

Chapter 5: Track and Monitor Your SEO Results — Summary

Many companies invest heavily in SEO (content, backlinks, technical fixes) but **fail to track results**, which makes their efforts inefficient. Tracking SEO performance helps you understand **what's working, what's not, and when to change your strategy**.

Key SEO Metrics to Monitor

1. Organic Traffic

This is the main goal of SEO. It shows how many users reach your site through unpaid search results. Rankings alone don't matter if they don't bring real visitors.

2. Individual Keyword Rankings

Tracking specific keywords helps you see whether your SEO efforts are moving in the right direction. Rising rankings usually indicate progress, while drops signal problems.

3. Clicks & Impressions

These metrics (from Google Search Console) show:

- **Impressions:** how often your site appears in search results
- **Clicks:** how many users actually visit your site
They reveal how attractive your titles and meta descriptions are.

4. Traffic Cost

This estimates how much you would have paid if the same organic traffic came from paid ads.

It helps measure **traffic quality and SEO value**, not just volume.

5. Search Engine Visibility

This measures how often your site appears in search results overall.

It's useful, but **less important than clicks and conversions**, since visibility without engagement doesn't bring business value.

6. Conversions

Conversions measure whether traffic achieves real goals such as:

- Purchases
- Sign-ups
- Contact form submissions

This is the most important metric because it connects SEO to real business results.

Chapter 5

Track & Monitor Your SEO Results

Why Track Your SEO? 🧐

Tracking your SEO tells you:

- ✓ What's working
- ✓ What's not
- ✓ Where to improve



Important SEO Metrics to Track

1. Organic Traffic

Measure visitors to your site from Google.



→ Ultimate goal of SEO:
Traffic over time

2. Keyword Rankings

Track if your rankings for top keywords are improving.



→ Track with Semrush, Ahrefs...

3. Clicks & Impressions

See how many people see and click on your site.



Google Search Console

4. Traffic Costs

Estimate how much that same traffic would cost with paid ads:

Keyword: **best seo tools** / \$ 5,000

- Monthly Search Volume: \$4
- Cost-Per Click (CPC): \$4

= \$20,000 / month

5. Search Engine Visibility

Measure how many people see your site in search results.

⚠ Visibility matters less than **ACTUAL CLICKS**.



Track with Ahrefs, Moz...

6. Search Engine Visibility

Measure how many people see your site in search results.

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Track with Ahrefs, Moz...

6. Conversions

Measure actions that lead to sales, leads, or sign-ups.

Examples:
→ 10,000 visitors → 20 purchases
→ 1,000 → 20 purchases



→ Track with Google Analytics & CRM.



Track your SEO performance using these important metrics to refine and improve your strategy.