Dashboard

To create a customised dashboard for each client to analyse their SEO growth. This will mainly be looking at keywords and their growth week-on-week.

It's important that the tool selected is easy to use (seamless) for the clients.

The features:

The G-team can:

1. Upload keyword data ranking every week in .CSV format for each client. The tool then points out the difference in ranking

Keywords	7-September	14-September	21-September	5-October-22	12-October-2	20-October-2	26-October-2	Difference
event content writing	1	1	2	3	3	2	2	0
event management content writing	2	3	3	3	3	2	2	0
manufacturing content writing	2	2	2	3	3	1	3	-2
content writers for agriculture	1	1	3	3	4	3	3	0
content writing for events	2	3	3	3	3	4	3	1
environmental content writer	4	4	4	4	4	4	4	0
content writer for financial services website	5	6	5	3	5	4	4	0
saas content writing service	6	9	8	3	3	5	4	1
bookkeeping content writing firm	5	5	5	5	5	5	5	0
bookkeeping content writing company	5	5	5	5	5	5	5	0
construction content writing	6	10	10	6	5	5	5	0
content writing for food industry	5	6	6	6	5	6	5	1
saas content writing company	7	9	9	6	8	8	5	3
manufacturing content writer	3	4	3	3	3	4	6	-2
advertising writing services	10	12	13	6	6	6	6	0
technical content services	6	6	6	7	6	6	6	0
content writing for financial services	6	9	9	5	5	7	6	1
telecom content services	3	7	7	8	9	7	6	1
financial website content writer	6	6	8	5	5	5	7	-2
content writing for software company	6	5	8	4	6	6	7	-1
sustainability content writer	7	8	7	6	6	7	7	0
content writing outsourcingreal estate content writing	7	6	7	7	7	7	7	0
hr content writer	7	7	14	7	7	7	7	0
gaming content writing	7	8	9	6	6	8	7	1

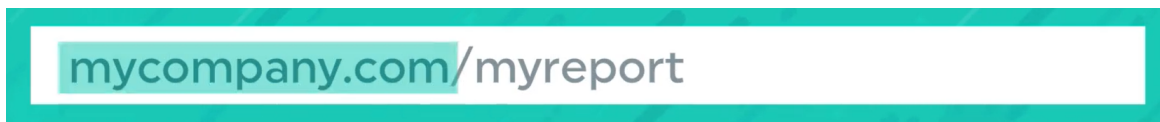2. So that all clients have their own dashboard
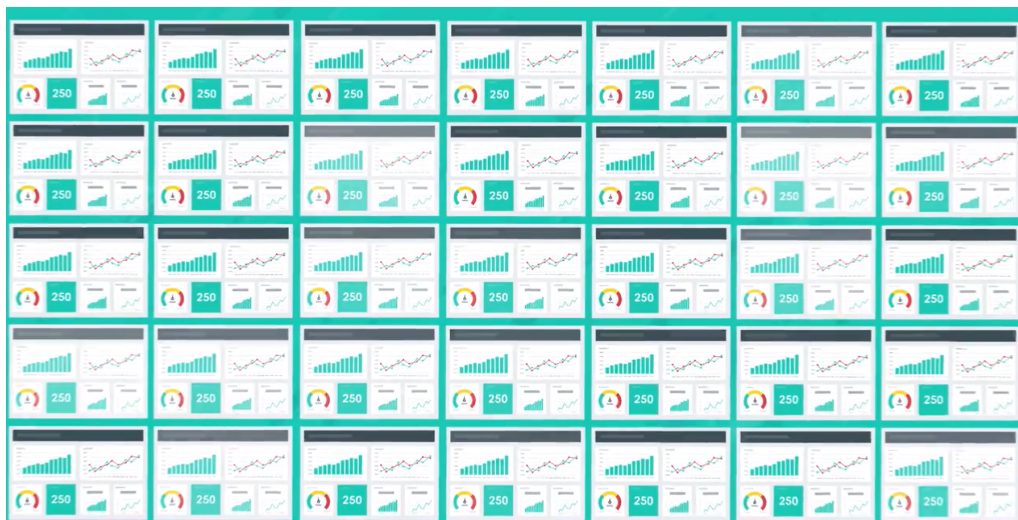
3. Keywords are divided based on various categories
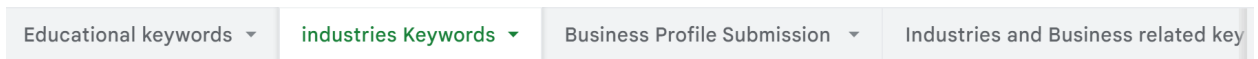
4. (Optional) Upgrade users to different tiers (i.e. what clients can see)
    This option allows clients who want to see more data to upgrade by contacting their account manager.

5. (mandatory) Custom domain for the entire dashboard (eg: dashboard.g.com)

6. Customise the colours of the dashboard to match the G colours.

Client can:

1. Review the data in a numerical/text form as a report. Example:

Landing Page ∧	Impressions ∨		Clicks ∨		Avg. Position ∨	
Consectetur elit eleifend bibendum	837	+659	401	+295	3.04	+0.39
Curabitur proin amet faucibus pellentesque	801	+772	499	+482	3.93	+0.53
Luctus erat	783	+695	361	+307	2.46	-0.24
Eu bibendum	781	+622	361	+272	1.97	-0.72
Consectetur curabitur	760	+636	426	+358	3.11	+0.59
Amet dui	738	+678	487	+446	1.60	-0.81
Quis augue vestibulum nulla elit pellentesque	528	+361	311	+208	1.57	-0.34
Pellentesque	486	+456	192	+175	2.78	-0.62
Eros nisi	456	+328	180	+104	1.88	-0.18
Urna cursus nunc nisi accumsan	414	+327	187	+127	1.56	-1.17

TOP PERFORMING PAGES

2. Review in a graphical format (charts)

3. Clients can log in to their own dashboard. This could be either sharing a dashboard URL or providing login details.

4. (optional) Receive automatic email delivery of their reports
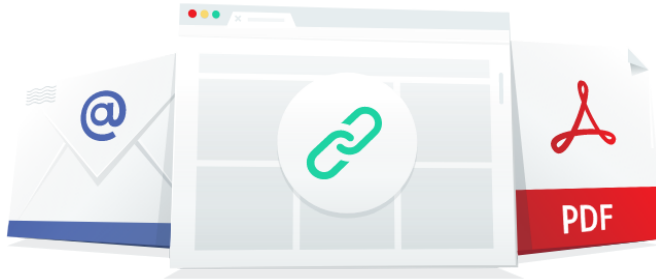
5. (optional) A widget to provide action points/tasks for the customer to work on