Acme Corporation SEO Traffic Analysis Report

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Executive Summary

This report analyzes Acme Corporations organic traffic trends, identifying key areas of improvement and potential reasons for recent fluctuations. The data was gathered from Google Analytics, Search Console, and third-party SEO tools.

Traffic Overview

Understanding Traffic vs. Actual Traffic

- Traffic (Projected Traffic): This refers to the expected or estimated number of visitors based on past performance and predictive modeling. It does not account for real-time fluctuations.
- Actual Traffic: This represents the real number of visitors recorded, which includes all variations due to factors like algorithm updates, seasonal trends, external backlinks, and content updates.

Comparing projected vs. actual traffic helps identify discrepancies and diagnose potential SEO issues or improvements, such as unexpected drops, unusual spikes, and deviations from expected performance.

- Total Organic Traffic (Last 30 Days): 15,320 sessions
- Change from Previous Period: -18% decline
- Bounce Rate: 48.2%
- Average Session Duration: 2m 34s

Next Steps & Monitoring Plan

- Short-term (Next 30 Days): Fix technical issues and recover lost backlinks.
- Medium-term (3 Months): Content refresh and on-page SEO enhancements.
- Long-term (6 Months): Monitor ranking improvements and refine strategy.

Power BI Dashboard Visualization

The following section includes a visual representation of Acme Corporation's SEO trends using Power BI. This dashboard presents key insights, traffic trends, and areas for optimization.

For further details or questions, please reach out to Sulay Cay at cay.sulay@gmail.com.
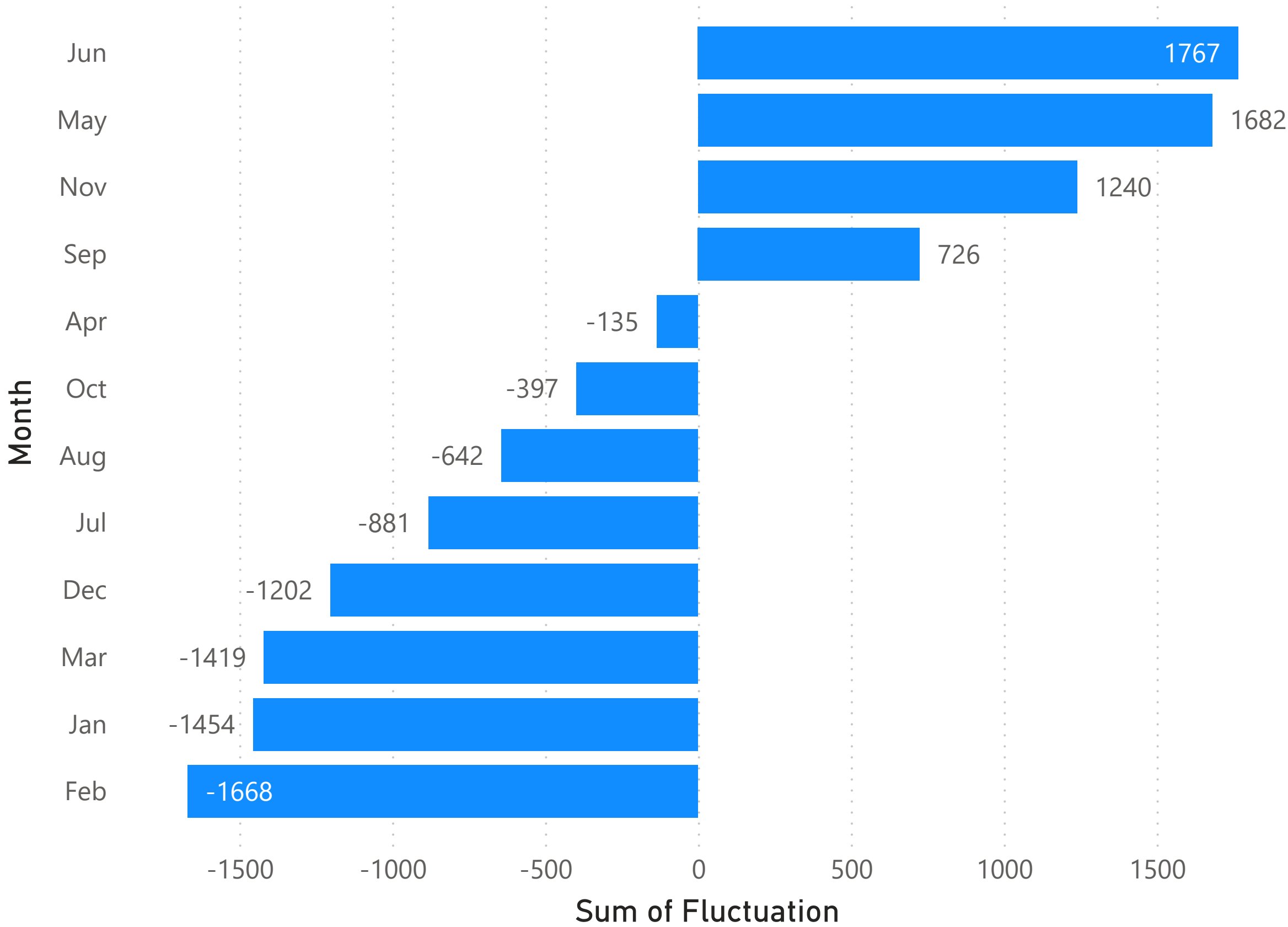
End of Report

Quick summary
SEO Traffic Data

-2383 Sum of Fluctuation	**179937** Sum of Actual Traffic	**182320** Sum of Traffic

Sum of Fluctuation by Month

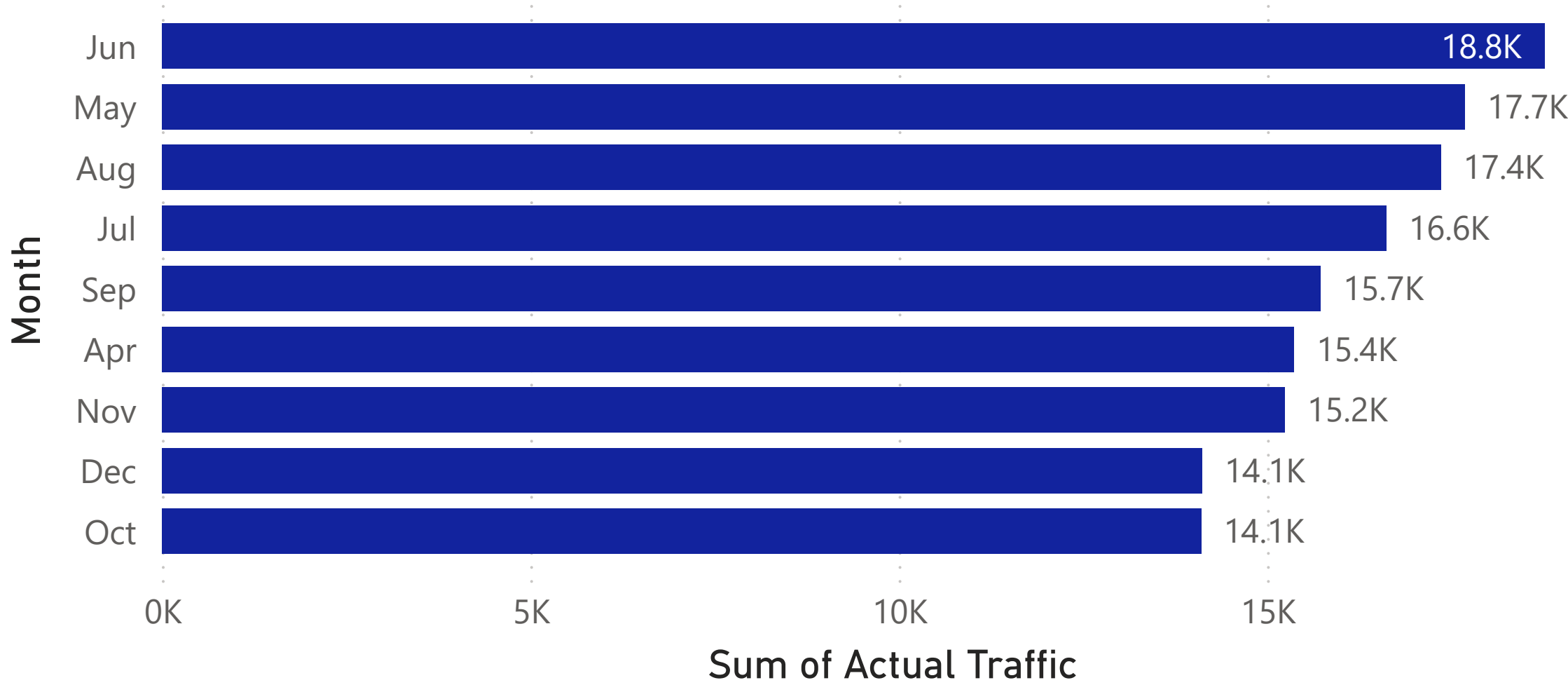| Month	Sum of Fluctuation
Jun	1767
May	1682
Nov	1240
Sep	726
Apr	-135
Oct	-397
Aug	-642
Jul	-881
Dec	-1202
Mar	-1419
Jan	-1454
Feb	-1668

At 1767, Jun had the highest Sum of Fluctuation and was 205.94% higher than Feb, which had the lowest Sum of Fluctuation at -1668.
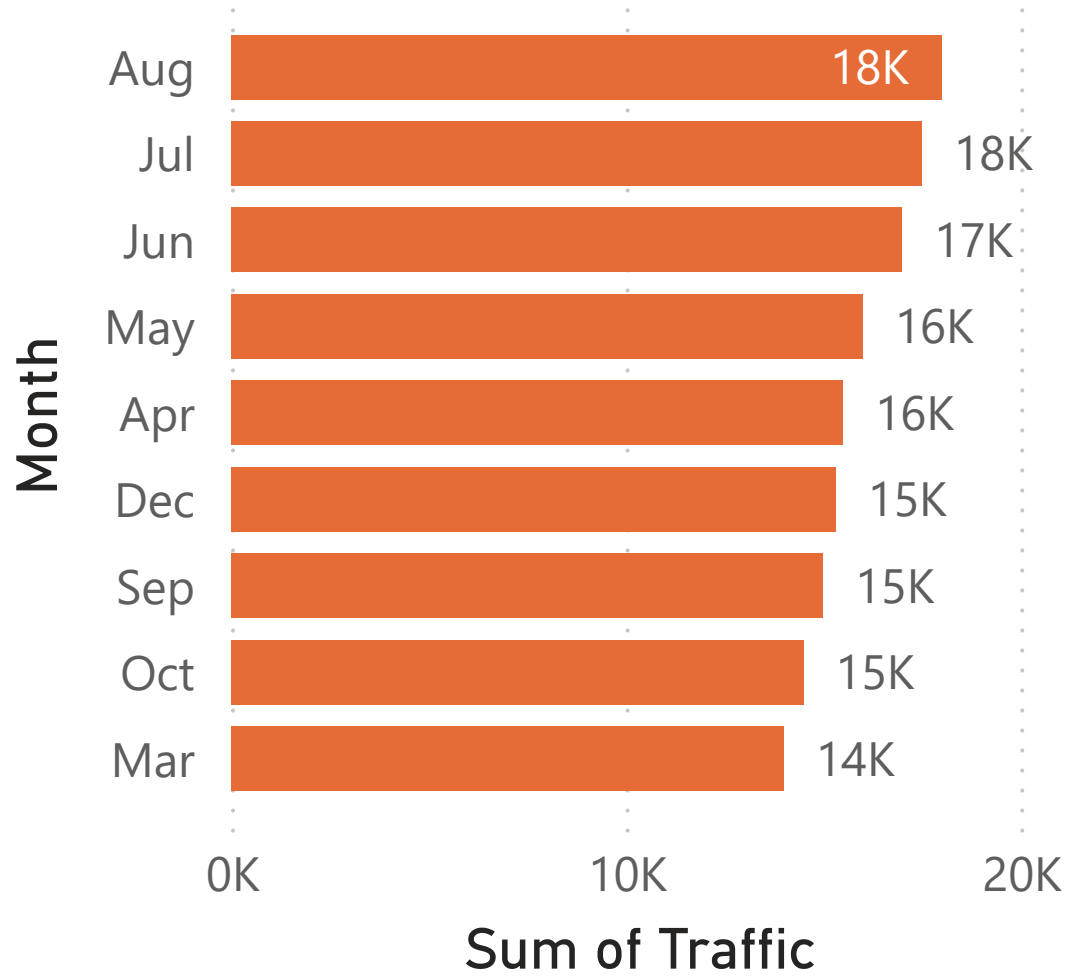
Jun accounted for 13.37% of Sum of Fluctuation.

Across all 12 Month, Sum of Fluctuation ranged from -1668 to 1767.

Sum of Actual Traffic by Month

Month	Sum of Actual Traffic
Jun	18.8K
May	17.7K
Aug	17.4K
Jul	16.6K
Sep	15.7K
Apr	15.4K
Nov	15.2K
Dec	14.1K
Oct	14.1K

Sum of Traffic by Month

Month	Sum of Traffic
Aug	18K
Jul	18K
Jun	17K
May	16K
Apr	16K
Dec	15K
Sep	15K
Oct	15K
Mar	14K

Sum of Fluctuation by Traffic

Traffic	Sum of Fluctuation
17000	1.8K
16000	1.7K
15000	0.7K
15500	-0.1K
14000	-0.2K
14500	-0.4K
18000	-0.6K
17500	-0.9K
15320	-1.2K