



SEO Monitoring Template

1. Overview

Metric	Description	Current Value	Previous Value	Change (%)	Notes
Organic Traffic	Number of visitors from search engines				
Keyword Rankings	Position of target keywords in SERPs				
Bounce Rate	Percentage of visitors leaving after viewing one page				

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Click-Through Rate (CTR)	Percentage of users clicking on search results				
Conversion Rate	Percentage of visitors completing a desired action				
Average Session Duration	Average time spent by users on the site				
Pages per Session	Average number of pages viewed per session				
Backlinks	Number of high-quality backlinks				
Site Speed	Average loading time of the website				



Mobile Usability	Score for mobile user experience				
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2. Keyword Performance

Keyword	Current Rank	Previous Rank	Monthly Search Volume	Competition	Notes
Keyword 1					
Keyword 2					
Keyword 3					
Keyword 4					
Keyword 5					

3. Content Performance

Page URL	Page Title	Organic Traffic	Bounce Rate	Average Time on Page	Conversions	Notes
www.example.com/page1	Title 1					
www.example.com/page2	Title 2					
www.example.com/page3	Title 3					
www.example.com/page4	Title 4					
www.example.com/page5	Title 5					

4. Backlink Profile

Source URL	Target URL	Domain Authority	Anchor Text	Date Acquired	Notes
www.backlinksource1.com	www.example.com/page 1				
www.backlinksource2.com	www.example.com/page 2				
www.backlinksource3.com	www.example.com/page 3				
www.backlinksource4.com	www.example.com/page 4				
www.backlinksource5.com	www.example.com/page 5				

5. Technical SEO Issues

Issue Description	Affected URL	Priority	Date Identified	Date Fixed	Notes
Broken link	www.example.com/page 1	High			
Slow page load time	www.example.com/page 2	Medium			
Mobile usability issue	www.example.com/page 3	High			
Crawl error	www.example.com/page 4	High			
Duplicate content	www.example.com/page 5	Medium			



Instructions:

1. **Overview:** Track high-level metrics to get a snapshot of your website's SEO health. Update these metrics regularly (weekly or monthly) to monitor trends and performance.
2. **Keyword Performance:** Monitor the rankings of your target keywords. Note any changes in rank, search volume, and competition to adjust your SEO strategy.
3. **Content Performance:** Analyze how well your pages are performing. Focus on pages with high bounce rates or low average time on page for potential improvements.
4. **Backlink Profile:** Keep track of your backlinks to ensure you are gaining high-quality links and identify any harmful ones that need to be disavowed.
5. **Technical SEO Issues:** Document and prioritize technical issues that need fixing. Track the progress of these fixes to maintain a healthy website.