

SEO report -- completed example

One month for an illustrative business, written the way a report should be written.

Every figure here is invented to demonstrate the format. They are not client data and they are not benchmarks. The commentary is the part worth copying.

Headline

Non-paid search delivered 41 enquiries in March, up from 33 in February and 22 in March last year. Clicks grew 9%; the larger gain came from conversion rate rather than traffic.

The numbers

Metric	This month	Last month	Same month last year
Non-paid enquiries	41	33	22
Clicks	8,420	7,610	6,240
Impressions	286,100	271,400	198,700
CTR	2.94%	2.80%	3.14%
Average position	14.2	15.1	17.8
Conversion rate	0.49%	0.43%	0.35%
New referring domains	4	2	3

Query groups

Group	Clicks	Change	Enquiries
Branded	2,140	+3%	9
Commercial -- high intent	1,880	+22%	26
Comparison / alternative-to	640	+41%	5
Informational	3,410	+4%	1
Navigational / support	350	-2%	0

Note what the total hides: informational traffic is the largest group and produced one enquiry. Commercial queries are less than a quarter of the clicks and produced 26.

Commentary

- The 22% gain in commercial clicks follows the three comparison pages published in January. They took nine weeks to earn their first clicks, which is normal and worth stating so nobody expects faster.
- CTR fell year on year despite a better average position. This is expected: we now appear for a wider set of queries, including many we do not deserve to win. The absolute click growth is the number that matters.
- Informational traffic is flat and converts at 0.03%. This is a deliberate decision to stop investing there, not a failure -- the budget moved to comparison content in January.
- One technical issue: 40 product URLs dropped out of the index on 14 March following a template change. Fixed on 19 March; recovery visible by 26 March. Cause was a noindex left in a staging template.

Next actions

- Publish two further comparison pages (owner: content lead, by 30 April).
- Add internal links from the three highest-traffic informational pages to the commercial pages (owner: SEO, by 12 April).
- Add a deploy check that fails on an unexpected noindex, so the March issue cannot repeat (owner: engineering, by 30 April).

What this report deliberately does not include

Keyword rankings for individual terms, because position varies by person, device and location -- a rank-tracker figure is one sample presented as a fact. Grouped query performance from Search Console answers the same question with your own data.

The nine sections

Section	What it contains	Why
Headline	One sentence: did non-paid search get better or worse this month, and by how much.	Most readers stop here. If they cannot tell from this line, the report has failed regardless of what follows.
Non-paid conversions	Conversions and enquiries from non-paid search, against the previous period and the same month last year.	The only number the business genuinely cares about. It goes above traffic deliberately.
Traffic and visibility	Clicks, impressions, average position and click-through rate from Search Console.	Search Console is your own data rather than a tool estimate, which is why it is the source here.
Query groups	Grouped queries -- branded, commercial, informational -- with clicks and position for each.	A total hides the story. Branded growth and commercial decline can average out to "flat".
Page performance	Pages gaining, pages losing, and pages that earned their first clicks this period.	First-click pages are the earliest evidence new work is landing, usually weeks before totals move.
Technical health	Indexed vs submitted, crawl errors, Core Web Vitals status, and anything newly broken.	A technical problem is the one thing that can undo months of work between two reports.
Links earned	New referring domains worth naming, and anything lost.	Counts alone are noise. Three relevant domains beat forty scraped ones, and only naming them shows that.
Commentary	What changed, why, and whether it was intentional.	The part a blank template cannot give you, and the reason anyone keeps reading your reports.
Next actions	Three at most, each with an owner and a date.	A report with no action is a status update. Three is the most anyone acts on.

Mistakes, and what to do instead

Mistake	Instead
Reporting keyword rankings for single terms	Report grouped query performance from Search Console. Rankings differ by person, device and location, so a rank-tracker number is one sample presented as a fact.
Leading with traffic	Lead with conversions from non-paid search. Traffic is an input; nobody buys a session.
No comparison period	Compare with the previous period AND the same month last year. Seasonal businesses look broken every January without the year-on-year line.
Counting links instead of naming them	Name the referring domains worth having. Forty scraped directories and three relevant sites are not the same result.
Sending a tool export	A dashboard screenshot is not a report. If nobody wrote a sentence about what it means, nothing has been reported.

Hiding a decline

State it in the headline with the reason. A decline you explained is a credibility gain; a decline they find themselves is the end of the engagement.
