FREE TEMPLATE FROM SERPWRIGHT

SEO report template

A monthly SEO report in 8 sections, built on the numbers Google Search Console gives every site. First comes the blank template, with lines to write on. Then a filled-in sample report for a made-up garden-care blog, so you can see how each section reads.

Site: _____ **Month:** _____

1. Summary

Three sentences at the top: what changed, the main reason, and what happens next month. Many readers stop here, so it has to stand on its own.

2. Search Console numbers

Clicks, impressions, CTR and average position for the month, next to last month and the same month last year. The year-ago column shows whether a change is seasonal.

Metric	This month	Last month	Change	Same month last year
Clicks				
Impressions				
CTR				
Average position				

3. Pages that gained and lost clicks

The three to five pages with the biggest change in clicks each way, with the likely reason. A list without reasons is just data.

4. Queries close to page one

Queries at positions 8 to 20 with real impressions. These are usually the cheapest wins: a better title, a section the page lacks, or a new page when nothing on the site answers the search.

5. Indexing

From the Page indexing report: indexed pages, and any new reasons pages aren't indexed. Not every URL should be indexed, so flag only pages that matter.

6. Results from search

What the visits did, from your analytics: sign-ups, leads, sales or newsletter subscribers that came from organic search. This is the line a client or boss cares about most.

7. Work done

What was published, updated or fixed this month, with links, so a change in the numbers can be traced to a change on the site.

8. Next month

Three to five tasks, each tied to a number above, with who does it. Fewer tasks that get done beat a long list.

Sample SEO report: a garden-care blog, October

Made-up numbers, to show how each section reads when it's filled in.

1. Summary

Clicks from Google rose 20% to 2,210, mostly from the fall lawn care guide published in September and the updated overseeding guide. Impressions rose 23%, a little faster than clicks, and CTR held at 1.9%. In November we work on the two searches at positions 11 and 14.

2. Search Console numbers

Metric	This month	Last month	Change	Same month last year
Clicks	2,210	1,840	+20%	1,120
Impressions	118,300	96,500	+23%	51,800
CTR	1.9%	1.9%	0.0 pts	2.2%
Average position	22.9	24.6	1.7 up	31.4

Clicks 2,210, up 20% on September and almost double October last year (1,120). Impressions grew faster than clicks over the year, so CTR is 1.9%, down from 2.2% a year ago. Average position moved from 24.6 to 22.9.

3. Pages that gained and lost clicks

- Gained: /fall-lawn-care-guide +240 clicks (published September 12, now position 6 for "fall lawn care")
- Gained: /overseeding-a-lawn +150 (seed-rate table added October 2)
- Lost: /summer-watering-schedule -90 (seasonal; it fell the same way last October)

4. Queries close to page one

- "when to overseed a lawn" position 11, 4,900 impressions, 22 clicks: add a dates-by-region table to /overseeding-a-lawn
- "best grass seed for shade" position 14, 2,300 impressions, shown for /overseeding-a-lawn: no page is about it yet, plan one

5. Indexing

62 pages indexed, the same as last month. The new aeration post shows "Discovered - currently not indexed"; we linked to it from the fall lawn care guide.

6. Results from search

41 newsletter sign-ups from organic search (last month 33).

7. Work done

- Published: /aerating-a-lawn (October 9)
- Updated: /overseeding-a-lawn (seed-rate table, October 2), /best-lawn-mowers (new prices, two models replaced)
- Linked /aerating-a-lawn from /fall-lawn-care-guide
- Fixed: 12 broken internal links

8. Next month

- Sam: add a dates-by-region table to /overseeding-a-lawn for "when to overseed a lawn" (position 11, 4,900 impressions)
- Priya: write "best grass seed for shade" (position 14, 2,300 impressions, only /overseeding-a-lawn shows for it)
- Sam: check /aerating-a-lawn is indexed by mid-November (not indexed today)

What the four Search Console numbers mean

Clicks: Times someone clicked through to your site from Google Search results.

Impressions: Times your site appeared in Google Search results.

CTR: Clicks divided by impressions.

Average position: The average position of your site's highest result. Lower is better.

Source: Google Search Console Help, Performance report

Want the pages behind next month's numbers written for you?

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