



# Monthly SEO report

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## 1. Report overview

*Goal: Summarize the purpose and scope of the report.*

- Report title: [E.g., "Monthly SEO Report: [Month/Year]"]
- Prepared by: [Your Name/Team Name]
- Date: [Report Date]
- Purpose: This report provides an overview of SEO performance, key metrics, and actionable insights to improve organic visibility and traffic.

## 2. Executive summary

*Goal: Highlight key takeaways from the month.*

- Total organic traffic: [Number of sessions/visitors].
- Keyword ranking changes: [Number of improved, declined, or new rankings].
- Backlink growth: [Number of new backlinks acquired].
- Key wins: [E.g., increased traffic for a specific page, improved keyword rankings].
- Top recommendations: [Brief overview of suggested actions for next month].

## 3. Website traffic overview

*Goal: Analyze organic traffic trends.*

Metric	Current Month	Previous Month	% Change
Organic Sessions	[Number]	[Number]	[Change]
New Users	[Number]	[Number]	[Change]
Bounce Rate (%)	[Percentage]	[Percentage]	[Change]
Average Session Duration	[Time]	[Time]	[Change]

- Traffic source breakdown:
  - Organic search: [Percentage or number].
  - Direct traffic: [Percentage or number].
  - Referral traffic: [Percentage or number].

## 4. Keyword performance

Goal: Highlight changes in keyword rankings and opportunities.

Keyword	Current Rank	Previous Rank	Volume	Change
[Keyword 1]	[Rank]	[Rank]	[Volume]	[+/-]
[Keyword 2]	[Rank]	[Rank]	[Volume]	[+/-]
[Keyword 3]	[Rank]	[Rank]	[Volume]	[+/-]

- Top ranking keywords: [Keywords ranking in the top 3 positions].
- Opportunities: [Keywords on positions 4–10 that can be pushed higher].

## 5. Backlink analysis

Goal: Assess the quality and growth of backlinks.

Metric	Current Month	Previous Month	% Change
Total Backlinks	[Number]	[Number]	[Change]
Referring Domains	[Number]	[Number]	[Change]
New Backlinks Acquired	[Number]	-	-
Lost Backlinks	[Number]	-	-

- Top new backlinks:
  - [URL of linking page] from [Domain].
- Anchor text analysis: [Distribution of anchor text for backlinks].

## 6. Technical SEO health

Goal: Highlight technical issues and improvements.

Issue/Metric	Current Status	Previous Status	Notes
Page Speed Score	[Score]	[Score]	[Comments]
Mobile Usability	[Pass/Fail]	[Pass/Fail]	[Comments]
Crawl Errors	[Number]	[Number]	[Comments]
Indexed Pages	[Number]	[Number]	[Comments]
Broken Links	[Number]	[Number]	[Comments]

- Technical recommendations:
  - Fix [issue].
  - Optimize [specific area].



## 7. Top performing pages

Goal: Showcase the best-performing pages for organic traffic.

Page URL	Organic Sessions	Bounce Rate (%)	Avg. Time on Page
[URL 1]	[Number]	[Percentage]	[Time]
[URL 2]	[Number]	[Percentage]	[Time]
[URL 3]	[Number]	[Percentage]	[Time]

- Insights:
  - [E.g., "Blog posts on [topic] are driving significant traffic."]
  - [E.g., "Pages with higher engagement have clearer CTAs."]

## 8. Recommendations for next month

Goal: Provide actionable steps based on the data.

- Focus on improving rankings for [specific keywords].
- Build backlinks from [specific industries or domains].
- Fix technical issues such as [specific problem].
- Optimize content on [underperforming pages].

## 9. Appendix

Goal: Include supplementary data or reports for reference.

- Full keyword ranking report.
- Detailed backlink analysis.
- Screenshots or charts from analytics tools (e.g., Google Analytics, Ahrefs, SEMrush).

## Tips for creating your monthly SEO report

1. Use visuals: Include graphs, charts, and tables to make data easier to understand.
2. Highlight trends: Compare performance to the previous month or year to show progress.
3. Tailor the report: Focus on metrics that matter most to your stakeholders.
4. Keep it concise: Use summaries and insights to avoid overwhelming your audience with data.

*"Utilize tools like Google Analytics, Google Search Console, Ahrefs, or SEMrush to gather accurate data."*

