

Digital Frog Agency

Standard SEO Report

Test Client Standard

September 1, 2024 - October 1, 2024

Generated on October 10, 2025

Executive Summary

Performance overview for 2024-09-01 to 2024-10-01

Total Users

12

Unique website visitors

Total Sessions

13

Website visits

Bounce Rate

15.38%

Single-page sessions (%)

Conversions

0

Goal completions

Key Highlights

Traffic Performance

Your website attracted 12 unique visitors with a 15.4% bounce rate, indicating excellent user engagement.

Search Visibility

Your site appeared 44 times in search results, generating 2 clicks with an average position of 17.5.

Google Search Console

Search engine visibility and keyword performance

Total Clicks

2

Clicks from search results

Total Impressions

44

Times shown in search results

Average CTR

4.55

Click-through rate (%)

Average Position

17.5

Average ranking position

Top Performing Keywords

Query	Clicks	Impressions	CTR (%)	Position
the digital frog	1	3		1.7
digital frog agency	1	8		4.3
seo services chile		15		23.1
marketing digital santi-ago		12		18.9
web design chile		6		31.2

Google Analytics 4

User behavior and website performance

Session Duration

6m 54s

Average time on site

Pages per Session

4.2

Page views per visit

New Users

10

First-time visitors

Organic Traffic

68.5

Search engine traffic (%)

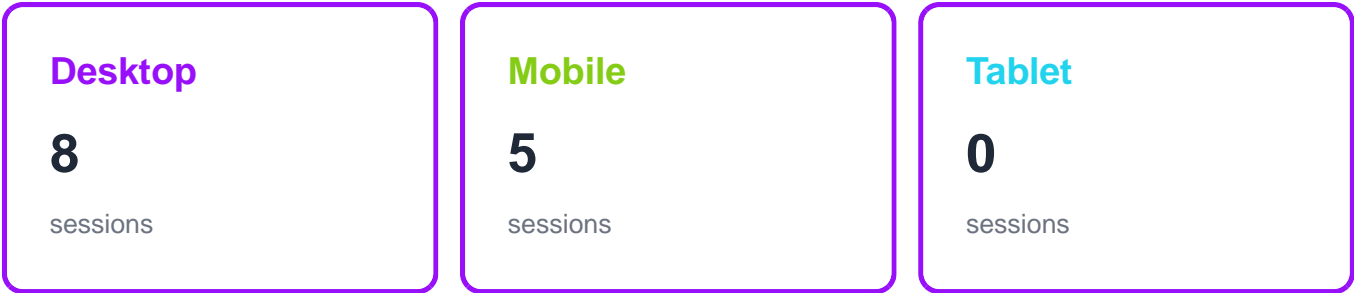
Top Landing Pages

Page	Sessions	Users	Bounce Rate (%)
/	11	11	
/what-we-do	1	1	
/services/seo	1	1	

Device & Traffic Analysis

How users find and access your website

Device Distribution



Traffic Sources

Source	Sessions	Percentage (%)
Organic Search	9	
Direct	3	
Social	1	

Key Insights & Recommendations

Data-driven strategies for growth

Search Performance

With 2 clicks from 44 impressions, your CTR is 4.55%. This is performing well above average.

User Engagement

Users spend an average of 6 minutes on your site and view 4.2 pages per session. Strong engagement indicates quality content.

Mobile Optimization

38% of your traffic comes from mobile devices. Desktop remains the primary device - maintain strong desktop performance while improving mobile experience.

Priority Action Items

1. SEO Optimization

Focus on improving rankings for keywords currently in positions 5-15 to drive more clicks.

2. Content Strategy

Create content targeting high-impression, low-click keywords to capture more traffic.

3. Conversion Optimization

Implement goal tracking to measure and optimize conversion performance.

Report Summary

Your digital marketing performance at a glance

Overall Performance

60%

Based on search visibility, user engagement, and content performance

Next Review

We recommend reviewing your SEO performance monthly to track progress and identify new opportunities. The next report should be generated around 9/11/2025.

Questions About This Report?

Contact Digital Frog Agency for detailed analysis and strategic guidance

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