

# Digital Frog Agency

# Standard SEO Report

Large Numbers Client

September 1, 2024 - October 1, 2024

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Generated on October 13, 2025

## Executive Summary

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

### Total Users

2,500,000

Unique website visitors

### Total Sessions

4,750,000

Website visits

### Bounce Rate

35.6%

Single-page sessions (%)

### Conversions

125,000

Goal completions

## Key Highlights

### Traffic Performance

Your website attracted 2500000 unique visitors with a 35.6% bounce rate, indicating excellent user engagement.

### Search Visibility

Your site appeared 15750000 times in search results, generating 1250000 clicks with an average position of 3.2.



# Google Search Console

Search engine visibility and keyword performance

Total Clicks

1,250,000

Clicks from search results

Total Impressions

15,750,000

Times shown in search results

Average CTR

7.94

Click-through rate (%)

Average Position

3.2

Average ranking position

## Top Performing Keywords

Query	Clicks	Impressions	CTR (%)	Position
popular keyword	500,000	2,000,000		1.5

# Google Analytics 4

User behavior and website performance

## Session Duration

7m 5s

Average time on site

## Pages per Session

3.8

Page views per visit

## New Users

1,875,000

First-time visitors

## Organic Traffic

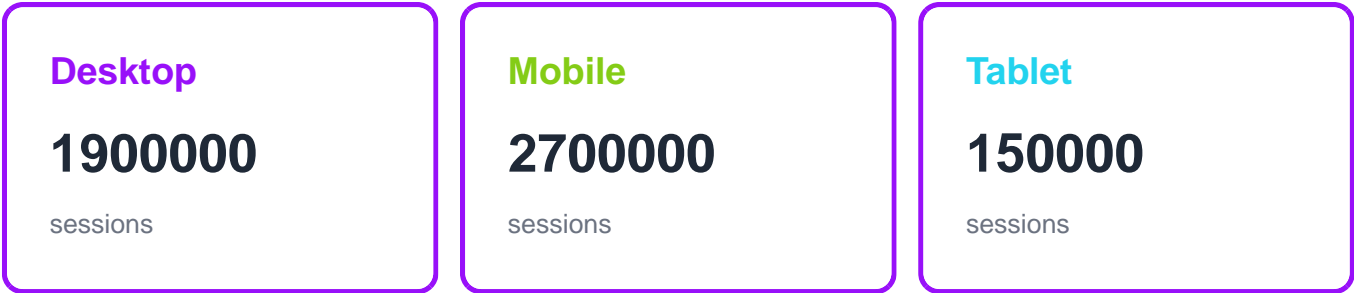
72.5

Search engine traffic (%)

# Device & Traffic Analysis

How users find and access your website

## Device Distribution



## Key Insights & Recommendations

Data-driven strategies for growth

### Search Performance

With 1250000 clicks from 15750000 impressions, your CTR is 7.94%. This is performing well above average.

### User Engagement

Users spend an average of 7 minutes on your site and view 3.8 pages per session. Strong engagement indicates quality content.

### Mobile Optimization

57% of your traffic comes from mobile devices. Ensure your mobile experience is optimized for the majority of your users.

## 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

Build on successful conversion tracking with A/B testing and funnel optimization.





## Report Summary

Your digital marketing performance at a glance

### Overall Performance

65%

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 12/11/2025.

### Questions About This Report?

Contact Digital Frog Agency for detailed analysis and strategic guidance

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