



SEO Reports Overview

In our monthly reports, we are looking at data from a handful of sources, including Google Search Console, Google Analytics, Keyword Tracking Tools, and Conversion numbers when applicable.

With respect to our client's privacy, we don't share full reports, but we have put together this guide taking snippets and examples of each type of report to show how we look at the data and what you can expect each month.

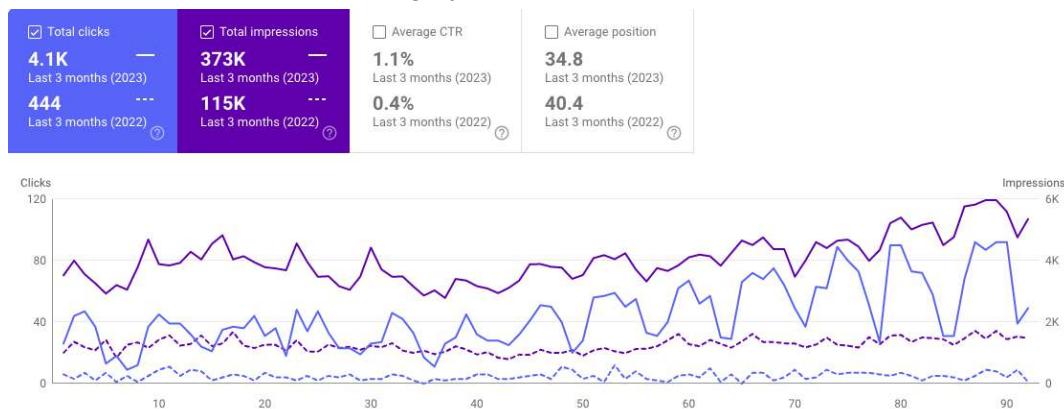
Google Search Console

Google Search Console (GSC) gives us specific data from Google on what pages are showing up in search results, what queries are triggering those results, and how often this is happening. (Note, there is a lot more GSC can tell us, but for our purposes at the moment, this will suffice).

Here is an example of Google Search Console Data from one of our clients, a personal injury law firm located in California.

We are looking at the past 3 months of data compared to the same time period the previous year.

This client has seen tremendous growth, with their total clicks increasing 923% (444 → 4,100) and their impressions increasing by 324% (115,000 → 373,000).



Google Analytics

Next, we will look at Google Analytics. This will give us information on all website traffic (as opposed to just organic traffic from Google as with GSC) including social media, paid ads, organic traffic from other websites, and people going directly to your website.

This is looking at that same personal injury attorney, comparing organic traffic from Jan 1 - Feb 20 or 2023 to 2022.

As with their Google Search Console data, we have seen significant organic traffic growth year over year.

Acquisition		
Users ? ↓	New Users ?	Sessions ?
812.62% ↑ 2,893 vs 317	840.59% ↑ 2,850 vs 303	632.10% ↑ 3,353 vs 458

Conversions

With Google Analytics, we can also set up conversion tracking to get a better understanding of how valuable our traffic is. In this case, this attorney had a 95% increase in form fills on their website from the start of 2023 compared to the start of 2022.

Form - Thank you (Goal 1 Completions) ?
95.83% ↑ 47 vs 24

Keyword Tracking

Lastly, we track keywords to keep a gauge on how we doing targeting specific terms. We run a report before we start work and then we run weekly reports to see where we are at.

Keyword	▲ Current Rank	Previous Week	Previous Month	Benchmark
Business Formation Lawyer San Francisco CA <i>San Francisco CA</i> <i>Initial SEO : 11-02-2022</i>	2	2	2	52  50
Business Formation Attorney San Francisco CA <i>San Francisco CA</i> <i>Initial SEO : 11-02-2022</i>	4	4	4	63  59

Other Items

In addition to these numbers, we also send an overview of what work was done over the previous month, a short video going over the report, and schedule a monthly call to answer any questions you may have.

Tying It All Together

As with most marketing, there are many moving parts and we work to take a holistic view of our client's websites, SEO goals, and general business and marketing goals. Each of the pieces above helps to give us a clearer picture of what is happening and what steps we need to take to continue growth or turn things around if we notice a downward trend in any area.

By reviewing all of this data every month, we are able to provide customized plans and recommendations for your account.