



SEO Reporting Template

Section 1: Executive Summary

1. Overview:

Briefly describe the main objectives and outcomes of the SEO efforts for the reporting period.

2. Key Metrics:

Highlight the most important metrics, such as organic traffic, conversion rates, and keyword rankings.



Section 2: Website Performance

1. Organic Traffic:

Detail the total number of visitors, sessions, and unique visitors from organic

Month: _____

Total Visitors: _____

Sessions: _____

Unique Visitors: _____

2. Bounce Rate:

Report the bounce rate and analyze any changes or trends.

Bounce Rate: _____

3. Conversion Rate:

Provide conversion rate statistics and any notable changes.

Conversion Rate: _____



Section 3: Keyword Performance

1. Keyword Rankings:

List the top-performing keywords, their current rankings, and any changes over the reporting period.

Keyword 1: _____ Rank: _____ Change: _____

Keyword 2: _____ Rank: _____ Change: _____

2. New Keywords:

Highlight any new keywords that have started to rank.

New Keyword 1: _____ Rank: _____

New Keyword 2: _____ Rank: _____

Section 4: Backlink Profile

1. Total Backlinks:

Report the total number of backlinks and any growth over the period.

Total Backlinks: _____

2. Referring Domains:

Detail the number of unique referring domains and any significant changes.

Referring Domains: _____

3. Top Backlinks:



Highlight the most valuable backlinks acquired.

Backlink 1: _____ Domain Authority: _____

Backlink 2: _____ Domain Authority: _____

Section 5: Technical SEO

1. Site Speed:

Provide metrics on page load times and any improvements made.

Average Load Time: _____

2. Mobile Usability:

Report on mobile usability issues and resolutions.

Mobile Usability Issues: _____

3. Crawl Errors:

Detail any crawl errors identified and fixed.

Crawl Errors: _____



Section 6: Content Performance

1. Top Performing Content:

List the top-performing pages and posts in terms of traffic and engagement.

Page/Post 1: _____ Visits: _____

Engagement: _____

Page/Post 2: _____ Visits: _____

Engagement: _____

2. Content Updates:

Highlight any significant content updates or new content published.

Updated Content: _____

New Content: _____

Section 7: Competitor Analysis

1. Competitor Overview:

Summarize the SEO performance of key competitors.

Competitor 1: _____ Rank: _____ Traffic:



Competitor 2: _____ Rank: _____ Traffic: _____

2. Comparative Analysis:

Compare your performance against competitors in key areas.

Your Site: _____

Competitor 1: _____ Competitor 2: _____

Section 8: Recommendations and Action Plan

1. Short-term Actions:

List actionable recommendations to be implemented in the next month.

Action 1: _____

Action 2: _____

2. Long-term Strategy:

Outline strategic initiatives for the next quarter.

Initiative 1: _____

Initiative 2: _____



Section 9: Conclusion

1. Summary:

Recap the main findings and progress.

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2. Questions:

Pose any questions or topics for discussion in the next review meeting.

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