

Monthly SEO Report Template

Many SEO agencies and teams don't include enough "high-level" information in their reports. They spend a lot of time on keyword rankings and traffic and not enough time on how those lead to BUSINESS results.

This simple report flips that approach on its head. It starts with the most essential information that executives will want to know in a visual format that's easy to understand.

And then, it proceeds to cover more "SEO specific" metrics that lower-level managers and specialists care about. All while staying short enough for them to read.

Feel free to rearrange the sections below, add to them, or tweak them based on your team's KPIs.

We've also included instructions in purple text throughout this document to make it easy to find and delete. And there is some example text in italics for you to replace.

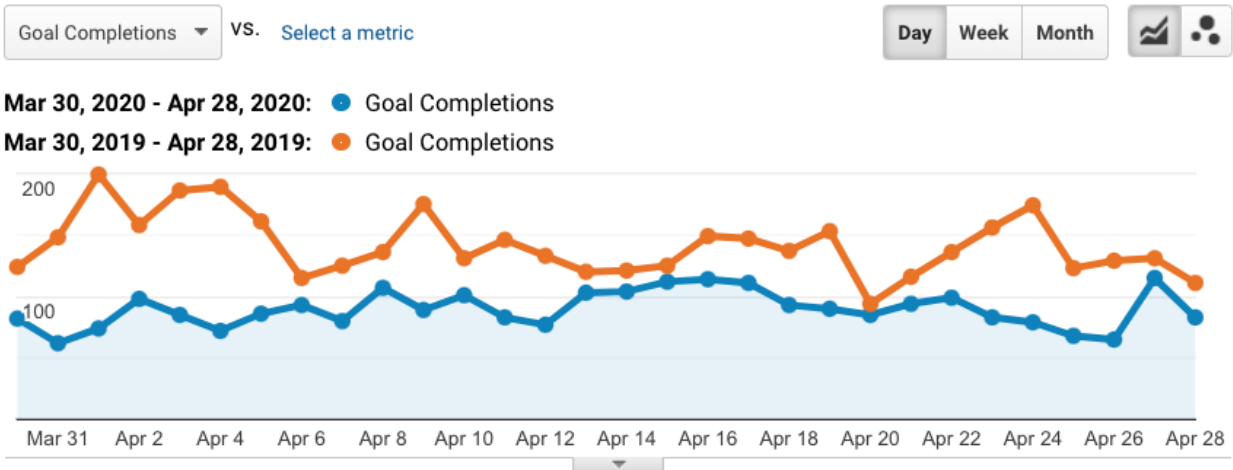
Be sure to delete the conclusion at the end of this template before turning it.

Without further ado, here's the template:

Organic Search Performance, YoY

Access this chart in Google Analytics: Acquisition ➔ Channels ➔ Organic Search.

Select your date range in the upper right (probably "last month" or "last 30 days"). Then check the "compare to" box and select "previous year". Finally, choose your KPI metric(s) for the chart directly above it.



Performance Summary and Progress

Over the past 30 days compared to last year, the number of leads driven by organic search has decreased by 8.5%. However ... (etc.)

This section briefly describes the performance of organic search in terms of both business results as well as site visits. You may also discuss your efforts, wins, and challenges, and what to expect shortly.

Top Organic Search **Keywords**, YoY

This table comes from the same report as the chart above. To access it in Analytics, simply scroll down below the chart. Then select the conversion type on the far right and click on the column header you'd like to sort by. (Note: it's normal for the top keyword to be "(not provided)".)

Keyword ?	Acquisition			Behavior			Conversions All Goals ▾	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ? ↓	Goal Completions ?
	10.78% ↓ 26,747 vs 29,978	6.96% ↓ 24,994 vs 26,864	10.63% ↓ 32,755 vs 36,652	12.60% ↑ 54.75% vs 48.62%	10.66% ↓ 3.48 vs 3.90	5.20% ↓ 00:02:21 vs 00:02:29	29.22% ↓ 8.20% vs 11.59%	36.75% ↓ 2,687 vs 4,248
1. google apparel store								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	59.00	00:41:17	200.00%	2 (0.07%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	0.00%	∞%	0.00%	∞%	∞%	∞%	∞%
2. google corporate store								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	12.00	00:13:36	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%
3. google merchandise store								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	2 (0.01%)	0.00%	22.00	00:19:58	100.00%	2 (0.07%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%
4. google merchandise store台灣								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	11.00	00:03:32	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	0.00%	∞%	0.00%	∞%	∞%	∞%	∞%
5. google tシャツ								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	23.00	00:19:12	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%

Top Organic Search Landing Pages, YoY

This table also comes from the same Analytics report. Click the blue “Landing Page” link (Primary Dimension) below the chart to access it.

Landing Page ?	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ? ↓
	10.78% ↓ 26,747 vs 29,978	6.96% ↓ 24,994 vs 26,864	10.63% ↓ 32,755 vs 36,652	12.60% ↑ 54.75% vs 48.62%	10.66% ↓ 3.48 vs 3.90	5.20% ↓ 00:02:21 vs 00:02:29	29.22% ↓ 8.20% vs 11.59%	36.75% ↓ 2,687 vs 4,248
1. /home 📄								
Mar 30, 2020 - Apr 28, 2020	15,779 (54.60%)	14,225 (56.91%)	18,701 (57.09%)	58.77%	3.05	00:02:13	6.14%	1,149 (42.76%)
Mar 30, 2019 - Apr 28, 2019	16,378 (50.30%)	14,184 (52.80%)	19,227 (52.46%)	50.75%	3.82	00:02:28	10.76%	2,068 (48.68%)
% Change	-3.66%	0.29%	-2.74%	15.79%	-20.23%	-9.97%	-42.88%	-44.44%
2. /google+redesign/apparel/mens/mens+t+shirts 📄								
Mar 30, 2020 - Apr 28, 2020	1,911 (6.61%)	1,771 (7.09%)	2,013 (6.15%)	39.34%	5.61	00:02:53	16.89%	340 (12.65%)
Mar 30, 2019 - Apr 28, 2019	3,116 (9.57%)	2,815 (10.48%)	3,301 (9.01%)	38.99%	4.66	00:02:48	15.69%	518 (12.19%)
% Change	-38.67%	-37.09%	-39.02%	0.91%	20.32%	3.04%	7.63%	-34.36%
3. /google+redesign/shop+by+brand/youtube 📄								
Mar 30, 2020 - Apr 28, 2020	4,375 (15.14%)	4,204 (16.82%)	4,562 (13.93%)	52.52%	3.26	00:01:30	6.66%	304 (11.31%)
Mar 30, 2019 - Apr 28, 2019	3,658 (11.23%)	3,403 (12.67%)	3,881 (10.59%)	51.82%	3.18	00:01:32	7.83%	304 (7.16%)
% Change	19.60%	23.54%	17.55%	1.36%	2.42%	-2.38%	-14.93%	0.00%
4. /google+redesign/apparel 📄								
Mar 30, 2020 - Apr 28, 2020	1,267 (4.38%)	997 (3.99%)	1,382 (4.22%)	34.37%	5.65	00:03:57	16.93%	234 (8.71%)
Mar 30, 2019 - Apr 28, 2019	1,240 (3.81%)	982 (3.66%)	1,347 (3.68%)	36.23%	4.76	00:03:16	14.85%	200 (4.71%)
% Change	2.18%	1.53%	2.60%	-5.13%	18.76%	20.69%	14.04%	17.00%
5. /google+redesign/apparel/mens 📄								
Mar 30, 2020 - Apr 28, 2020	503 (1.74%)	392 (1.57%)	539 (1.65%)	35.25%	4.83	00:03:25	14.66%	79 (2.94%)
Mar 30, 2019 - Apr 28, 2019	599 (1.84%)	466 (1.73%)	637 (1.74%)	38.15%	4.55	00:03:06	14.13%	90 (2.12%)
% Change	-16.03%	-15.88%	-15.38%	-7.59%	6.16%	10.16%	3.74%	-12.22%

Top Keyword Rankings, March 30 - April 28, 2020

We're using Google Search Console for this section because it's free, and everyone uses it. But it has its limitations, and a million alternative rank-tracking tools are available. If you would like to keep track of a specific list of keywords over time, I recommend using one of them instead. (All-in-one SEO tools like Ahrefs, SEMrush, and Moz also include rank trackers.)

To access this report in Google Search Console, click "Performance" in the left-hand navigation menu. Then, click "Average CTR" and "Average position" above the chart to add those metrics to the chart and table below. Finally, update your date range to match the rest of your SEO report.

Query	↓ Clicks	Impressions	CTR	Position
██████████	6,325	18,942	33.4%	1
██████████	3,844	14,722	26.1%	1
██████████	3,039	7,623	39.9%	1.1
██████	2,280	9,511	24%	1.1
██████████	2,217	326,778	0.7%	7.2
██████████	2,066	6,647	31.1%	1.1
██████████	1,972	7,286	27.1%	1
██████████	1,811	94,830	1.9%	8.4
██████████	1,366	19,339	7.1%	3.4
██████████	1,332	3,743	35.6%	1

Conclusion

I hope you found this SEO template helpful! You can see our complete library of 20+ other SEO templates [here](#).

-Khaleeqe Zaman
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