

FREE RESOURCE — SEO TEMPLATE

SEO Reporting Dashboard Template

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

5

REPORT
SECTIONS

7

CORE KPI
CATEGORIES

Monthly

REPORTING
CADENCE

Free

FILLABLE
PDF TEMPLATE

ORGANIC TRAFFIC

RANKINGS

BACKLINKS

CORE WEB VITALS

PREPARED FOR

Cloudswitched Knowledge
Library

PREPARED BY

Cloudswitched Ltd.

VERSION

2026 Edition

FORMAT

Interactive PDF

00

How to use this template

Consistent SEO reporting is the **backbone of any successful search strategy**. Complete this report monthly, ideally within the first week of each new month. Pull data from Google Analytics 4, Google Search Console, Ahrefs or SEMrush, and PageSpeed Insights. Fill in the scorecard, tables, and notes sections to build a comprehensive picture of your SEO performance, then share with stakeholders to demonstrate ROI and align on next steps.

The template covers **five core reporting areas**: executive summary, detailed traffic metrics, keyword performance, link building progress, and action planning. Treat the trend ticks as a quick visual signal — tick up, flat, or down beside every KPI so a reader can scan the page in 30 seconds before drilling into the numbers.

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
- Indexation & crawl status
- Action items & next-month focus

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
- ! Skipping crawl & indexation checks
- ! Burying insights under raw data dumps

Report context

Capture the planning context before completing the tables. Every reviewer should know whose site this covers and which period the figures represent.

WEBSITE URL

REPORT PERIOD

PREPARED BY

DATE PREPARED

TREND TICK CONVENTION

Beside every KPI row, tick the direction of movement against the previous period. □ **Up** = improvement. = **Flat** = within $\pm 2\%$. □ **Down** = regression worth investigating. Use the trend ticks as a quick visual filter before diving into the variance numbers.

01

Executive summary — monthly scorecard

A high-level snapshot of the most important SEO metrics. Complete this section first to give stakeholders a quick overview before drilling into detail on the following pages. Record the headline number for each KPI, calculate the variance, then tick the trend direction.

Core performance metrics

METRIC	THIS MONTH	LAST MONTH	% CHANGE	TARGET	TREND
Organic traffic (sessions)	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Organic conversions / goals	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Organic conversion rate	_____%	_____%	_____%	_____%	☐ U ☐ F ☐ D
Average position (GSC)	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Total impressions (GSC)	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Click-through rate (GSC)	_____%	_____%	_____%	_____%	☐ U ☐ F ☐ D
New backlinks acquired	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Domain authority / rating	_____	_____	_____%	_____	☐ U ☐ F ☐ D
Referring domains (total)	_____	_____	_____%	_____	☐ U ☐ F ☐ D
ORGANIC REVENUE / VALUE	£ _____	£ _____	_____%	£ _____	☐ ☐ ☐

TRAFFIC TREND PLACEHOLDER

Paste or sketch your monthly organic traffic chart alongside this report. Use **Google Analytics 4** [Reports](#) [Acquisition](#) [Traffic Acquisition](#), filtered to “Organic Search”. Showing 6–12 months of data provides the best context for spotting trends and seasonality.

Executive summary notes

02

Detailed traffic & technical metrics

Dig deeper into organic performance. Track landing-page traffic, visitor behaviour and technical health to understand the full picture behind the headline scorecard.

Organic traffic by top landing pages

LANDING PAGE URL	SESSIONS	CONVERSIONS	CONV. RATE	AVG. POS.	TREND
-----	-----	-----	-----%	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----%	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----%	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----%	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----%	-----	☐ U ☐ F ☐ D

Visitor behaviour

AUDIENCE BREAKDOWN		DEVICE SPLIT	
NEW VISITORS %	RETURNING %	MOBILE %	DESKTOP %
-----	-----	-----	-----
BOUNCE RATE %	AVG. SESSION (MIN)	TABLET %	TOP DEVICE
-----	-----	-----	-----

Technical health — Core Web Vitals & indexation

TECHNICAL METRIC	CURRENT	TARGET	TREND	STATUS NOTE
Largest Contentful Paint (LCP)	-----s	< 2.5s	☐ U ☐ F ☐ D	-----
Interaction to Next Paint (INP)	-----ms	< 200ms	☐ U ☐ F ☐ D	-----
Cumulative Layout Shift (CLS)	-----	< 0.1	☐ U ☐ F ☐ D	-----
PageSpeed — mobile	-----	≥ 70	☐ U ☐ F ☐ D	-----
PageSpeed — desktop	-----	≥ 90	☐ U ☐ F ☐ D	-----
Crawl errors (GSC)	-----	0	☐ U ☐ F ☐ D	-----
Pages indexed vs submitted	-----%	100%	☐ U ☐ F ☐ D	-----

TECHNICAL ISSUES TO FLAG

Note new crawl errors, indexation drops, or Core Web Vitals regressions with affected URLs and fixes. Prioritise issues on high-traffic or high-conversion pages first — a single broken canonical can wipe out a month of gains.

03

Keyword performance & rankings

Track ranking distribution, identify keyword movements, and measure which positions are gaining or losing ground. Use the distribution table to spot overall visibility trends and the movement panels to surface the keywords that need attention next month.

Ranking distribution

POSITION RANGE	THIS MONTH	LAST MONTH	TREND	NOTES
Positions 1-3	-----	-----	☐ U ☐ F ☐ D	-----
Positions 4-10	-----	-----	☐ U ☐ F ☐ D	-----
Positions 11-20	-----	-----	☐ U ☐ F ☐ D	-----
Positions 21-50	-----	-----	☐ U ☐ F ☐ D	-----
Positions 50+	-----	-----	☐ U ☐ F ☐ D	-----
TOTAL KEYWORDS TRACKED	-----	-----	☐ ☐ ☐	

Top keyword movements

KEYWORD	PREV. POS.	CURRENT POS.	CHANGE	TREND
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D

NEW KEYWORDS RANKING

KEYWORD 1

KEYWORD 2

KEYWORD 3

KEYWORD 4

LOST / DECLINED KEYWORDS

KEYWORD 1

KEYWORD 2

KEYWORD 3

KEYWORD 4

04

Content performance & competitor view

Measure which content is driving organic value and how your visibility compares to the competitive set. Use these tables to decide what to double down on next month and where competitors are pulling ahead.

Competitor comparison

COMPETITOR / DOMAIN	DA / DR	TOP-10 KEYWORDS	EST. ORGANIC TRAFFIC	TREND
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
YOUR SITE	-----	-----	-----	☐ U ☐ F ☐ D

Content performance

CONTENT / BLOG POST	PUBLISH DATE	SESSIONS	TOP KEYWORD	TREND
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D

CONTENT STRATEGY NOTES

Record total blog posts published this month, any updates made to existing pages, and planned topics for next month. Note which formats — guides, tools, case studies, comparison pages — are driving the most organic traffic so you can repeat the winners.

Content notes

05

Link building & action plan

Track backlink acquisition this month, capture toxic-link housekeeping, and lock in the actions that move next month's numbers. Close the report with sign-off so stakeholders agree on priorities before the next cycle begins.

New backlinks acquired this month

SOURCE / REFERRING DOMAIN	DA	LINK TYPE	ANCHOR TEXT	TREND
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D
-----	-----	-----	-----	☐ U ☐ F ☐ D

BACKLINK SUMMARY

NEW BACKLINKS

REFERRING DOMAINS

AVG. LINK DA

TOXIC LINKS & DISAVOW

TOXIC LINKS FOUND

DISAVOW ACTIONS

LINKS REMOVED

Action items for next month

TASK / ACTION ITEM	PRIORITY	OWNER	DEADLINE
-----	☐ H ☐ M ☐ L	-----	-----
-----	☐ H ☐ M ☐ L	-----	-----

Report sign-off

PREPARED BY

DATE

APPROVED BY

Need expert SEO support?

Cloudswitched's SEO specialists build data-driven search strategies that grow organic traffic, lift rankings, and turn visibility into conversions — with monthly reporting, technical audits, and content programmes mapped to commercial outcomes.

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