

SEO Reporting **Dashboard Template**

A comprehensive monthly SEO reporting template to track organic performance, keyword rankings, backlink growth, and technical health. Present data-driven insights to stakeholders and keep your SEO strategy on track.

Monthly <small>REPORTING CADENCE</small>	7 <small>CORE KPI CATEGORIES</small>	5 <small>REPORT SECTIONS</small>	Free <small>DASHBOARD TEMPLATE</small>
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How to Use This Template

Complete this report monthly, ideally within the first week of each new month. Pull data from Google Analytics 4, Google Search Console, Ahrefs/SEMrush, and PageSpeed Insights. Fill in the scorecard, tables, and notes sections to create a comprehensive picture of your SEO performance. Share with stakeholders to demonstrate ROI and align on next steps.

Consistent SEO reporting is the **backbone of any successful search strategy**. Without regular tracking, you cannot identify what is working, what needs attention, or where to allocate resources. This template covers **five core reporting areas**: executive summary, detailed traffic metrics, keyword performance, link building progress, and action planning.

What This Report Tracks

- ✓ Organic traffic & conversion trends
- ✓ Keyword rankings & movement
- ✓ Backlink acquisition & quality
- ✓ Technical health & Core Web Vitals
- ✓ Content performance metrics
- ✓ Competitor positioning changes

Common Reporting Mistakes

- ✗ Reporting vanity metrics without context
- ✗ Ignoring month-on-month trends
- ✗ No clear link between data and actions
- ✗ Missing technical health indicators
- ✗ Failing to set benchmarks or targets
- ✗ Not comparing against competitors

Website URL:

Report Period:

Prepared By:

Date Prepared:

1 Executive Summary – Monthly Scorecard

A high-level snapshot of your most important SEO metrics. Complete this section first to give stakeholders a quick overview before diving into the detail on subsequent pages.

Core Performance Metrics

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Organic Traffic (Sessions)			
Organic Conversions / Goals			
Organic Conversion Rate			
Average Position (GSC)			
Total Impressions (GSC)			
Click-Through Rate (GSC)			
New Backlinks Acquired			
Domain Authority / Rating			
Referring Domains (Total)			
Organic Revenue / Value			

Top Keyword Movements

KEYWORD	PREVIOUS POSITION	CURRENT POSITION	CHANGE

Traffic Trend Placeholder
Paste or sketch your monthly organic traffic trend chart here. Use Google Analytics 4 → Reports → Acquisition → Traffic Acquisition, filtered to "Organic Search." Showing 6–12 months of data provides the best context for identifying trends and seasonality patterns.

Executive Summary Notes

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2 Detailed Traffic & Technical Metrics

Dig deeper into your organic performance. Track landing page traffic, conversion data, visitor behaviour, and technical health to understand the full picture behind your headline numbers.

Organic Traffic by Top Landing Pages

LANDING PAGE URL	SESSIONS	CONVERSIONS	CONV. RATE

Visitor Behaviour Metrics

Audience Breakdown	Device Split
New Visitors:	Mobile %:
Returning:	Desktop %:
Bounce Rate:	Tablet %:
Avg. Session:	Top Device:

Technical Health – Core Web Vitals & Indexation

TECHNICAL METRIC	CURRENT SCORE	TARGET	STATUS
Largest Contentful Paint (LCP)		< 2.5s	
First Input Delay / INP		< 200ms	
Cumulative Layout Shift (CLS)		< 0.1	
PageSpeed – Mobile		≥ 70	
PageSpeed – Desktop		≥ 90	
Crawl Errors (GSC)		0	
Pages Indexed vs Submitted		100%	
Sitemap Status		Valid	

Technical Issues to Flag

Note any new crawl errors, indexation drops, or Core Web Vitals regressions here. Include the affected URLs and recommended fixes. Prioritise issues that impact high-traffic or high-conversion pages first.

3 Keyword Performance & Content Analysis

Track your keyword ranking distribution, identify keyword movements, and measure content performance to understand which topics and pages are driving the most value.

Ranking Distribution

Record the number of keywords ranking in each position bracket. Track this monthly to spot overall visibility trends.

POSITION RANGE	KEYWORDS (THIS MONTH)	KEYWORDS (LAST MONTH)	CHANGE
Positions 1-3			
Positions 4-10			
Positions 11-20			
Positions 21-50			
Positions 50+			
Total Keywords Tracked			

Keyword Movement Summary

New Keywords Ranking	Lost / Declined Keywords
Keyword 1:	Keyword 1:
Keyword 2:	Keyword 2:
Keyword 3:	Keyword 3:
Keyword 4:	Keyword 4:
Keyword 5:	Keyword 5:

Competitor Comparison

COMPETITOR	DA / DR	KEYWORDS (TOP 10)	EST. TRAFFIC
Your Site			

Content Performance

CONTENT / BLOG POST	PUBLISH DATE	ORGANIC SESSIONS	TOP KEYWORD

Content Strategy Notes

Record total blog posts published this month, any content updates made to existing pages, and planned topics for next month. Note which content formats (guides, tools, case studies) are driving the most organic traffic.

4 Link Building Report & Action Plan

Track your backlink acquisition efforts, plan next month's priorities, and document strategic notes for ongoing SEO improvements.

New Backlinks Acquired This Month

SOURCE / REFERRING DOMAIN	DA	LINK TYPE	ANCHOR TEXT
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Backlink Summary	Toxic Links & Disavow
New Backlinks:	Toxic Links Found:
Referring Domains:	Disavow Actions:
Avg. Link DA:	Links Removed:

Action Items for Next Month

TASK / ACTION ITEM	PRIORITY	OWNER	DEADLINE
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Strategic Notes & Recommendations

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Client / Stakeholder Comments

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