MARKETING INTELLIGENCE · EXAMPLE REPORT · GOVERNMENT

Corella Valley Council Monthly Intelligence

October 2026

KnowYourMarket.ai

WHAT HAPPENED TO LAST MONTH'S ACTIONS

DONE: ONLINE REQUESTS

Rebuild the hard waste booking form as a three step form

The hard waste page recorded 1,148 online bookings from organic search alone in October, and the share of visitors who finished the form rose to 16.4% from 9.8%.

Owner: Digital services

DONE: EMAIL UNIQUE CLICKS

Send a dedicated hard waste week email ahead of the newsletter

The hard waste email drew 4,968 unique clicks from 31,050 sends, a 16.00% click rate against 9.00% for the October newsletter.

Owner: Communications

ACTION	OWNER	DUE	STATUS	WHAT HAPPENS NOW
Publish plain English pages for pool fence and tree removal rules	Planning and building	31 Oct 2026	OPEN	Carries into November 2026

Owner: who is doing this, as set by your team in the app.

SUMMARY

Online requests reached a 13-month high as hard waste week moved residents from the phone to the website.

ONLINE REQUESTS

5,706

Prev month: 4,480

↑ 27.4%

WEBSITE SESSIONS

117,916

Prev month: 107,544

↑ 9.6%

FACEBOOK VIEWS

312,400

Prev month: 268,900

↑ 16.2%

Requests lodged online rose to 5,706 from 4,480, the highest in 13 months, on Meta Ads spend of $4,600.00 across three campaigns. Email sessions rose 44.2% and Paid Social 21.6% in the month of hard waste week and the Riverside Park consultation, and Facebook views reached 312,400.

WHAT HAPPENED THIS MONTH

WORK COMPLETED IN OCTOBER 2026

Hard waste booking form rebuilt WORK COMPLETED

2 Oct 2026 · Website

A single long form replaced with three steps: address, items, collection week. Confirmation now sent by text message.

Hard waste week CAMPAIGN

5 Oct 2026 to 18 Oct 2026 · Email, Meta Ads, Facebook

Dedicated email to all subscribers, a traffic campaign on Meta and four Facebook posts.

Have your say: Riverside Park masterplan CONSULTATION

12 Oct 2026 to 8 Nov 2026 · Email, Meta Ads, Facebook, LinkedIn

Online survey and two drop in sessions. 1,412 survey responses by 31 October.

Recycle Right campaign launched CAMPAIGN

19 Oct 2026 to 30 Nov 2026 · Meta Ads, Facebook

Six week awareness campaign on what belongs in the yellow lid bin.

Rates instalment reminder sent WORK COMPLETED

26 Oct 2026 · Email

Logged by your team in the app.

FACEBOOK PAGE PERFORMANCE

NEW FOLLOWERS

186

Prev month: 142

↑ 31.0%

TOTAL FOLLOWERS

24,880

Live count at report time

VIEWS

312,400

Prev month: 268,900

↑ 16.2%

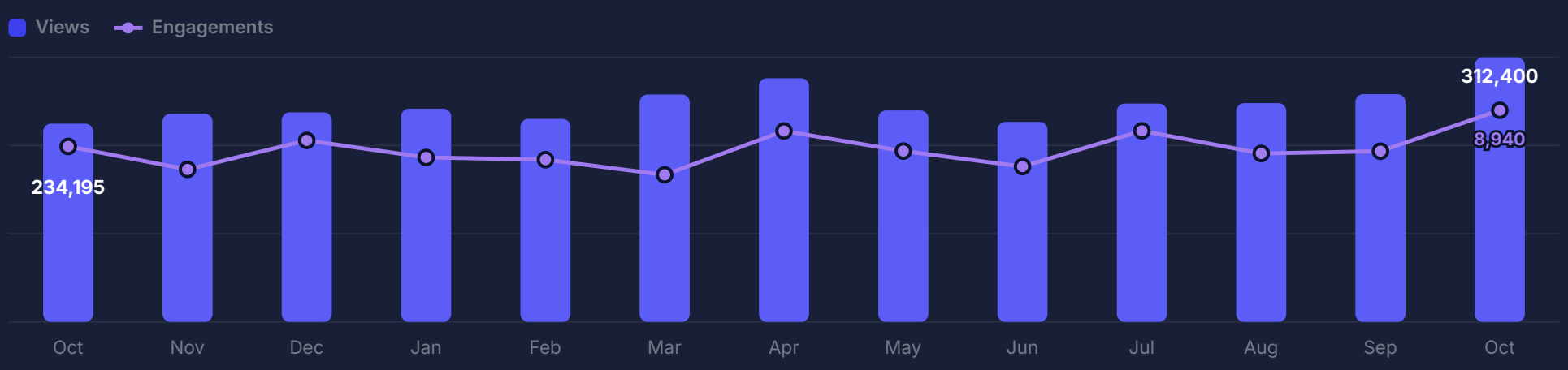
ENGAGEMENTS

8,940

Prev month: 7,210

↑ 24.0%

13 MONTHS: VIEWS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

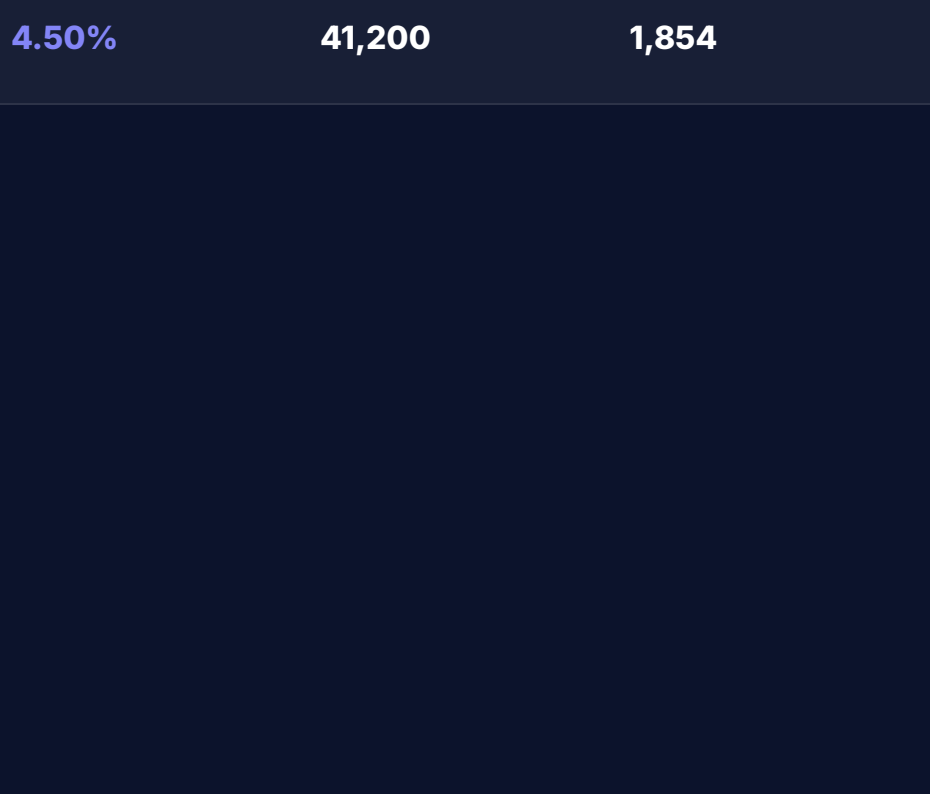
MONTH	NEW FOLLOWERS	VIEWS	ENGAGEMENTS
Oct 2026	186	312,400	8,940
Sep 2026	142	268,900	7,210
Aug 2026	131	258,371	7,113
Jul 2026	176	257,799	8,073
Jun 2026	181	236,227	6,565
May 2026	102	249,770	7,216
Apr 2026	160	287,725	8,065
Mar 2026	139	268,541	6,213
Feb 2026	119	239,733	6,851
Jan 2026	134	251,801	6,944
Dec 2025	149	247,460	7,669
Nov 2025	142	245,855	6,444
Oct 2025	144	234,195	7,415

FACEBOOK: KEY LEARNINGS

KEY LEARNINGS

- **Views and engagements both reached 13-month highs.** Facebook delivered 312,400 views in October, up from 268,900, and engagements rose to 8,940 from 7,210. New followers rose to 186 from 142.
- **Service posts outperformed announcements.** The hard waste week post led the month with 41,200 views and 1,854 engagements (4.50%), most of them residents tagging neighbours and asking what can be collected.
- **Consultation posts draw comment, and need answers.** The Riverside Park post drew 1,072 engagements from 26,800 views (4.00%), including 318 comments. Questions answered within the day keep a consultation thread useful to the residents reading it.

FACEBOOK: TOP PERFORMING POSTS



Hard waste week starts Monday. Book your collection online in two minutes, and check the list of what we can and cannot take.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.50%	41,200	1,854



A new playground, more shade or a longer river path? Tell us what Riverside Park needs. The survey is open until 8 November.

View Post →

ENG. RATE	VIEWS	ENGAGEMENTS
4.00%	26,800	1,072

LINKEDIN PAGE PERFORMANCE

NEW FOLLOWERS
88
Prev month: 71
↑ 23.9%

TOTAL FOLLOWERS
6,340
Prev month: 6,252
↑ 1.4%

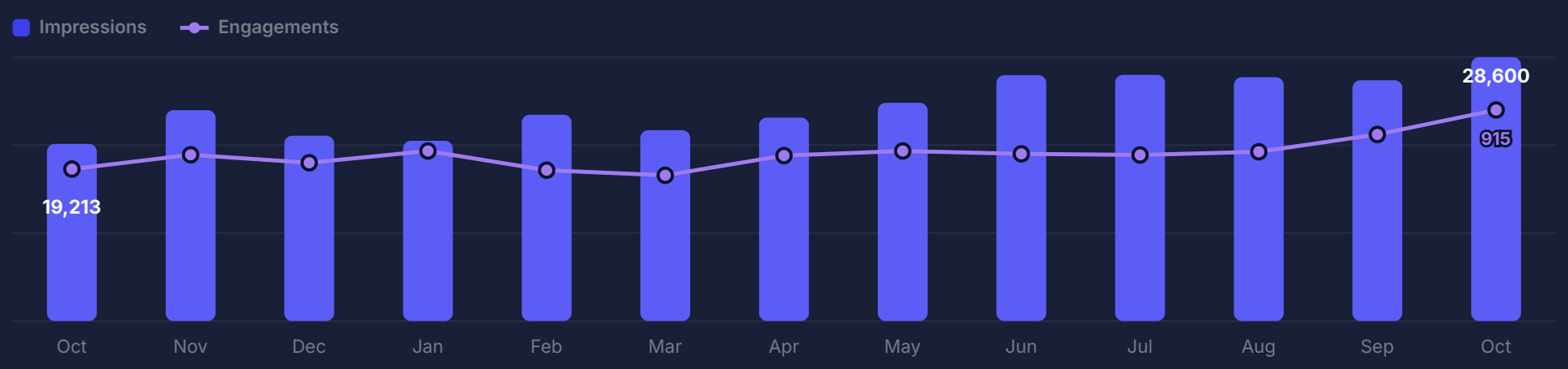
IMPRESSIONS
28,600
Prev month: 26,100
↑ 9.6%

ENGAGEMENTS
915
Prev month: 809
↑ 13.1%

ENGAGEMENT RATE
3.20%
Prev month: 3.10%
↑ 3.2%

POSTS
9
Published this month

13 MONTHS: IMPRESSIONS AND ENGAGEMENTS



13-MONTH RESULTS OVERVIEW

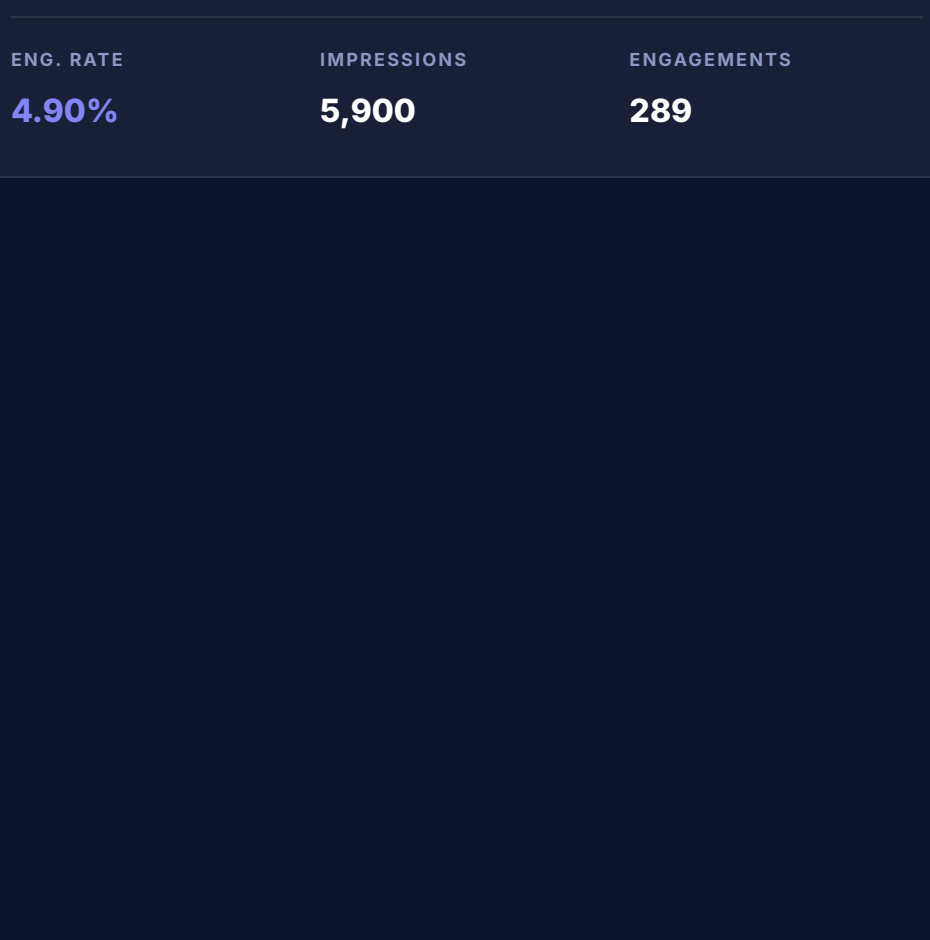
MONTH	NEW FOLLOWERS	IMPRESSIONS	ENGAGEMENTS	ENG. RATE
Oct 2026	88	28,600	915	3.20%
Sep 2026	71	26,100	809	3.10%
Aug 2026	61	26,430	734	2.78%
Jul 2026	82	26,693	720	2.70%
Jun 2026	80	26,656	725	2.72%
May 2026	76	23,657	737	3.12%
Apr 2026	83	22,052	717	3.25%
Mar 2026	67	20,689	632	3.05%
Feb 2026	75	22,365	654	2.92%
Jan 2026	48	19,533	737	3.77%
Dec 2025	64	20,081	686	3.42%
Nov 2025	70	22,863	721	3.15%
Oct 2025	62	19,213	659	3.43%

LINKEDIN: KEY LEARNINGS

KEY LEARNINGS

- **Impressions and engagements rose modestly.** The council page delivered 28,600 impressions, up from 26,100, and 915 engagements, up from 809, for a 3.20% engagement rate.
- **Recruitment is what LinkedIn is used for.** "We are hiring: graduate planners" led the month with 5,900 impressions and 289 engagements (4.90%). Job posts have been the top post in four of the last six months.
- **Budget and planning posts reach the business audience.** The budget snapshot post drew 139 engagements from 4,100 impressions, mostly from local business owners and consultants.

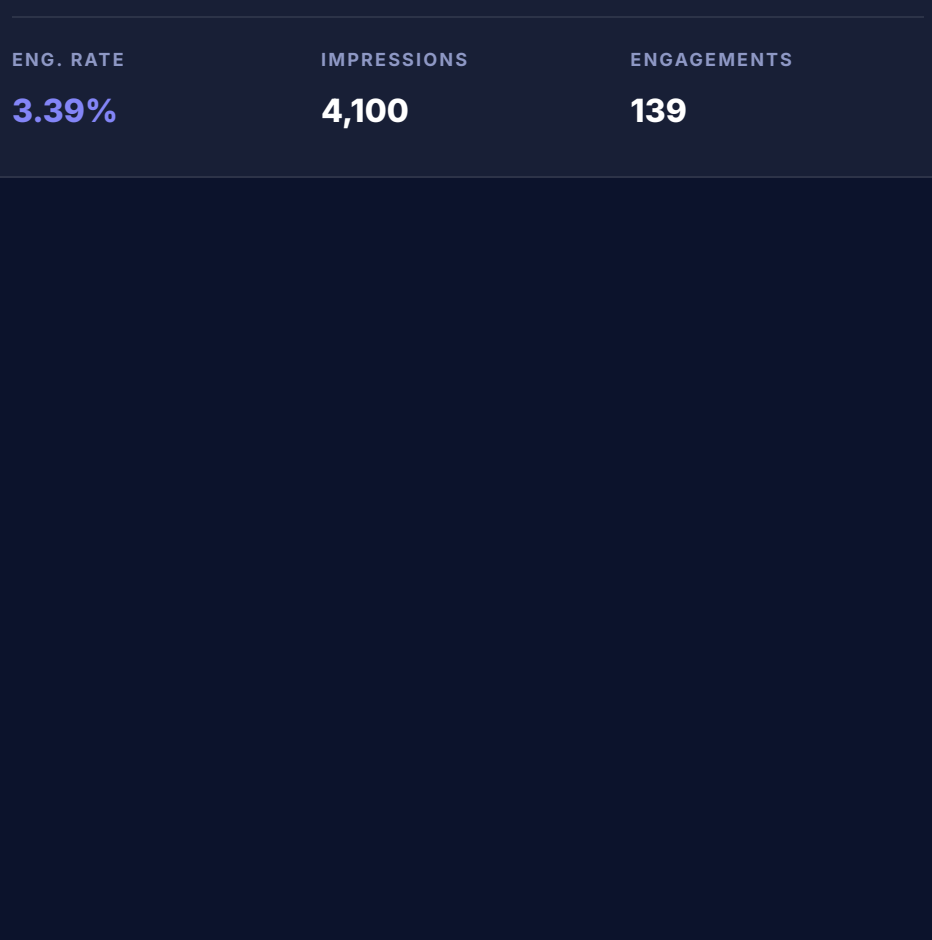
LINKEDIN: TOP PERFORMING POSTS



Three graduate planner roles are open in our city planning team. Applications close 14 November.

View Post →

ENG. RATE	IMPRESSIONS	ENGAGEMENTS
4.90%	5,900	289



Where every $100 of rates goes this year, in one picture. Roads and footpaths take the largest share.

View Post →

ENG. RATE	IMPRESSIONS	ENGAGEMENTS
3.39%	4,100	139

META ADS PERFORMANCE

TOTAL LINK CLICKS
7,480
Across all campaigns

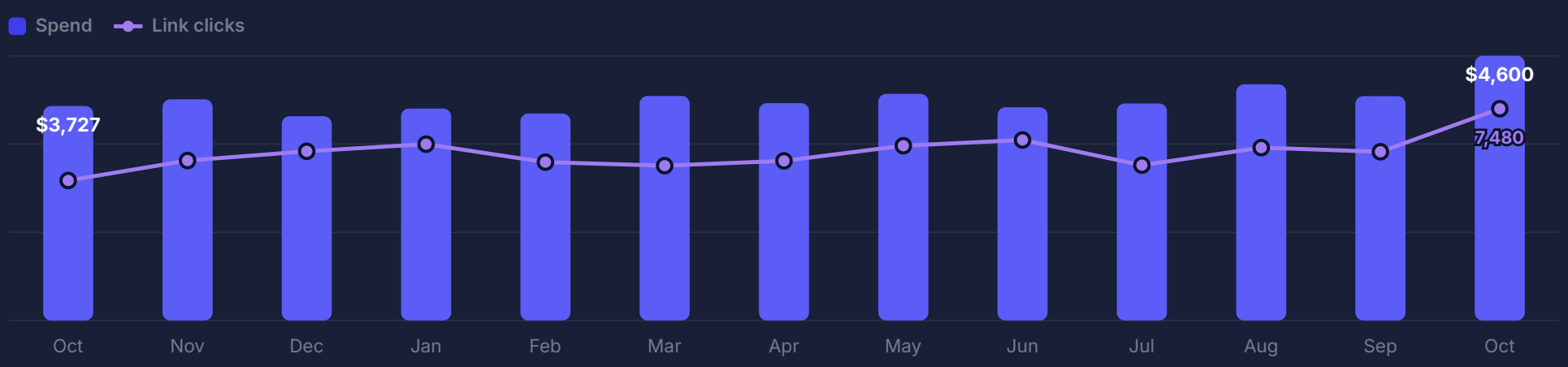
TOTAL IMPRESSIONS
661,600
Across all campaigns

TOTAL REACH
216,500
Across all campaigns

TOTAL AD SPEND
$4,600.00
Across all campaigns

AVG CTR
1.13%
Blended across campaigns

13 MONTHS: SPEND AND LINK CLICKS



CAMPAIGN	LINK CLICKS	IMPRESSIONS	REACH	CTR	SPEND
CVC | Hard Waste Bookings | Traffic	3,480	151,600	61,900	2.30%	$900.00
CVC | Recycle Right | Awareness	2,140	386,000	96,400	0.55%	$2,400.00
CVC | Have Your Say | Riverside Park	1,860	124,000	58,200	1.50%	$1,300.00
Total	**7,480**	**661,600**	**216,500**	1.13%	**$4,600.00**

META ADS: KEY LEARNINGS

KEY LEARNINGS

- **The hard waste campaign bought the cheapest clicks.** Hard Waste Bookings delivered 3,480 link clicks from $900.00, or $0.26 a click, against $0.70 for the Riverside Park consultation campaign.
- **Recycle Right reached most of the municipality in two weeks.** The awareness campaign reached 96,400 people for $2,400.00 in its first 13 days. It runs to 30 November, so November is the month to read against contamination rates from the waste contractor.
- **Paid Social sessions rose 21.6%.** Meta Ads delivered 7,480 link clicks from 661,600 impressions on $4,600.00, and Paid Social recorded 512 online requests on the website.

EMAIL MARKETING

EMAILS SENT

111,630

Prev month: 80,900

↑ 38.0%

OPEN RATE

50.4%

Prev month: 47.2%

↑ 6.8%

UNIQUE CLICKS

12,947

Prev month: 7,640

↑ 69.5%

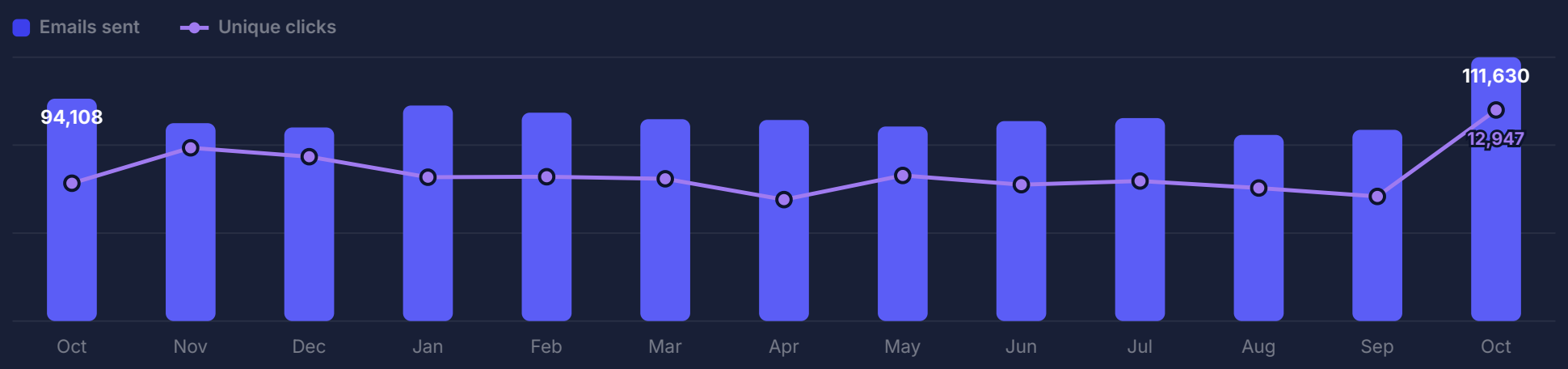
CLICK RATE

11.60%

Prev month: 9.44%

↑ 22.8%

13 MONTHS: EMAILS SENT AND UNIQUE CLICKS



CAMPAIGN	SENT	OPENS	OPEN RATE	UNIQUE CLICKS	CLICK RATE
Hard waste week: book your collection	31,050	16,767	54.0%	4,968	16.00%
Corella Valley News: October	31,200	14,976	48.0%	2,808	9.00%
Have your say: Riverside Park masterplan	30,980	13,321	43.0%	1,859	6.00%
Rates instalment reminder	18,400	11,224	61.0%	3,312	18.00%

EMAIL: KEY LEARNINGS

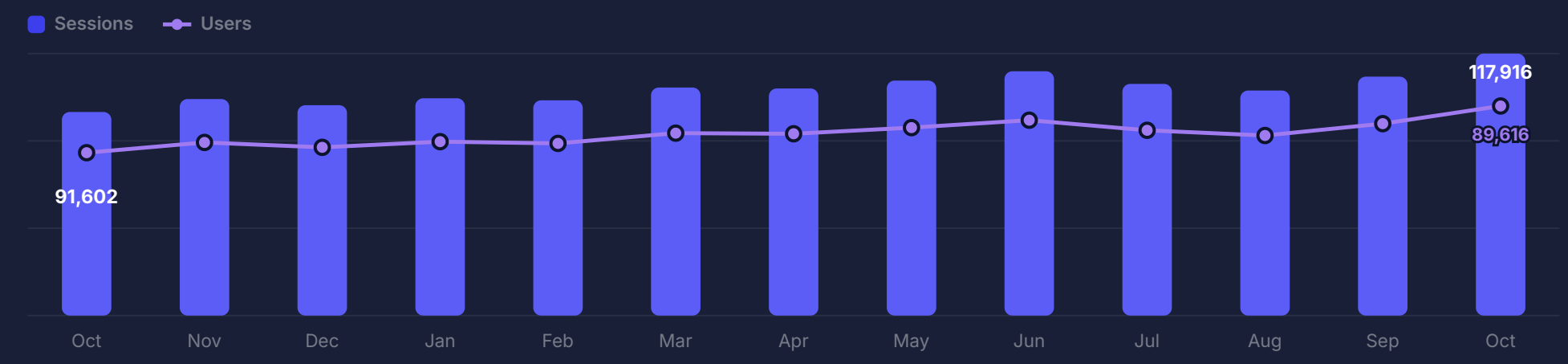
KEY LEARNINGS

- **Single purpose emails outperform the newsletter.** The hard waste email drew a 16.00% click rate and the rates reminder 18.00%, against 9.00% for the October newsletter, which carried eleven stories.
- **Email is the fastest growing source of online requests.** Email sessions rose 44.2% to 11,860 and recorded 1,420 online requests, one for every 8 sessions, the highest rate of any channel.
- **The consultation email was opened but not clicked.** The Riverside Park email was opened by 43.0% of recipients and clicked by 6.00%. The survey link sat below two paragraphs of background.

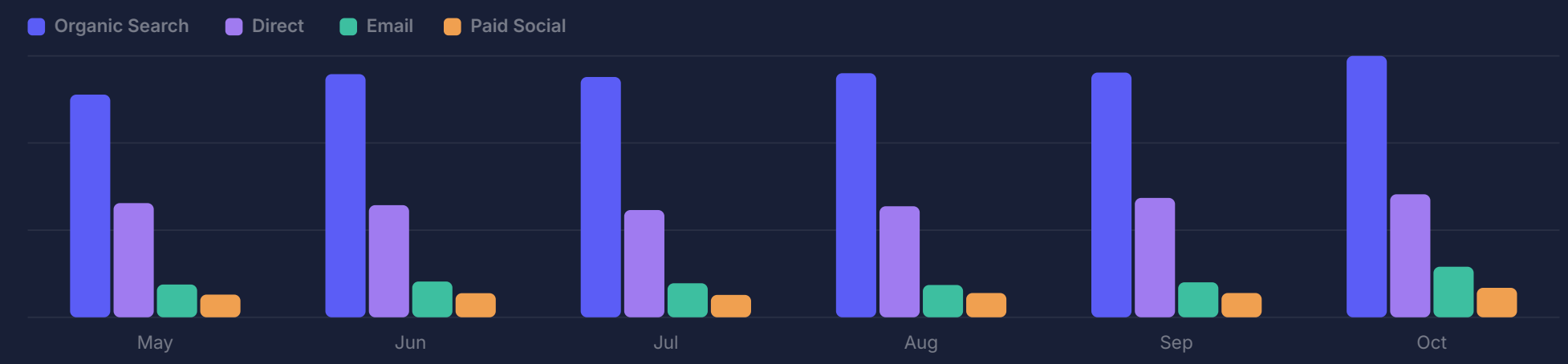
WEBSITE TRAFFIC

USERS	SESSIONS	NEW USERS	ONLINE REQUESTS
89,616	**117,916**	**51,977**	**5,706**
Prev month: 82,060	Prev month: 107,544	Prev month: 47,119	Prev month: 4,480
↑ 9.2%	↑ 9.6%	↑ 10.3%	↑ 27.4%

13 MONTHS: SESSIONS AND USERS, EVERY CHANNEL



SESSIONS BY CHANNEL, LAST 6 MONTHS (TOP 4 CHANNELS)



TRAFFIC BY CHANNEL

CHANNEL	SESSIONS	SHARE	VS PREV MONTH	USERS	NEW USERS	AVG ENGAGEMENT	ONLINE REQUESTS
Organic Search	61,400	52.1%	↑ 6.8%	47,892	28,735	1m 26s	2,140
Direct	28,900	24.5%	↑ 3.1%	21,386	9,624	1m 11s	1,180
Email	11,860	10.1%	↑ 44.2%	8,302	1,245	1m 58s	1,420
Paid Social	6,910	5.9%	↑ 21.6%	6,081	4,865	0m 34s	512
Organic Social	5,240	4.4%	↑ 14.9%	4,454	2,672	0m 52s	268
Referral	3,120	2.6%	↓ 2.2%	2,496	1,498	1m 17s	164
AI Assistant	486	0.4%	↑ 33.5%	437	371	1m 36s	22
Total (whole site)	**117,916**	**100.0%**	↑ 9.6%	**89,616**	**51,977**	-	**5,706**

Share is of sessions. One person can arrive through more than one channel, so users by channel can add up to more than the site total. Channels with fewer than 10 sessions are not listed.

KEY LEARNINGS

- **Online requests rose 27.4% on 9.6% more sessions.** Requests lodged online rose to 5,706 from 4,480 while sessions rose to 117,916. The rebuilt hard waste form converted more of the visitors who were already arriving.
- **Organic Search is the main way residents reach a service.** Organic Search sent 61,400 sessions (52.1% of the site) and 2,140 online requests.
- **Email and Paid Social carried the campaigns.** Email sessions rose 44.2% and Paid Social 21.6%. Between them the two channels recorded 1,932 online requests, 33.9% of the month's total.

SEARCH & SITE PERFORMANCE

ORGANIC SEARCH CLICKS

Google Search Console: clicks from Google search results to the site

48,900

Prev month: 45,700

↑ 7.0%

SEARCH IMPRESSIONS

Google Search Console: times the site appeared in Google search results

1,284,000

Prev month: 1,221,000

↑ 5.2%

AVG CTR

Google Search Console: clicks as a share of impressions

3.81%

Prev month: 3.74%

↑ 1.8%

AVG POSITION

Google Search Console: average ranking in Google search results

6.4

Prev month: 6.6

↑ 3.0%

ORGANIC USERS

GA4: people who visited from any search engine

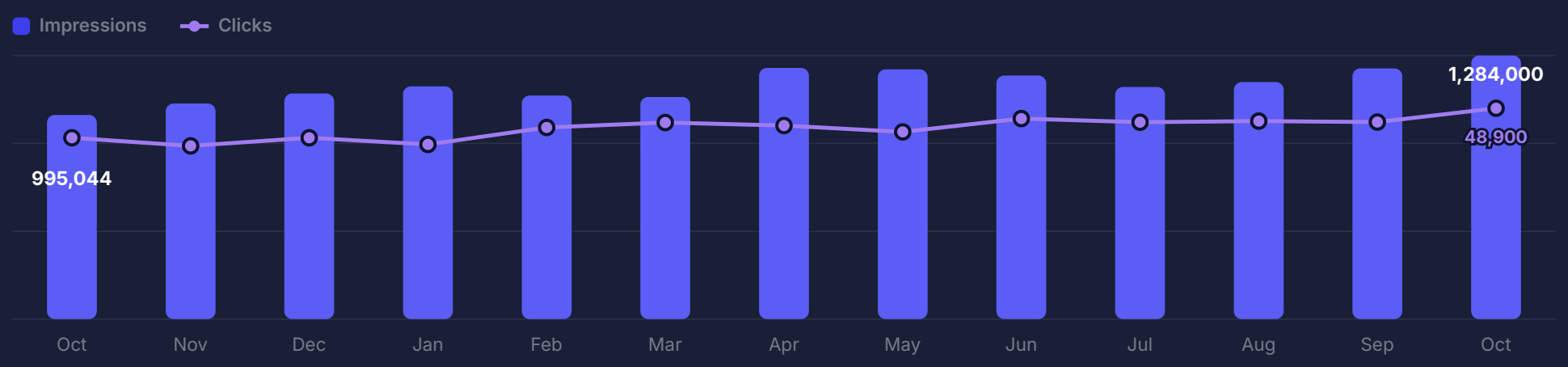
47,892

Prev month: 44,850

↑ 6.8%

Clicks and organic users come from two different tools. Search Console counts every click from Google's results; GA4 counts the people who arrived from any search engine (Google, Bing and others), each person once however many times they click. That is why the two can move in opposite directions in the same month.

13 MONTHS: SEARCH DEMAND (IMPRESSIONS) AND ORGANIC CLICKS



13-MONTH RESULTS OVERVIEW

MONTH	CLICKS	IMPRESSIONS	CTR	POSITION	ORGANIC USERS
Oct 2026	48,900	1,284,000	3.81%	6.4	47,892
Sep 2026	45,700	1,221,000	3.74%	6.6	44,850
Aug 2026	45,924	1,155,007	3.98%	6.4	44,997
Jul 2026	45,656	1,130,594	4.04%	6.7	41,634
Jun 2026	46,502	1,186,489	3.92%	7.0	44,504
May 2026	43,407	1,216,920	3.57%	6.8	42,173
Apr 2026	44,883	1,223,293	3.67%	6.9	42,408
Mar 2026	45,586	1,081,943	4.21%	7.5	43,327
Feb 2026	44,435	1,088,926	4.08%	7.4	40,262
Jan 2026	40,500	1,134,069	3.57%	7.6	40,544
Dec 2025	42,046	1,098,799	3.83%	7.4	40,681
Nov 2025	40,186	1,050,525	3.83%	7.4	39,388
Oct 2025	42,040	995,044	4.22%	7.6	41,922

TOP SEARCH QUERIES

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
corella valley council	6,840	9,100	75.16%	1.0
hard waste collection corella valley	3,920	5,600	70.00%	1.0
corella valley council rates	2,210	3,400	65.00%	1.0
bin collection day	1,960	31,200	6.28%	3.8
corella valley tip opening hours	1,740	2,300	75.65%	1.0
dog registration	1,120	28,400	3.94%	5.6
pool fence regulations	684	19,700	3.47%	7.9
how to dispose of paint	512	22,100	2.32%	9.2
corella valley library	498	760	65.53%	1.0
planning permit application	371	14,800	2.51%	8.4

TOP LANDING PAGES (ORGANIC)

PAGE	SESSIONS	USERS	NEW USERS	AVG ENGAGEMENT	ONLINE REQUESTS
/	12,400	9,672	7,440	0m 58s	310
/waste/hard-waste-collection	6,980	5,444	4,188	2m 11s	1,148
/waste/bin-collection-days	5,210	4,064	3,126	0m 44s	0
/rates/pay-your-rates	4,640	3,619	2,784	1m 36s	412
/waste/tip-and-transfer-station	3,870	3,019	2,322	0m 39s	0
/pets/dog-registration	2,950	2,301	1,770	1m 44s	186
/planning/planning-permits	2,180	1,700	1,308	2m 22s	61
/building/pool-and-spa-safety	1,460	1,139	876	2m 3s	14
/libraries	1,390	1,084	834	1m 1s	9
/waste/a-to-z-disposal-guide	1,120	874	672	1m 28s	0

KEY LEARNINGS

- **Organic clicks rose 7.0% to a 13-month high.** Clicks rose to 48,900 from 45,700 and impressions to 1,284,000 from 1,221,000, while average position improved to 6.4 from 6.6.

- **Waste is the busiest subject on the site.** Four of the top ten organic landing pages are waste pages, drawing 17,180 sessions between them. The hard waste page converted 6,980 sessions into 1,148 bookings, one for every 6 sessions.

- **Rules questions rank lower than service questions.** "pool fence regulations" sits at position 7.9 and "how to dispose of paint" at 9.2, on 41,800 impressions between them. Residents asking about rules are more often sent to other websites.

KEYWORD RANKINGS & SHARE OF VOICE

SHARE OF VOICE
36%
Prev month: 34%

KEYWORDS TRACKED
12

RANKING (TOP 30)
12

PAGE 1 (TOP 10)
9

TOP 3
2

MONTHLY SEARCHES (AU)
28,600
Google searches a month across the list

SHARE OF VOICE ACROSS THE KEYWORD LIST

BUSINESS	VISIBILITY	SHARE	PAGE 1 KEYWORDS
Corella Valley Council YOU		36%	9
Banksia Shire Council		12%	3
Ironbark Regional Council		9%	2
Tallow Creek City Council		6%	2
Greyhaven Shire Council		3%	1

KEYWORD	MONTHLY SEARCHES (AU)	POSITION	LOCAL PACK	ADS ON PAGE
bin collection day	6,600	4 ↑1	-	0
dog registration	4,400	6	-	0
hard waste collection	3,600	3 ↑2	-	1
pool fence regulations	2,900	8 ↑1	-	2
how to dispose of paint	2,400	9 ↑2	-	1
planning permit application	1,900	8	-	0
green waste collection	1,600	5	-	0
tree removal permit	1,300	12	-	2
e waste drop off	1,300	11	-	1
community grants	1,000	7 ↑3	-	0
report a pothole	880	2 ↑1	-	0
food business registration	720	14 ↓1	-	0

Positions are Google Australia mobile results (top 30) checked weekly; the month shows the latest check. Share of voice weights each keyword by the click share its position earns and by its monthly search volume, so a #1 on a busy search counts for more than a #1 on a quiet one. Monthly searches are Google Ads averages for Australia.

AI SEARCH VISIBILITY

AI SHARE OF VOICE
46%
Answers that name you (prev month: 41%)

RECOMMENDED FIRST
28%
Answers where you are the top pick

YOUR SITE CITED
39%
Answers that link to your website

QUESTIONS COVERED
17 / 20
Named on at least one AI surface

UNBRANDED SHARE
34%
Leaving out questions that name you

AVERAGE PLACE
1.6
Among the businesses an answer names

AI SHARE OF VOICE VS COMPETITORS / PEERS



WHERE YOU ARE NAMED, BY AI SURFACE



WHERE YOU ARE NAMED: QUESTION TYPE BY AI SURFACE (ANSWERS NAMING YOU / ANSWERS)

QUESTION TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	ALL
Brand direct	4 / 4	4 / 4	4 / 4	4 / 4	4 / 4	100%
Local	3 / 5	2 / 5	4 / 5	3 / 5	3 / 5	60%
Use case	1 / 4	1 / 4	2 / 4	2 / 4	1 / 4	35%
Technical	0 / 4	0 / 4	1 / 4	1 / 4	0 / 4	10%
Comparison	1 / 2	1 / 2	1 / 2	-	1 / 2	50%

QUESTION A BUYER ASKED	TYPE	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI OVERVIEW	GOOGLE AI MODE	WHO AI PICKED
How do I book a hard waste collection in Corella Valley?	Brand direct	top pick	top pick	top pick	top pick	top pick	Corella Valley Council
What day is bin collection in Corella Valley?	Brand direct	top pick	top pick	top pick	top pick	top pick	Corella Valley Council
Where can I take old paint and chemicals near Corella Valley?	Local	named #1	absent	top pick	named #1	named #2	Corella Valley Council, Banksia Shire Council
Do I need a permit to remove a tree on my property in Corella Valley?	Local	absent	absent	named #2	absent	absent	Banksia Shire Council, state planning website
What are the pool fence rules for a backyard spa?	Technical	absent	absent	absent	named #3	absent	State building authority, Ironbark Regional Council
How do I register a dog and what does it cost?	Use case	named #2	named #1	top pick	named #2	absent	Corella Valley Council, Tallow Creek City Council
How do I object to a planning application near me?	Use case	absent	absent	named #2	absent	absent	State planning website, Banksia Shire Council
Which council has better services, Corella Valley or Banksia Shire?	Comparison	named #1	named #2	named #1	no answer	named #1	Corella Valley Council, Banksia Shire Council
Can I put soft plastics in the yellow bin?	Technical	absent	absent	absent	absent	absent	State recycling website

WEBSITES AI ANSWERS CITE MOST (WHERE TO EARN A MENTION)

WEBSITE	CITATIONS
corellavalley.example	96
stategovernment.example	71
banksiashire.example	28
recyclingnearyou.example	24
facebook.com	17
localnewsdaily.example	12
reddit.com	9

BUSINESSES AI RECOMMENDS THAT YOU DO NOT TRACK

BUSINESS	ANSWERS
State planning website	14
State recycling website	11
State building authority	9
Regional waste authority	6
Community legal centre	3

VISITS FROM AI ASSISTANTS

486

Prev month: 364

Sessions referred by ChatGPT, Perplexity, Gemini, Copilot, Claude

↑ 33.5%

ONLINE REQUESTS FROM AI VISITS

22

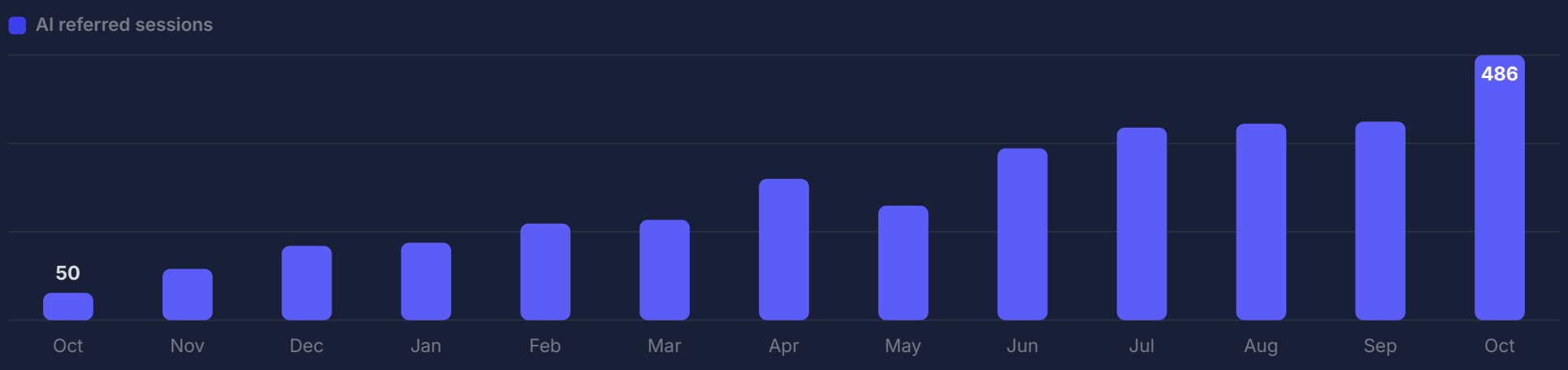
Conversions on those sessions

CHATGPT.COM

402

sessions this month

13 MONTHS: WEBSITE SESSIONS REFERRED BY AI ASSISTANTS



WHAT AI ASSISTANTS SAY

- **Named in nearly half of AI answers.** Corella Valley Council appears in 46% of 96 AI answers, up from 41%, or 34% leaving out questions that name it, and is the top pick in 28%. Its own website is cited in 39% of answers.
- **Service questions are answered from the council site.** Every answer about booking hard waste or bin days names the council and cites its pages. Residents asking an AI assistant get the right link.
- **Rules questions are answered from elsewhere.** Corella Valley Council is named in only 10% of technical answers. Questions about pool fences, tree permits and soft plastics are answered from state websites and neighbouring councils, sometimes with rules that differ locally.

WHO AI RECOMMENDS INSTEAD

1 **State websites and Banksia Shire Council**

Banksia Shire Council is named in 22% of answers, and among untracked sources the state planning website (14) and state recycling website (11) are named most.

THE ONE MOVE

1 Publish one plain English page for each rule residents ask about

Tree removal, pool and spa fences, and what goes in each bin are the three rule questions with no single council page to cite. A page for each, written as question and answer with the local rule stated first, gives AI assistants and Google a local source to cite.

Each question on the list is put to ChatGPT, Gemini, Claude and Perplexity (web search on) and to Google AI Overview and Google AI Mode (Australia, mobile) once a month; answers are read for every tracked business; latest check 2026-11-02. Share of voice is the share of answers that name a business.

TECHNICAL SEO

HEALTH SCORE	PAGES CHECKED	ISSUES FOUND
79%	**200**	**215**
Pages with no serious issue (prev month: 77%)	3,840 in the sitemap	across 148 pages

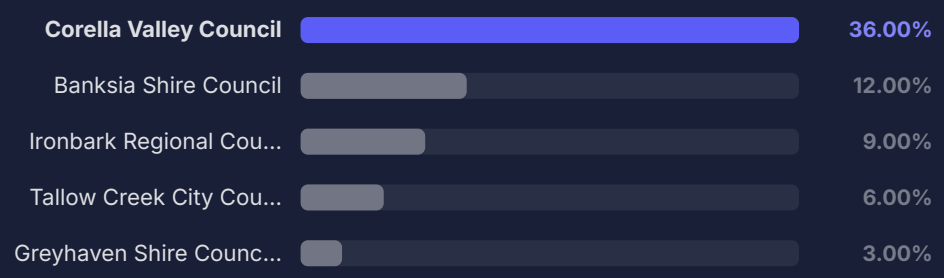
ISSUE	PAGES	EXAMPLES
Broken pages (error or no answer) Fix or remove them from the sitemap: Google and visitors hit a dead end.	11	/events/spring-festival-2025 (HTTP 404) /documents/budget-2024-25.pdf (HTTP 404) /planning/amendment-c112 (HTTP 404)
Sitemap pages that redirect List the final address in the sitemap so Google does not waste time.	23	/waste/hard-rubbish (goes to /waste/hard-waste-collection) /animals (goes to /pets)
Duplicate page titles Pages with the same title compete with each other in Google.	34	/your-council/meetings/2026-08 (same as 11 other pages) /your-council/meetings/2026-09 (same as 11 other pages)
Missing meta description Google writes its own snippet, often a worse one.	61	/building/pool-and-spa-safety /planning/tree-removal /waste/a-to-z-disposal-guide
Pages with images missing alt text Alt text helps image search and accessibility.	72	/parks/riverside-park (9 of 11 images) /libraries (4 of 8 images)
Slow server response (over 2 s) Slow first byte drags down speed scores and rankings.	14	/planning/planning-register (4.8 s) /your-council/meetings (3.1 s)

No issues: pages set to noindex, canonical points to another page, missing page title, missing H1 heading.

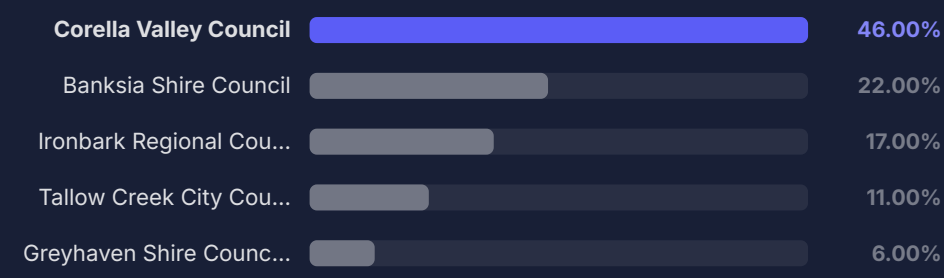
Weekly scan of the homepage and up to 200 sitemap pages (the sitemap is larger, so this is a sample); latest scan 2026-11-01.

COMPETITORS / PEERS

SHARE OF VOICE ON TRACKED KEYWORDS



AI SHARE OF VOICE (ANSWERS THAT NAME THE ORGANISATION)



INSTAGRAM FOLLOWERS



NEW PAGES THIS MONTH



ORGANISATION	IG FOLLOWERS	POSTS / 30D	ACTIVE META ADS	NEW PAGES THIS MONTH	REFERRING DOMAINS	AI SHARE OF VOICE
Corella Valley Council YOU	9,120	26	3 campaigns	31	2,140	46%
Banksia Shire Council	14,600 ↑ 1.2%	41	9 4 new	58	2,980	22%
Ironbark Regional Council	6,850 ↑ 0.4%	19	2	17	1,610	17%
Tallow Creek City Council	11,900 ↑ 0.9%	33	5 1 new	26	2,260	11%
Greyhaven Shire Council	2,310 ↑ 0.1%	8	-	4	540	6%

WHAT THE COMPETITION DID

- **Banksia Shire Council published the most new pages.** Banksia Shire Council added 58 pages this month against 31 for Corella Valley Council, including a set of plain English guides to permits that AI answers already cite.
- **Banksia Shire Council is advertising a food organics rollout.** Banksia Shire Council showed 9 active Meta ads with 4 new this month, the new ones for its food and garden organics bin rollout.
- **Tallow Creek City Council posts more and reaches fewer.** Tallow Creek City Council published 33 Instagram posts in 30 days against 26 for Corella Valley Council, and is named in 11% of AI answers against 46%.

THE ONE THING TO TAKE FROM IT

1 Borrow the permit guide format

Banksia Shire Council's plain English permit guides are the pages AI assistants cite when a Corella Valley resident asks about tree removal. The same format on the Corella Valley site puts the local rule in front of the local resident.

COMMERCIAL IMPLICATIONS AND ROADMAP

WHAT THIS MONTH MEANS COMMERCIALLY

- **Demand moved from the phone to the website.** Online requests rose 27.4% to 5,706, with 1,148 hard waste bookings lodged from organic search alone after the form was rebuilt. Each request lodged online is one the customer service team does not take by phone.

- **Single purpose messages do the work.** The hard waste email (16.00% click rate), the rates reminder (18.00%) and the hard waste Meta campaign ($0.26 a click) each asked residents to do one thing, and each outperformed the general newsletter and awareness activity.

- **Residents are asking AI assistants about council rules.** AI assistants referred 486 sessions (prev 364) and recorded 22 online requests, while rules questions are answered from state and neighbouring council websites.

UNDER-OWNED

1 Plain English rules pages

Pool fences, tree removal and paint disposal draw 6,600 tracked searches a month and rank between positions 8 and 12, and Corella Valley Council is named in 10% of AI answers about rules. No page on the site answers any of the three as a direct question.

NEXT MONTH'S ACTIONS

ACTIONS FOR NOVEMBER 2026

1 Publish plain English question and answer pages for tree removal, pool and spa fences and paint disposal

The three terms draw 6,600 tracked searches a month at positions 8 to 12, and Corella Valley Council is named in only 10% of AI answers about rules against 100% of answers about its services.

→ Measured on: Organic search clicks (Search Console)

→ Owner: Unassigned

→ Due: 30 Nov 2026

2 Move the Riverside Park survey link to the first line of the reminder email

The consultation email was opened by 43.0% of recipients and clicked by 6.00%, against 16.00% for the hard waste email that led with its link. The survey closes 8 November.

→ Measured on: Email unique clicks

→ Owner: Unassigned

→ Due: 30 Nov 2026

3 Apply the three step form to dog registration and planning permit enquiries

The rebuilt hard waste form converted one in 6 organic sessions into a booking. Dog registration converts 186 of 2,950 sessions and planning permits 61 of 2,180.

→ Measured on: Online requests

→ Owner: Unassigned

→ Due: 30 Nov 2026

Owner: who is doing this, as set by your team in the app.