Monthly SEO Report Template

The Digital Marketing Templates Library

BACKLINKO

A lot of 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 important 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 actually read.

That said, 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, too.

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.

Mar 30, 2020 - Apr 28, 2020: ● Goal Completions
Mar 30, 2019 - Apr 28, 2019: ● Goal Completions
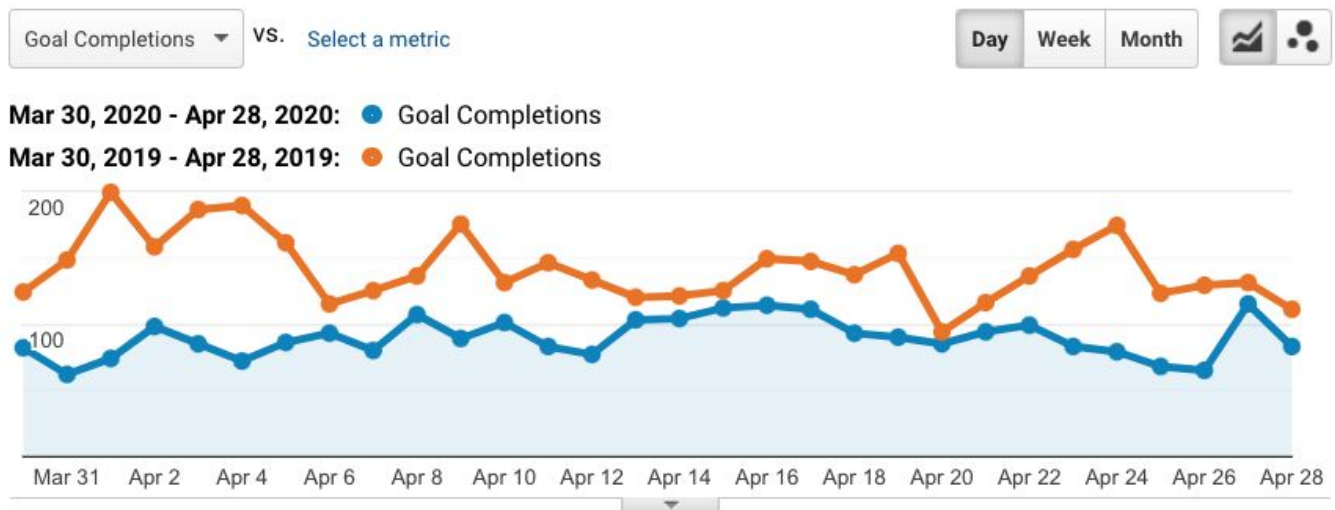
Performance Summary and Progress

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

In this section, briefly describe 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 in the near future.

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 header of the column 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 srote								
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. To access it, click the blue "Landing Page" link (Primary Dimension) below the chart.

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+bran d/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 there are a million alternative rank-tracking tools 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, simply click "Performance" in the left-hand navigation menu. Then, click "Average CTR" and "Average position" above the chart to add those metrics to both 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 enjoyed this Monthly SEO Report template. And remember, you can find 20+ other marketing templates [right here](#).

Brian Dean

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