

SEO reporting framework

Three cadences, each with its own audience, question, and KPI set. Report the same numbers to everyone and nobody gets what they need.

Weekly pulse

In-house SEO / content team

ANSWERS

"Did anything break or spike this week?"

KPIS

- Clicks & impressions, week over week
- Pages newly losing clicks
- Indexing & crawl errors

FORMAT

3–5 bullet message in Slack or email

START FROM

[SEO dashboard template](#)

Monthly report

Client, manager, or stakeholder

ANSWERS

"Is SEO working, and what are you doing next?"

KPIS

- Clicks, impressions, CTR, avg position (MoM + YoY)
- Top pages & keyword wins
- Work completed vs plan

FORMAT

One-page report or infographic

START FROM

[Monthly SEO report template](#)

Quarterly review

Founder, exec, or budget owner

ANSWERS

"Is the investment paying off against the goal?"

KPIS

- Non-brand clicks vs target
- Conversions or leads from organic
- Strategic bets: kept, cut, added

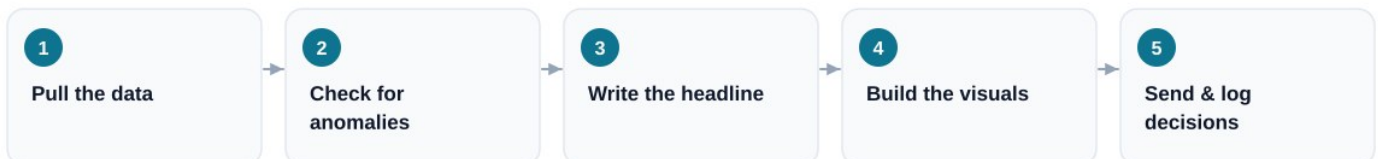
FORMAT

Short deck or one-page snapshot

START FROM

[SEO report template](#)

EVERY REPORT, EVERY CADENCE



SEO reporting plan

One row per KPI you commit to reporting. Fill it in with your client or team before the first report — it settles what “working” means up front.

KPI	Audience	Cadence	Source	Target / goal	Owner
Non-brand clicks	Client	Monthly	GSC · query filter	Agreed with client	SEO lead
Pages losing clicks	Content team	Weekly	GSC · Pages, compare	Flag any >20% drop	Content editor
Organic leads	Founder	Quarterly	Analytics · goals	Set per quarter	Marketing