

LOGO

Monthly SEO Report

Client / site: _____

Period: _____

1 THIS MONTH IN ONE LINE

SUMMARY

Lead with the month-over-month direction, then the year-over-year context.

2 MONTH-OVER-MONTH & YEAR-OVER-YEAR

METRIC	THIS MONTH	LAST MONTH	MOM	SAME MONTH LY	YOY
Clicks	_____	_____	_____	_____	_____
Impressions	_____	_____	_____	_____	_____
CTR	_____	_____	_____	_____	_____
Avg position	_____	_____	_____	_____	_____
Pages with clicks	_____	_____	_____	_____	_____

3 13-MONTH CLICKS TREND

CHART

Thirteen months lets the reader compare this month with the same month last year on one line — seasonality stops looking like a problem.

4 BIGGEST GAINS

PAGE · Δ CLICKS MOM

Three pages that gained the most clicks.

5 BIGGEST DROPS

PAGE · Δ CLICKS MOM

Three pages that lost the most — with a one-line reason.

6 DONE THIS MONTH

SHIPPED

7 NEXT MONTH

PLANNED

1

THIS MONTH IN ONE LINE

Clicks +8% month over month and +60% year over year — the best month on record.

2

MONTH-OVER-MONTH & YEAR-OVER-YEAR

Metric	Sep	Aug	MOM	Sep '25	YOY
Clicks	9.8k	9.1k	+8%	6.2k	+60%
Impressions	287k	271k	+6%	199k	+44%
CTR	3.4%	3.4%	+0.1pp	3.1%	+0.3pp
Avg position	18.4	19.1	▲ 0.7	22.6	▲ 4.2
Pages with clicks	412	398	+4%	301	+37%

3

13-MONTH CLICKS TREND

4

BIGGEST GAINS

/blog/cohort-analysis/	+412 clicks
New comparison table; now position 3	
/templates/kpi-dashboard/	+268 clicks
Title rewrite lifted CTR	
/blog/funnel-metrics/	+151 clicks
Internal links from four new posts	

5

BIGGEST DROPS

/blog/ga4-migration/	-233 clicks
Seasonal: migration interest fading	
/pricing/	-96 clicks
Competitor bidding on brand query	
/blog/utm-builder/	-71 clicks
Lost the featured snippet	

6

DONE THIS MONTH

- Shipped the cohort-analysis comparison table
- Rewrote 14 titles on page-one queries
- Pruned 22 thin tag pages (noindex)

7

NEXT MONTH

- Win back the UTM-builder snippet
- Brief two posts for Q4 budgeting queries
- Add FAQ sections to the three template pages