Lamphills

Content Reporting Template

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1. Report Overview

Report Date: [Date]
Reporting Period: [Start Date - End Date]
Prepared By: [Your Name]
Reviewed By: [Reviewer Name]

Executive Summary:

- **Content Output:** [Brief overview of the content produced]
- **Traffic Overview:** [Summary of traffic growth and key sources]
- **Engagement Summary:** [Summary of key engagement metrics]
- **Conversion Summary:** [Summary of conversion rates and goals achieved]
- **Recommendations:** [High-level recommendations based on the report]

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2. Content Output

Total Content Published:

- **Blog Posts:** [Number]
- **Videos:** [Number]
- **Podcasts:** [Number]
- **Infographics:** [Number]
- **Social Media Posts:** [Number]

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Content Breakdown by Type:

Content Type	Quantity	Key Highlights
Blog Posts	[Number]	[Highlights]
Videos	[Number]	[Highlights]
Podcasts	[Number]	[Highlights]
Infographics	[Number]	[Highlights]
Social Media	[Number]	[Highlights]

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3. Traffic Metrics

Total Website Traffic:

- **Unique Visitors:** [Number]

- **Returning Visitors:** [Number]
- **Total Visits:** [Number]

Traffic Sources:

Source	Visitors	Growth Rate
Organic Search	[Number]	[Percentage]
Direct	[Number]	[Percentage]
Referral	[Number]	[Percentage]
Social Media	[Number]	[Percentage]
Email	[Number]	[Percentage]

Top Performing Pages:

Page URL	Page Views	Avg. Time on Page	Bounce Rate
[URL 1]	[Number]	[Time]	[Percentage]
[URL 2]	[Number]	[Time]	[Percentage]
[URL 3]	[Number]	[Time]	[Percentage]

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4. SEO Metrics

Keyword Rankings:

Keyword	Current Rank	Change
[Keyword 1]	[Rank]	[+/-%]
[Keyword 2]	[Rank]	[+/-%]

[Keyword 3]   [Rank]   [+/-%]

Backlink Growth:

Metric	Quantity
Total Backlinks	[Number]
New Backlinks	[Number]
Referring Domains	[Number]

Share of Voice:

Keyword Group	Share of Voice
[Group 1]	[Percentage]
[Group 2]	[Percentage]

5. Audience Growth

Total Audience Growth:

- **Email Subscribers:** [Number]
- **YouTube Subscribers:** [Number]
- **Social Media Followers:** [Number]

Platform Breakdown:

Platform	Followers/Subscribers	Growth Rate
Email	[Number]	[Percentage]
YouTube	[Number]	[Percentage]
Twitter	[Number]	[Percentage]
Facebook	[Number]	[Percentage]
LinkedIn	[Number]	[Percentage]

6. Engagement Metrics

Overall Engagement:

- **Likes:** [Number]
- **Comments:** [Number]
- **Shares:** [Number]
- **Mentions:** [Number]

Engagement by Content Type:

Content Type	Likes	Comments	Shares	Engagement Rate
Blog Posts	[#]	[#]	[#]	[Percentage]
Videos	[#]	[#]	[#]	[Percentage]
Podcasts	[#]	[#]	[#]	[Percentage]
Infographics	[#]	[#]	[#]	[Percentage]
Social Media	[#]	[#]	[#]	[Percentage]

7. Conversion Metrics

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Overall Conversions:

- **Total Conversions:** [Number]
- **Conversion Rate:** [Percentage]

Conversions by Channel:

Channel	Conversions	Conversion Rate
Organic Search	[Number]	[Percentage]
Direct	[Number]	[Percentage]
Referral	[Number]	[Percentage]
Social Media	[Number]	[Percentage]
Email	[Number]	[Percentage]

Lead Generation:

Metric	Quantity

Leads Generated	[Number]
MQLs (Marketing Qualified Leads)	[Number]
SQLs (Sales Qualified Leads)	[Number]

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8. Qualitative Feedback

Audience Feedback:

- **Mentions in Newsletters:** [Details]
- **Social Media Praise:** [Details]
- **Direct Feedback:** [Details]

Operational Feedback:

- **Roadblocks:** [Details]
- **Opportunities for Improvement:** [Details]
- **Projections:** [Details]

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9. Recommendations and Next Steps

Key Insights:

- [Insight 1]

- [Insight 2]
- [Insight 3]

Actionable Recommendations:

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

Next Steps:

- [Next Step 1]
- [Next Step 2]
- [Next Step 3]