

SEO Reporting



How to report on SEO



**Reporting is about telling
the story of what
happened on your website
to influence what you're
going to do next.**

Start by setting SMART goals and establishing KPIs for your website.



SEO is an iterative process.

You can't go after everything all at once.



Don't get carried away and over-optimize.

If you change too many things at once,
it could adversely affect your rank.

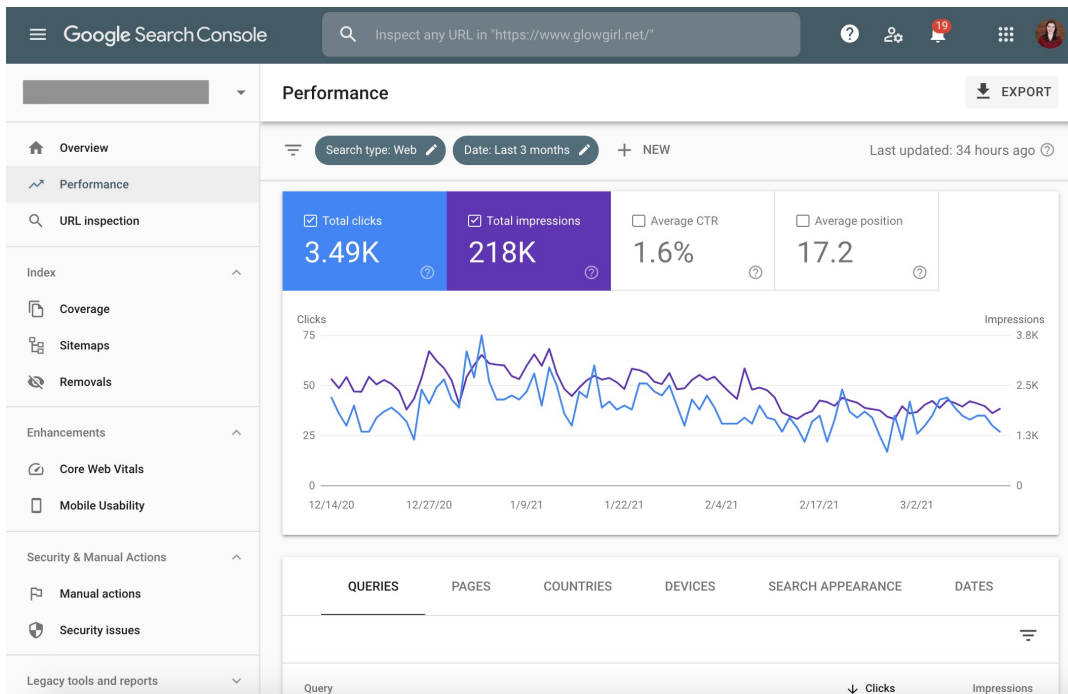


How do you monitor results?

- Use Google Search Console to check your search performance and rank for a keyword or page.
- Use Google Analytics to track organic traffic to a page.

Connect your website to Google Search Console.

This will give you great insights into organic traffic, as well as metrics relating to your site, indexation of pages, errors, etc.



Always track everything you do and tie it to a goal.





Let's take an example of a fictional company, The Pet Box, which sells a subscription box service for pet owners.

Goal: Increase sales by 20%
over the next six months.

To reach this goal, the marketing team decided on a few steps:

- Optimized the product page using on-page SEO best practices.
- Wrote a series of blog posts teaching their audience about different types of pet food.
- Made a pillar page on how to find the right pet food.

The metrics they'll track to determine if they're on the path to reaching their goals are:

- Organic traffic to the product page, pillar page, and related blog posts
- Conversions
- Bounce rate
- Sales made from these pages

Goal: Increase monthly page visits by 50% and boost position above #5.

The marketing team's strategy to reach this goal is:

- Optimize the product page for search intent.
- Boost page authority by getting backlinks from reputable pet care blogs and pet food companies.

The metrics they'll track to see if they're meeting their goal are:

- Organic traffic to the product page
- Its position in SERPs
- Number of search impressions
- Backlinks acquired

Four decorative circles of varying sizes and shades of teal are arranged vertically on the left side of the slide. The top circle is the largest and is a lighter shade of teal. Below it is a smaller circle with a darker teal center. The third circle is the same size as the second but is a lighter shade of teal. The bottom circle is the same size as the second and is a darker shade of teal.

Create your SEO reports





Optional: How to add your website to Google Search Console

