.com/search/docs/appearance/ai-features>

Google Search Central - What is canonicalization

<https://developers.google.com/search/docs/crawling-indexing/canonicalization>

Google Search Central - How to specify a canonical URL

<https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls>

BOTTOM LINE

MD Cleaners is earning materially more Google visibility and more search clicks than it did in its first 30 days. The next phase is to improve service-page click-through rate and connect search activity to calls, forms, and revenue.