SEO Performance Report

[Client Name]

Reporting Period: [Month Year] - [Month Year]

Prepared by: [Your Agency Name]

Date: [Report Date]

Executive Summary

This report provides a comprehensive analysis of your website's SEO performance for the reporting period. Below is a snapshot of key metrics and strategic recommendations to continue driving organic growth.

Performance Snapshot

ORGANIC TRAFFIC

[X,XXX]

↑ [X]% vs last period

KEYWORD RANKINGS

[XXX]

↑ [X] new top 10

CONVERSIONS

[XXX]

↑ [X]% improvement

DOMAIN AUTHORITY

[XX]

↑ [X] points

Key Wins

- **Traffic Growth:** Achieved [X]% increase in organic traffic through targeted content optimization and technical improvements
- **Keyword Success:** [X] priority keywords moved to page 1, including "[keyword example]" which now ranks position [X]
- **Backlink Acquisition:** Secured [X] high-quality backlinks from authoritative domains in your industry
- **Technical Enhancements:** Improved Core Web Vitals scores by [X]%, enhancing user experience and search visibility

Challenges

- **Competitive Pressure:** [Competitor name] increased content output, impacting rankings for [X] keywords
- **Technical Issues:** Identified [X] crawl errors affecting [X] pages that require immediate attention
- **Content Gaps:** Analysis reveals opportunities in [topic area] where competitors are gaining traction

Next Steps

1. **Immediate (Next 30 Days):** Fix critical technical issues, optimize underperforming top 20 keywords, publish [X] content pieces targeting identified gaps
2. **Short-term (60-90 Days):** Launch targeted link building campaign, implement schema markup for key pages, expand content in high-opportunity categories
3. **Long-term (6+ Months):** Develop comprehensive content hub for [topic], pursue strategic partnerships for authoritative backlinks, expand into emerging keyword opportunities

KPI Overview

Key performance indicators demonstrate the measurable impact of our SEO efforts across traffic, rankings, and business outcomes.

Organic Traffic Metrics

[Insert Traffic Trend Chart: Line graph showing organic sessions over time]

Metric	Current Period	Previous Period	Change
Total Organic Sessions	[X,XXX]	[X,XXX]	+[X]%
New Users	[X,XXX]	[X,XXX]	+[X]%
Avg. Session Duration	[X:XX]	[X:XX]	+[X]%
Pages per Session	[X.XX]	[X.XX]	+[X]%
Bounce Rate	[XX]%	[XX]%	-[X]%

Keyword Rankings

Ranking Position	Number of Keywords	Change
Top 3	[XX]	+[X]
Top 10	[XXX]	+[X]
Top 20	[XXX]	+[X]
Top 50	[XXX]	+[X]

Conversions & Revenue Impact

Conversion Type	Count	Conversion Rate	Est. Value
Form Submissions	[XXX]	[X.XX]%	$[X,XXX]
Phone Calls	[XX]	[X.XX]%	$[X,XXX]
E-commerce Sales	[XXX]	[X.XX]%	$[XX,XXX]
Total	**[XXX]**	**[X.XX]%**	**$[XX,XXX]**

Keyword Performance

Detailed analysis of keyword movements, opportunities, and strategic focus areas for continued ranking improvements.

Top Gaining Keywords

Keyword	Current Position	Previous Position	Change	Search Volume
[keyword example 1]	3	15	↑ 12	[X,XXX]
[keyword example 2]	7	22	↑ 15	[X,XXX]
[keyword example 3]	5	18	↑ 13	[X,XXX]
[keyword example 4]	9	27	↑ 18	[XXX]
[keyword example 5]	4	14	↑ 10	[X,XXX]

Keywords That Dropped

Keyword	Current Position	Previous Position	Change	Action Required
[keyword example 1]	18	12	↓ 6	Content refresh + backlinks
[keyword example 2]	25	19	↓ 6	On-page optimization
[keyword example 3]	15	11	↓ 4	Technical audit + fixes

Quick-Win Opportunities

Keywords currently ranking positions 11-20 that can be pushed to page 1 with targeted optimization:

Keyword	Position	Search Volume	Difficulty	Recommended Action
[keyword opportunity 1]	11	[X,XXX]	Medium	Add 500 words + internal links
[keyword opportunity 2]	13	[X,XXX]	Low	Optimize title tag + meta

[keyword opportunity 3]	14	[XXX]	Medium	Add schema + improve UX
[keyword opportunity 4]	16	[X,XXX]	Low	Build 3-5 quality backlinks
[keyword opportunity 5]	19	[X,XXX]	High	Content expansion + media

[Insert Keyword Distribution Chart: Bar chart showing keyword count by ranking position]

Traffic Analysis

In-depth examination of organic traffic patterns, top-performing pages, and user engagement metrics.

Organic Traffic Trends

[Insert Traffic Trend Chart: Line graph showing weekly/monthly organic traffic with annotations for major events]

Traffic by Device

Device Type	Sessions	% of Total	Avg. Duration	Bounce Rate
Desktop	[X,XXX]	[XX]%	[X:XX]	[XX]%
Mobile	[X,XXX]	[XX]%	[X:XX]	[XX]%
Tablet	[XXX]	[X]%	[X:XX]	[XX]%

Top Landing Pages

Page URL	Sessions	Avg. Duration	Bounce Rate	Conversions
/[page-url-1]	[X,XXX]	[X:XX]	[XX]%	[XX]
/[page-url-2]	[X,XXX]	[X:XX]	[XX]%	[XX]
/[page-url-3]	[XXX]	[X:XX]	[XX]%	[XX]
/[page-url-4]	[XXX]	[X:XX]	[XX]%	[XX]
/[page-url-5]	[XXX]	[X:XX]	[XX]%	[X]

User Behavior Metrics

Page Engagement

- **Average Time on Page:** [X:XX] minutes (industry avg: [X:XX])
- **Scroll Depth:** [XX]% of visitors scroll 75%+ of page content
- **Exit Rate:** [XX]% (down [X]% from previous period)
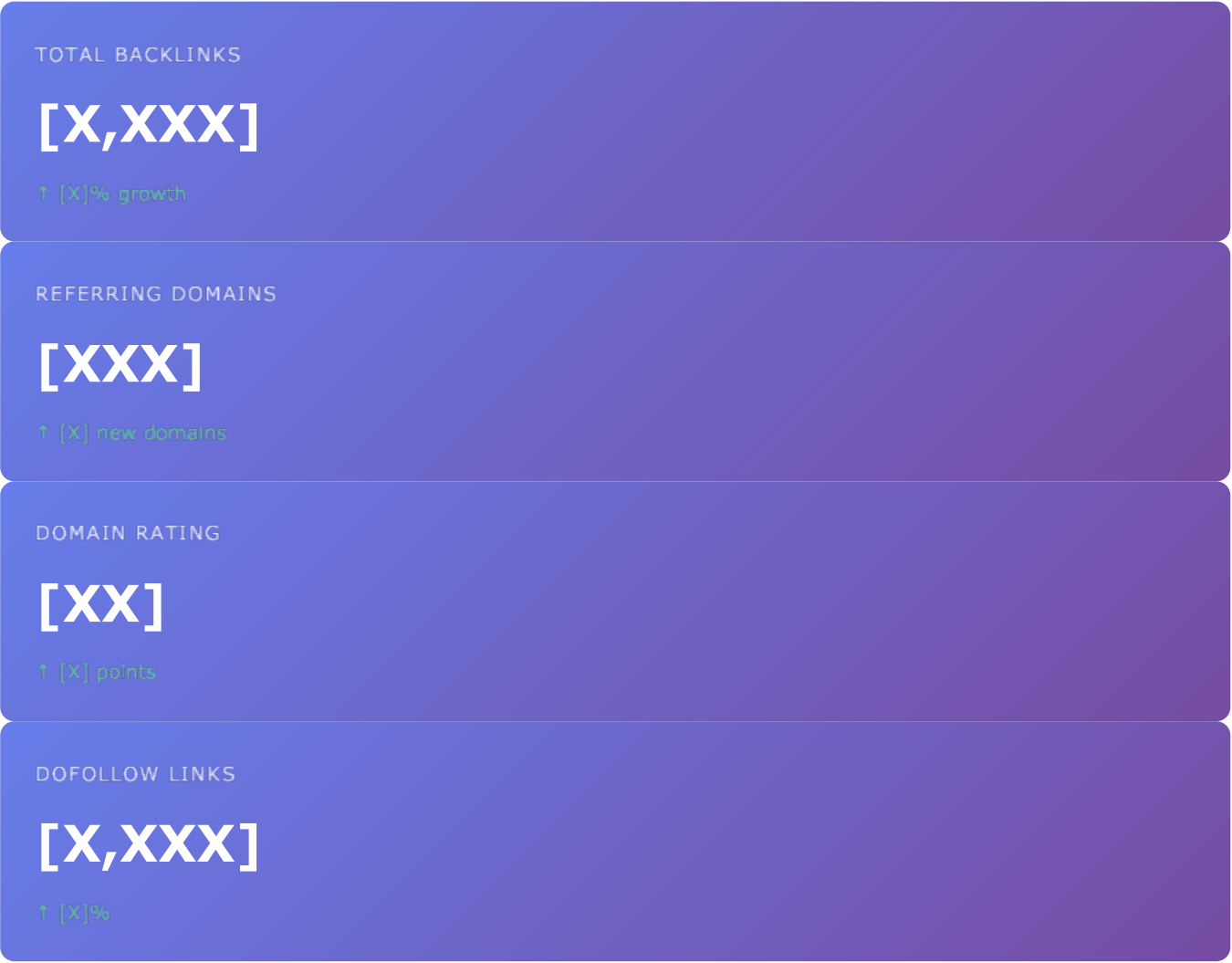
Content Performance

Content Type	Avg. Engagement	Social Shares	Comments
Blog Posts	[X:XX]	[XXX]	[XX]
Product Pages	[X:XX]	[XX]	[X]
Landing Pages	[X:XX]	[XX]	[X]
Resource Guides	[X:XX]	[XXX]	[XX]

[Insert User Flow Diagram: Sankey diagram showing top navigation paths]

- **Average Time on Page:** [X:XX] minutes (industry avg: [X:XX])
- **Scroll Depth:** [XX]% of visitors scroll 75%+ of page content
- **Exit Rate:** [XX]% (down [X]% from previous period)

Backlink Profile

Comprehensive analysis of your website's backlink portfolio, including new acquisitions, lost links, and authority distribution.

Backlink Summary

TOTAL BACKLINKS

[X,XXX]

↑ [X]% growth

REFERRING DOMAINS

[XXX]

↑ [X] new domains

DOMAIN RATING

[XX]

↑ [X] points

DOFOLLOW LINKS

[X,XXX]

↑ [X]%

New vs Lost Links

Period	New Links Acquired	Links Lost	Net Change
This Month	[XXX]	[XX]	+[XX]
Last Month	[XXX]	[XX]	+[XX]
3 Months Ago	[XXX]	[XX]	+[XX]

Top New Backlinks

Source Domain	Domain Rating	Target URL	Anchor Text	Date Acquired
[domain1.com]	[XX]	/[page]	[anchor text]	[MM/DD/YYYY]
[domain2.com]	[XX]	/[page]	[anchor text]	[MM/DD/YYYY]
[domain3.com]	[XX]	/[page]	[anchor text]	[MM/DD/YYYY]
[domain4.com]	[XX]	/[page]	[anchor text]	[MM/DD/YYYY]
[domain5.com]	[XX]	/[page]	[anchor text]	[MM/DD/YYYY]

Authority Breakdown

[Insert Pie Chart: Distribution of backlinks by domain authority (DR 0-30, 30-50, 50-70, 70+)]
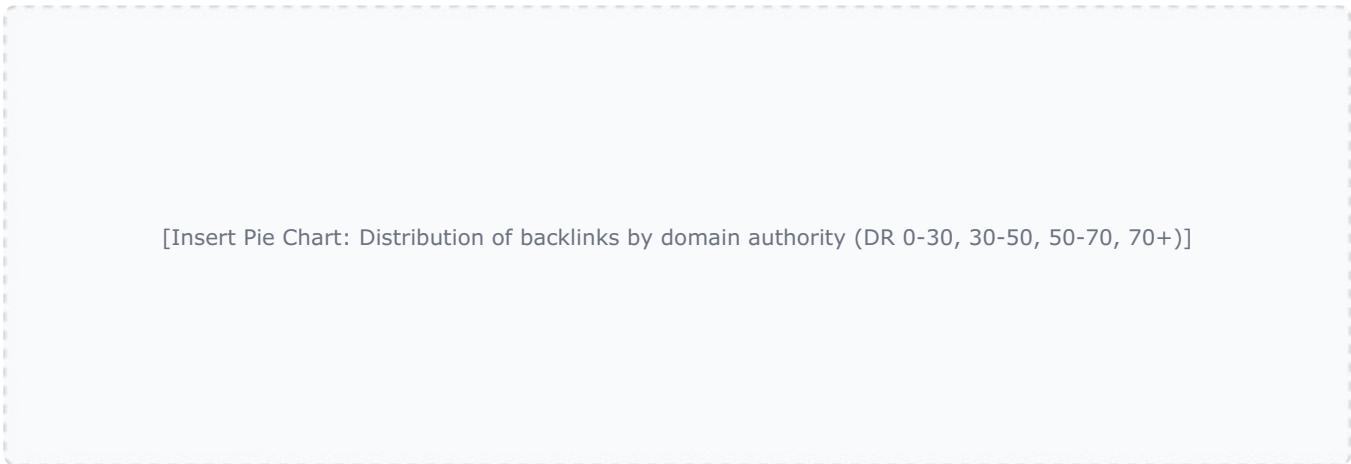
Domain Authority Range	Number of Links	Percentage
DR 70+ (Excellent)	[XXX]	[XX]%
DR 50-70 (Good)	[X,XXX]	[XX]%
DR 30-50 (Fair)	[X,XXX]	[XX]%
DR 0-30 (Low)	[XXX]	[XX]%

Anchor Text Distribution

Anchor Type	Count	Percentage	Status
Branded	[X,XXX]	[XX]%	Healthy
Exact Match	[XXX]	[XX]%	Healthy
Partial Match	[XXX]	[XX]%	Healthy
Generic	[XXX]	[XX]%	Healthy
Naked URL	[XXX]	[XX]%	Healthy

⚙ Technical SEO Overview

Technical health assessment covering site speed, crawlability, indexing status, and Core Web Vitals performance.

Site Speed Performance

PAGE SPEED SCORE

[XX]/100

↑ [X] points

TIME TO FIRST BYTE

[X.X]s

↓ [X]ms

FIRST CONTENTFUL PAINT

[X.X]s

↓ [X]ms

LARGEST CONTENTFUL PAINT

[X.X]s

↓ [X]ms

Core Web Vitals

Metric	Desktop	Mobile	Status	Target
Largest Contentful Paint (LCP)	[X.X]s	[X.X]s	Good	< 2.5s
First Input Delay (FID)	[XX]ms	[XX]ms	Good	< 100ms
Cumulative Layout Shift (CLS)	[0.XX]	[0.XX]	Good	< 0.1
Interaction to Next Paint (INP)	[XXX]ms	[XXX]ms	Good	< 200ms

Indexing & Crawl Status

Metric	Count	Status
Total Pages Submitted	[X,XXX]	-
Pages Indexed	[X,XXX]	Good
Pages Excluded	[XXX]	Normal
Crawl Errors	[XX]	Needs Attention
Mobile Usability Issues	[X]	Good

Critical Technical Issues

High Priority

- **404 Errors:** [X] broken pages found - Fix immediately to prevent link equity loss
- **Duplicate Content:** [X] pages with duplicate meta descriptions detected
- **Missing Alt Tags:** [XX] images missing alt attributes affecting accessibility

Medium Priority

- **Redirect Chains:** [X] pages have multiple redirects slowing page load
- **Missing Schema:** [XX] pages lack structured data markup
- **Large Image Files:** [XX] images over 500KB need compression

Low Priority

- **Canonical Tags:** [X] pages missing canonical tags
- **Robots.txt Optimization:** Minor improvements recommended
- **XML Sitemap Updates:** Consider adding video sitemap

Mobile Optimization

- **Mobile-Friendly Test:** Passed ✓
- **Responsive Design:** Implemented across all pages ✓
- **Mobile Page Speed:** [XX]/100 - [Status]
- **Touch Elements:** Properly spaced ✓
- **Viewport Configuration:** Correctly configured ✓

Competitor Analysis

Competitive landscape analysis comparing your performance against top competitors in keyword rankings, backlinks, and market positioning.

Competitive Overview

Website	Domain Rating	Organic Traffic	Total Keywords	Backlinks
Your Website	**[XX]**	**[XX]K**	**[X,XXX]**	**[X,XXX]**
[Competitor 1]	[XX]	[XX]K	[X,XXX]	[X,XXX]
[Competitor 2]	[XX]	[XX]K	[X,XXX]	[X,XXX]
[Competitor 3]	[XX]	[XX]K	[X,XXX]	[X,XXX]

[Insert Competitive Comparison Chart: Radar chart showing metrics across all competitors]

Keyword Gap Analysis

Keywords your competitors rank for that represent opportunities:

Keyword	Search Volume	Difficulty	Competitor(s) Ranking	Their Position	Opportunity Score
[keyword opportunity 1]	[X,XXX]	Medium	[Competitor 1]	5	High
[keyword opportunity 2]	[X,XXX]	Low	[Competitor 2]	3	High
[keyword opportunity 3]	[XXX]	Medium	[Competitor 1, 3]	7, 12	Medium
[keyword opportunity 4]	[X,XXX]	High	[Competitor 2]	2	Medium

| [keyword opportunity 5] | [XXX] | Low | [Competitor 3] | 8 | High |

Backlink Comparison

Metric	Your Site	Competitor 1	Competitor 2	Competitor 3
Total Backlinks	[X,XXX]	[X,XXX]	[X,XXX]	[X,XXX]
Referring Domains	[XXX]	[XXX]	[XXX]	[XXX]
DoFollow Links	[X,XXX]	[X,XXX]	[X,XXX]	[X,XXX]
Avg. Domain Rating	[XX]	[XX]	[XX]	[XX]
New Links (30 days)	[XXX]	[XXX]	[XXX]	[XXX]

Content Gap Analysis

Content topics where competitors have strong presence:

- **[Topic Category 1]:** Competitor 1 has [XX] articles, we have [X] - Opportunity to expand
- **[Topic Category 2]:** Competitor 2 dominates with comprehensive guides - Create competing content
- **[Topic Category 3]:** Multiple competitors ranking - Create definitive resource
- **[Topic Category 4]:** Emerging trend with low competition - First-mover advantage

Market Positioning

[Insert Positioning Matrix: Scatter plot showing Domain Authority vs Organic Traffic for all competitors]
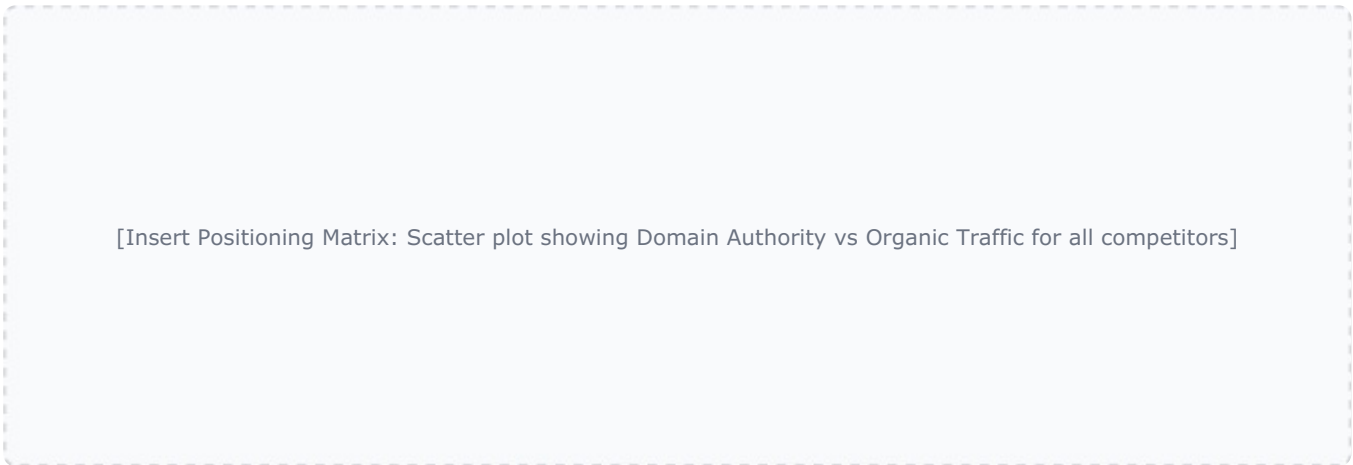
Strategic Insights

- **Strength Areas:** We outperform competitors in [specific topic/keyword set] with superior rankings and traffic
- **Vulnerability Areas:** [Competitor name] is gaining ground in [topic area] - requires defensive content strategy
- **Opportunity Zones:** Untapped keywords in [topic area] with lower competition and high volume
- **Competitive Threats:** [Competitor name] increased content output by [X]% - monitor closely

Action Plan

> Strategic roadmap with prioritized tasks, clear timelines, and expected impact to drive continued SEO growth.

Immediate Actions (Next 30 Days)

Task 1: Fix Critical Technical Issues

Priority: High | **Effort:** Medium | **Impact:** High
Details:

- Resolve [X] 404 errors affecting high-traffic pages
- Fix duplicate meta descriptions on [X] pages
- Add missing alt tags to [XX] images
- Implement redirect strategy for broken backlinks

Expected Impact: Prevent 15-20% traffic loss, improve crawl efficiency by 25%
Assigned To: [Team Member/Department]

Task 2: Optimize Quick-Win Keywords

Priority: High | **Effort:** Low | **Impact:** High
Details:

- Optimize [X] pages ranking positions 11-20
- Add 300-500 words of optimized content
- Update title tags and meta descriptions
- Add relevant internal links from high-authority pages

Expected Impact: Move [X] keywords to page 1, estimated [XXX] additional monthly sessions
Assigned To: [Team Member/Department]

Task 3: Launch Content Campaign

Priority: Medium | **Effort:** High | **Impact:** High
Details:

- Publish [X] new articles targeting keyword gaps
- Create comprehensive guide on [topic]
- Update [X] existing articles with fresh data
- Add multimedia elements (images, videos, infographics)

Expected Impact: Target [X,XXX] additional monthly search volume, establish topical authority
Assigned To: [Team Member/Department]

Short-Term Actions (60-90 Days)

Task 4: Strategic Link Building Campaign

Priority: High | **Effort:** High | **Impact:** Very High
Details:

- Outreach to [XX] high-authority websites in industry
- Create linkable assets (original research, tools, infographics)
- Guest posting on [X] DR 50+ websites
- Reclaim [X] lost backlinks from previous campaigns
- Target: Acquire [XX] new DR 40+ backlinks

Expected Impact: Increase domain authority by [X] points, boost rankings for competitive keywords
Assigned To: [Team Member/Department]

Task 5: Implement Advanced Schema Markup

Priority: Medium | **Effort:** Medium | **Impact:** Medium
Details:

- Add FAQ schema to [XX] relevant pages
- Implement Product schema for e-commerce pages
- Add HowTo schema for tutorial content
- Implement breadcrumb markup site-wide
- Test and validate all structured data

Expected Impact: Increase rich snippet appearances by 40%, improve CTR by 8-12%
Assigned To: [Team Member/Department]

Task 6: Core Web Vitals Optimization

Priority: Medium | **Effort:** High | **Impact:** Medium
Details:

- Optimize image delivery (WebP format, lazy loading)
- Implement CDN for faster content delivery
- Minimize JavaScript and CSS files
- Reduce server response time to under 200ms
- Fix layout shift issues on key landing pages

Expected Impact: Improve page speed scores to 85+, reduce bounce rate by 10%
Assigned To: [Team Member/Department]

Long-Term Strategic Initiatives (6+ Months)

Task 7: Develop Content Hub Strategy

Priority: High | **Effort:** Very High | **Impact:** Very High
Details:

- Create pillar page for [main topic area]
- Develop [XX] supporting cluster articles
- Implement robust internal linking structure
- Create downloadable resources and tools
- Establish topical authority in [niche]

Expected Impact: Dominate [topic] searches, capture [XX]K+ monthly traffic from topic cluster
Assigned To: [Team Member/Department]

Task 8: Competitive Content Offensive

Priority: Medium | **Effort:** High | **Impact:** High
Details:

- Create superior content for [XX] high-value keywords where competitors rank
- Develop comprehensive resources that outperform competitor content by 50%
- Target [X] featured snippet opportunities
- Build supporting backlink campaigns for new content

Expected Impact: Capture [X]% market share from competitors, establish category leadership
Assigned To: [Team Member/Department]

Success Metrics & Tracking

Goal	Current	30-Day Target	90-Day Target	6-Month Target
Organic Traffic	[X,XXX]	[X,XXX]	[XX,XXX]	[XX,XXX]
Keywords in Top 10	[XXX]	[XXX]	[XXX]	[XXX]
Domain Authority	[XX]	[XX]	[XX]	[XX]
Monthly Conversions	[XXX]	[XXX]	[XXX]	[XXX]
Organic Revenue	$[XX,XXX]	$[XX,XXX]	$[XX,XXX]	$[XXX,XXX]

Budget & Resources

Category	Monthly Investment	Resources Required
Content Creation	$[X,XXX]	[X] writers, [X] editors
Link Building	$[X,XXX]	[X] outreach specialists

Technical SEO	$[XXX]	[X] developer hours/month
Tools & Software	$[XXX]	SEO suite, analytics, monitoring

Appendix

Data Sources & Methodology

Primary Data Sources

- **Google Analytics 4:** Traffic data, user behavior metrics, conversion tracking
- **Google Search Console:** Keyword rankings, impressions, click-through rates, indexing status
- **SEO Platform:** Backlink data, keyword research, competitor analysis, domain authority
- **PageSpeed Insights:** Core Web Vitals, performance metrics
- **Screaming Frog:** Technical SEO audit, site crawl data

Measurement Methodology

- **Reporting Period:** All data reflects performance from [Start Date] to [End Date]
- **Comparison Basis:** Period-over-period comparison with previous [timeframe]
- **Traffic Attribution:** Organic traffic defined as non-paid search engine referrals
- **Keyword Tracking:** Rankings checked from [location] on [device type]
- **Conversion Tracking:** Includes form submissions, phone calls, purchases, and custom goal completions

Data Quality Notes

- All metrics verified across multiple sources where possible
- Keyword ranking fluctuations of ±3 positions considered normal variation
- Traffic data excludes bot traffic and spam referrals
- Backlink data updated as of [Date] and subject to index refresh cycles

SEO Glossary

Backlink: An incoming link from one website to another. Backlinks are a key ranking factor as they signal trust and authority to search engines.

Bounce Rate: The percentage of visitors who leave a website after viewing only one page. Lower bounce rates generally indicate better user engagement.

Core Web Vitals: A set of metrics that measure real-world user experience for loading performance, interactivity, and visual stability. Includes LCP, FID/INP, and CLS.

Crawl Budget: The number of pages search engines will crawl on your website within a given timeframe. Optimizing site structure helps maximize crawl efficiency.

Domain Authority (DA/DR): A score predicting how well a website will rank on search engines. Ranges from 0-100, with higher scores indicating greater ranking potential.

Featured Snippet: A selected search result that appears above organic results in a special box, often extracted from a page's content to directly answer a query.

Indexation: The process by which search engines discover, crawl, and store web pages in their database to display in search results.

Keyword Difficulty: A metric estimating how hard it would be to rank for a specific keyword, based on

competition and authority of currently ranking pages.

Long-tail Keywords: Longer, more specific keyword phrases with lower search volume but higher intent and conversion rates (e.g., "best running shoes for flat feet" vs "running shoes").

Meta Description: HTML attribute providing a brief summary of a page's content, displayed below the title in search results. Influences click-through rates.

Organic Traffic: Visitors who arrive at your website through unpaid search engine results, as opposed to paid advertising or other channels.

Page Speed: How quickly a webpage loads and becomes interactive. Faster pages provide better user experience and often rank higher in search results.

Referring Domain: A unique website that contains at least one backlink pointing to your site. Multiple links from the same domain count as one referring domain.

Schema Markup: Structured data code added to web pages to help search engines understand content and display rich results like star ratings, prices, or event details.

Search Intent: The underlying goal or purpose behind a user's search query—what they're truly trying to accomplish (informational, navigational, commercial, or transactional).

SERP (Search Engine Results Page): The page displayed by search engines in response to a user's query, containing organic results, ads, and special features.

Technical SEO: Optimization of website infrastructure and backend elements to help search engines crawl, index, and understand your site more effectively.

Title Tag: HTML element specifying the title of a webpage, displayed as the clickable headline in search results and browser tabs. Crucial for SEO and CTR.

User Intent: See Search Intent. Understanding what users want when searching helps create content that matches their needs and ranks better.

XML Sitemap: A file listing all important pages on your website to help search engines discover and crawl your content efficiently.

Contact & Next Steps

Report prepared by: [Your Agency Name]
Point of Contact: [Contact Name]
Email: [contact@youragency.com]
Phone: [(XXX) XXX-XXXX]
Next Review Date: [MM/DD/YYYY]

Schedule Your Strategy Session

Let's discuss these findings and align on priorities for the coming month. Our team is ready to implement the action plan and drive measurable results for your business.

- Review detailed findings and answer your questions
- Prioritize initiatives based on your business goals
- Establish timeline and resource allocation
- Set clear KPIs and success metrics
- Begin execution of immediate action items

Questions About This Report?

We're here to help you understand every metric and recommendation.

Contact us at [contact@youragency.com] or [(XXX) XXX-XXXX]