

SEO GROWTH REPORT

Confidential Client Analysis

Company: TaskFlow Pro (Project Management SaaS)
Industry: B2B Software - Team Collaboration Tools
Website: taskflowpro.com
Analysis Period: March 2024 - January 2025

SEO Visibility: Before & After

Metric	Before (Mar 2024)	After (Jan 2025)
Monthly Organic Traffic	12,340	31,280 (+153.5%)
Keywords in Top 10	47	134 (+185.1%)
Domain Authority (Moz)	38/100	52/100 (+36.8%)
Referring Domains	286	642 (+124.5%)
Monthly Trial Signups (Organic)	89	267 (+200%)

Top Keyword Achievements

- "project management software for small teams" — Position #2 (8,100 monthly searches)
- "agile task tracking tools" — Position #1 (3,600 monthly searches)
- "best kanban board software" — Position #3 (5,400 monthly searches)
- "team collaboration platforms" — Position #4 (6,200 monthly searches)

Business Impact

- Estimated organic-attributed MRR increased from \$31,400 to \$89,700
- Cost per acquisition from organic decreased by 61% (from \$247 to \$96)
- Featured in 8 SERP snippets for high-value comparison queries

Technical SEO Algorithm Audit

Comprehensive analysis of Google algorithm compliance and technical SEO health.

Critical Issues Discovered

● CRITICAL: Slow Page Load Speed

Issue: Average Largest Contentful Paint (LCP) is 4.8 seconds (threshold: 2.5s)
Pages Affected: 173 of 284 indexed pages (61%)
Root Cause: Unoptimized hero images (avg 2.3MB), render-blocking JavaScript
Impact: Estimated 12-18% ranking penalty on competitive keywords
Solution: Implement WebP/AVIF images, defer non-critical JS, enable browser caching

⚠ HIGH: Duplicate Content Issues

Issue: 47 product feature pages have 85%+ content similarity
Examples: /features/time-tracking vs /features/timesheet-management
Impact: Google indexing only 1 of every 3 similar pages; keyword cannibalization detected
Solution: Consolidate 47 pages into 18 unique feature pages with canonical tags

i MEDIUM: Missing Schema Markup

Issue: No SoftwareApplication or Product schema on key pages
Opportunity Lost: Competitors with schema showing ratings in SERPs (21% higher CTR)
Pages Missing Schema: Pricing page, product pages, comparison pages (82 total)
Solution: Implement JSON-LD for SoftwareApplication, AggregateRating, and FAQPage

Google Algorithm Health Score

Core Web Vitals (LCP, FID, CLS)	41/100
Mobile-First Indexing Readiness	88/100
Content Quality & E-E-A-T	76/100
Technical SEO Foundation	67/100
Backlink Profile Quality	82/100
Overall Algorithm Compliance	71/100

90-Day Action Plan

Month 1 (Feb 2025): Core Web Vitals optimization — compress images, implement lazy loading, eliminate render-blocking resources. Target: LCP under 2.5s on 90% of pages.

Month 2 (Mar 2025): Content consolidation — merge duplicate feature pages, set canonical tags, create unique value propositions. Target: reduce indexed pages from 284 to 195.

Month 3 (Apr 2025): Schema implementation — add SoftwareApplication, AggregateRating, and FAQ schema. Launch 12 new comparison content pieces targeting "vs" keywords.

Projected Impact: Additional 35-50% organic traffic increase, 15-20% improvement in trial signup rate from organic sources.

This report demonstrates our comprehensive SEO analysis methodology. Full client engagements include competitive gap analysis, keyword opportunity mapping, technical crawl reports, and month-by-month tracking dashboards.