

LOGO

SEO Report

Client / site: _____

Period: _____

1 HEADLINE TAKEAWAY

ONE SENTENCE

What changed this period, and why — the line a busy reader remembers if they read nothing else.

2 KEY METRICS VS PREVIOUS PERIOD

CLICKS

This period · Δ vs last

IMPRESSIONS

This period · Δ vs last

CTR

This period · Δ vs last

AVG POSITION

This period · Δ vs last

3 CLICKS TREND

CHART

Plot monthly clicks (and optionally impressions) for the last 6–13 months. Mark anything that explains a jump or dip: launches, migrations, algorithm updates.

4 TOP PAGES

PAGE · CLICKS · Δ

Your 5 highest-click URLs and their change vs last period.

5 KEYWORD WINS

QUERY · BEFORE → AFTER

Queries whose average position improved most. Lead with any that reached page one.

6 WORK COMPLETED

SHIPPED

What was done, linked to the numbers above where you can.

7 NEXT PERIOD PLAN

PLANNED

Two or three priorities, each tied to a metric you'll report next time.



1 HEADLINE TAKEAWAY

Clicks up 15% month over month, led by the relaunched category pages.

2 KEY METRICS VS AUG

CLICKS

18.4k

+15% vs Aug

IMPRESSIONS

412k

+11% vs Aug

CTR

4.5%

+0.2pp vs Aug

AVG POSITION

14.2

▲ 1.6 places vs Aug

3 CLICKS TREND



4 TOP PAGES

/tents/		2.8k
+35% vs Aug		
/sleeping-bags/		2.1k
+24% vs Aug		
/guides/tent-sizes/		1.6k
+4% vs Aug		
/backpacks/		1.2k
+23% vs Aug		
/guides/checklist/		1.1k
-6% vs Aug		

5 KEYWORD WINS

2 person tent	#14 → #6
820 clicks this period	
camping checklist printable	#9 → #3
610 clicks this period	
lightweight sleeping bag	#18 → #7
540 clicks this period	
tent footprint	#11 → #4
390 clicks this period	

6 WORK COMPLETED

- Relaunched six category pages with buying-guide copy and FAQs
- Fixed redirect chains left over from the old /shop/ URLs
- Published three guides: tent sizes, layering, checklist

7 NEXT PERIOD PLAN

- Rewrite titles on page-one queries with CTR under 2%
- Roll the category template out to /stoves/ and /lighting/
- Link every guide to its matching category page