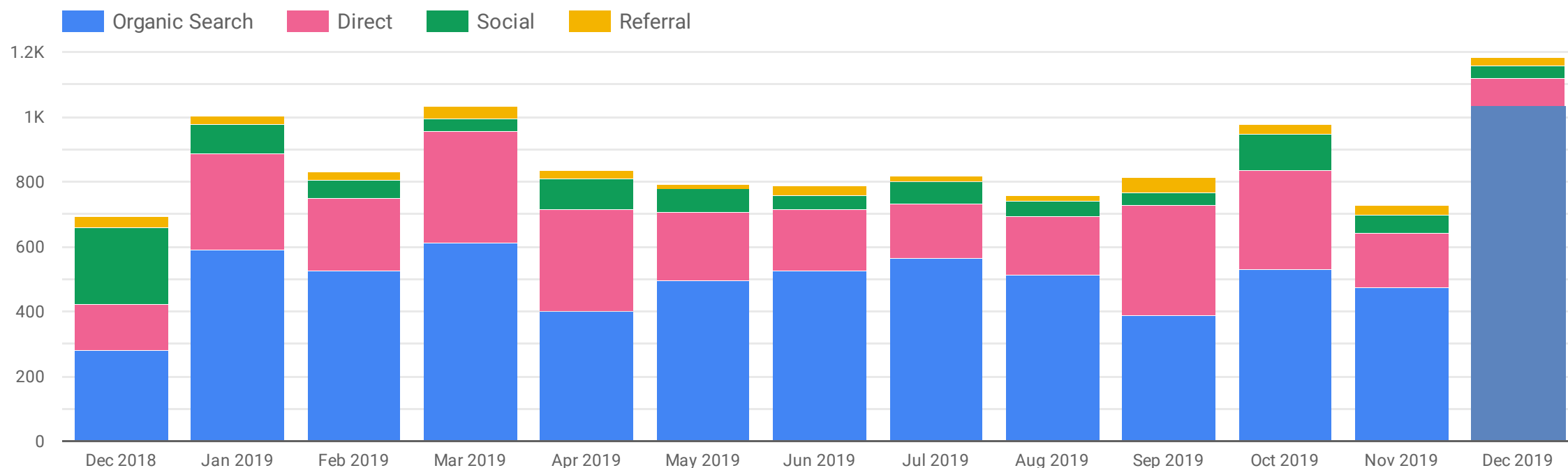




> Your Business Name <

Monthly SEO Report

Sessions Overview: Below is an overview of the amount of sessions on your site over the past 13 months - sessions are a group of actions performed on your website by an individual user over 30 minutes.



	Month of Year / Sessions												
Default Cha...	Dec 2018	Jan 20...	Feb 2019	Mar 20...	Apr 2019	May 20...	Jun 20...	Jul 2019	Aug 20...	Sep 2019	Oct 2019	Nov 20...	Dec 2019
Organic Sea...	279	589	526	609	399	496	523	563	510	389	530	475	700
Direct	141	299	223	344	315	209	191	168	183	340	306	166	820
Social	238	87	54	41	95	72	41	68	47	36	112	57	41
Referral	35	26	25	39	24	16	30	20	17	46	27	27	23
Grand total	693	1,001	828	1,033	833	793	785	819	757	811	975	725	3168

Month on Month & Year on Year Statistics

MoM ↑ 71.6%

YoY ↑ 28.3%



Business Name- On-Page Metrics Overview

Mar 1, 2020 - Mar 31, 2020

On-Page Metrics Overview: Below is an overview of some key on-page metrics which can potentially affect SEO on your website; and can also be key indicators of good User Experience.

Pageviews	Unique Pageviews	Avg. Time on Page	Avg. Session Duration	Bounce Rate	Impressions
2.4K	2,028	00:02:19	00:01:51	58.26%	26,400.00%
MoM ↑ 60.5%	↑ 58.9%	↑ 39.9%	↑ 20.9%	↓ -3.3%	
YoY ↓ -26.1%	↓ -13.5%	↑ 54.4%	↓ -42.0%	↑ 18.5%	

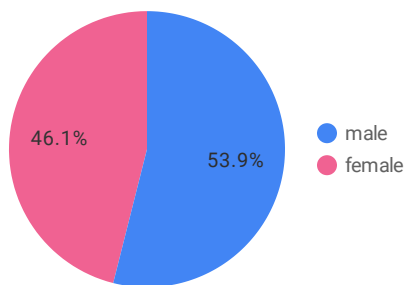
Page	Pageviews	Bounce Rate	Avg. Time on Page
/	644	50.55%	00:01:45
/your-website/	606	52.71%	00:02:42
/your-website/	126	50%	00:03:25
/your-website/	90	50%	00:01:37
/your-website/	83	55%	00:00:19
/your-website/	77	82.35%	00:03:14
/your-website/	63	71.43%	00:04:01
/your-website/	54	68.42%	00:04:08
/your-website/	39	50%	00:00:38

Landing Page	Pageviews	Bounce Rate	Avg. Time on Page
/	1,047	50.55%	00:02:01
/your-website/	850	52.71%	00:02:33
/your-website/	37	50%	00:06:30
/your-website/	37	84%	00:01:28
/your-website/	35	55%	00:01:04
/your-website/	33	68.42%	00:02:29
/your-website/	26	50%	00:03:05
/your-website/	25	62.5%	00:01:42

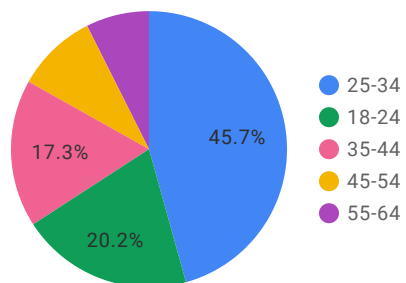


Audience Demographics Overview: Below is an audience overview outlining details of key demographics that have visited your site month on month. These metrics help us find and strategise content for the optimal demographic.

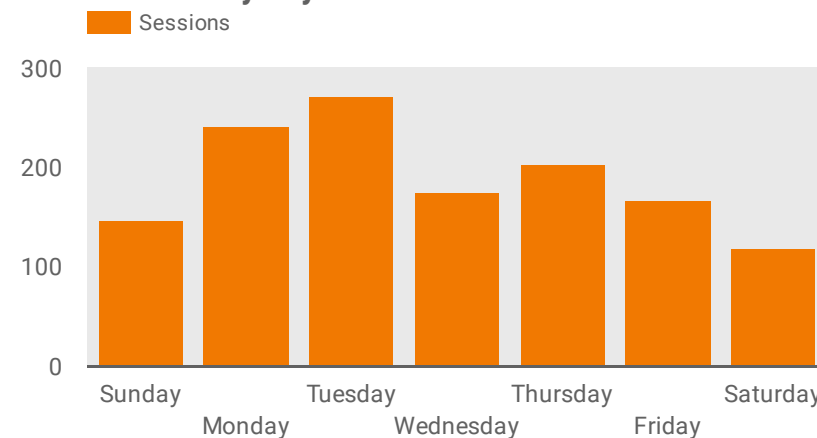
Gender Split



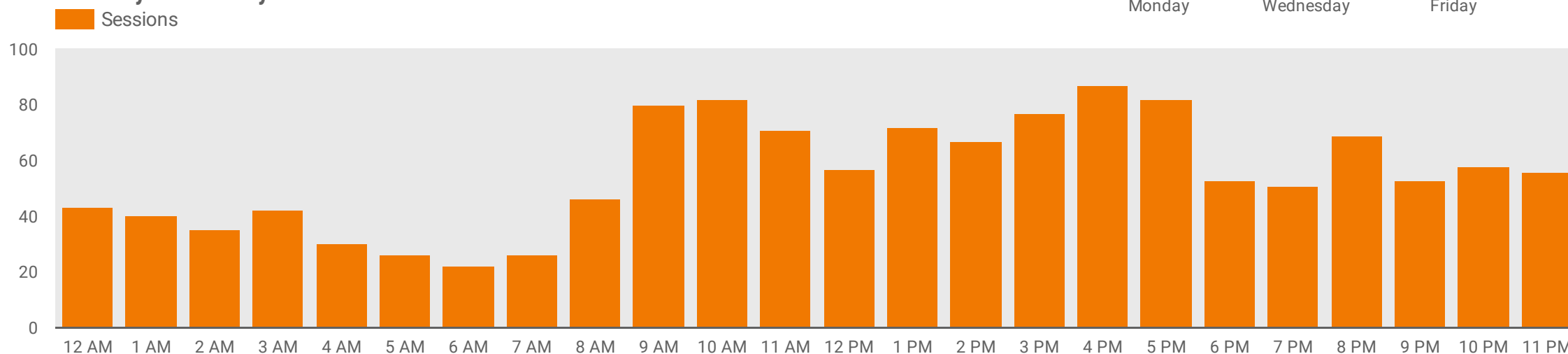
Audience Age Split



Sessions by Day of Week

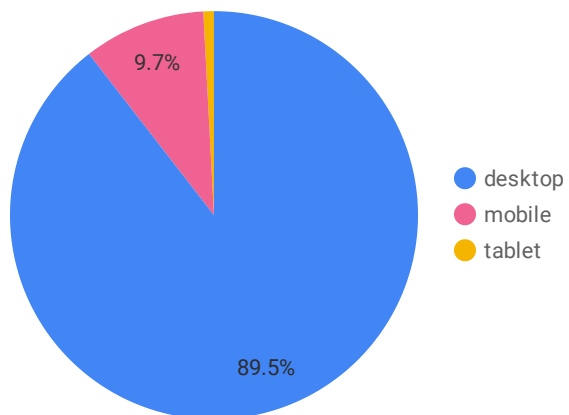


Sessions by Hour of Day

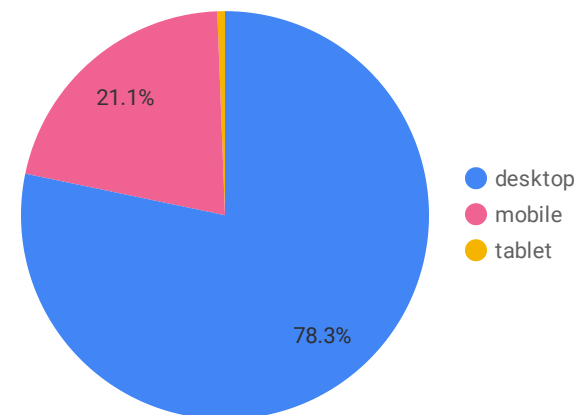


Device Overview: Below is an overview of the devices that users use to access your website. It is very important to keep track of these metrics to identify opportunities to optimise for each device.

User Devices - Last Year



User Devices - Now



Bounce Rate by Device

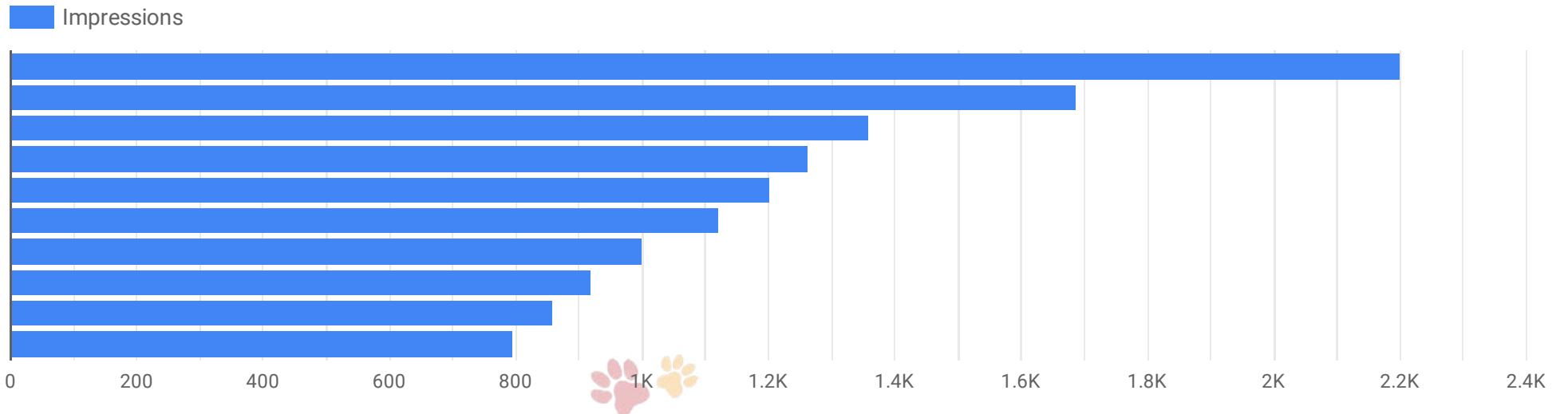
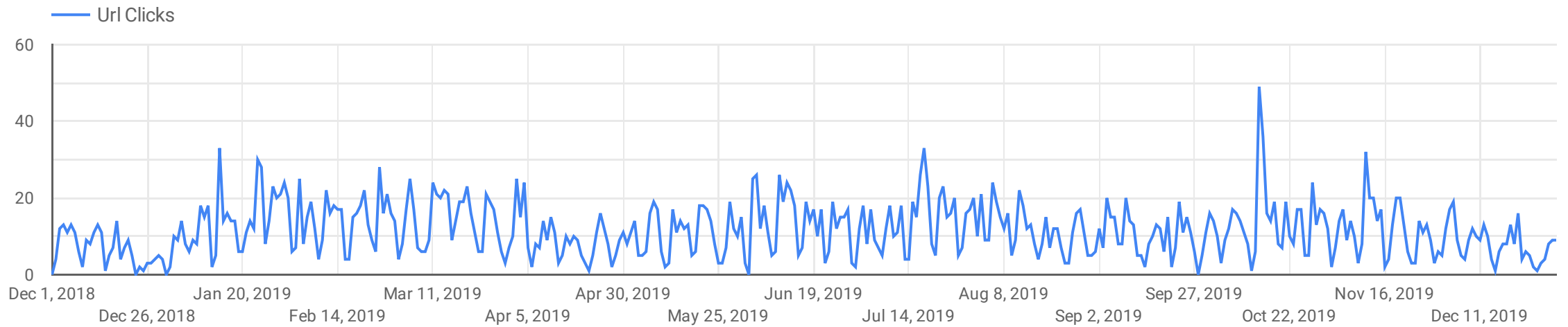
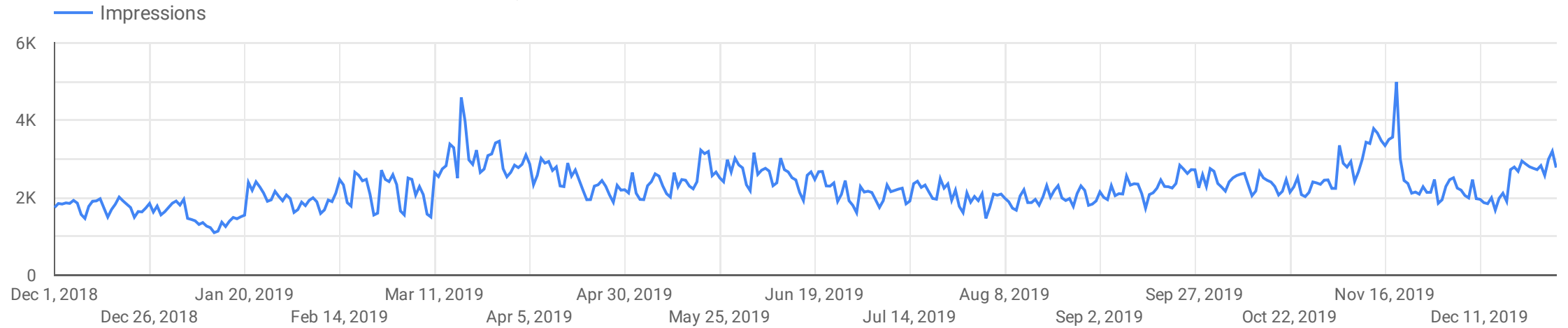
Default Channel Grouping / Bounce Rate				
Device Categ...	Social	Referral	Organic Search	Direct
tablet	75%	-	0%	100%
mobile	79.49%	100%	54.39%	63.79%
desktop	92.16%	78.57%	49.55%	77.2%

Sessions by Device

Default Channel Grouping / Sessions				
Device Categ...	Social	Referral	Organic Search	Direct
desktop	51	14	779	193
mobile	39	12	171	58
tablet	4	-	1	3



Google Search Console Metrics: Below are the metrics provided to us through the Google Search Console Tool. These are important for us to understand as they provide both useful insights into general traffic trends, but also help us identify opportunities as we investigate the causes of spikes in impressions or traffic.



Social Overview: Below is an overview of the key metrics regarding your social profiles month on month.

Twitter Overview

Total Followers
671 Change?
1%

Impressions
183 Change?
-46.00%

Engagement
7 Change?
-12.0%

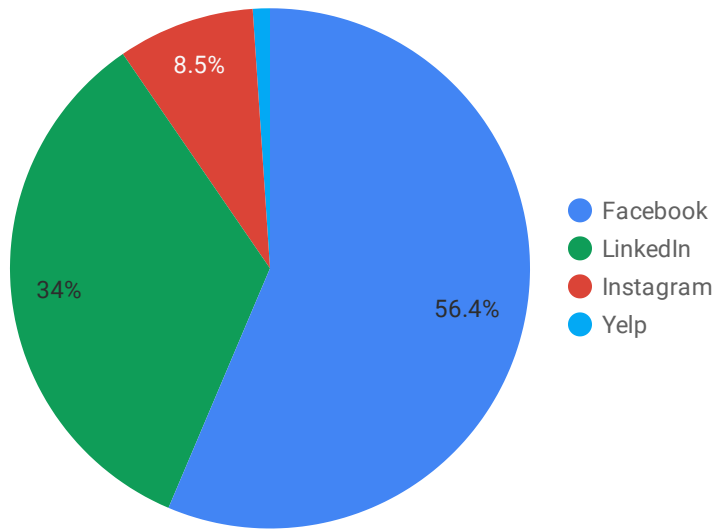
Facebook Overview

Total Fans
37 Change?
13.0%

Impressions
264 Change?
52.0%

Engagement
19 Change?
90.0%

Social Traffic Split



Visits to Site - Month on Month

Social Network	Sessions	% Δ
Facebook	53	71.0% \uparrow
LinkedIn	32	18.5% \uparrow
Instagram	8	-20.0% \downarrow
Yelp	1	-



Revenue Overview: Below is an overview of the key metrics regarding revenue recorded in Google Analytics.

This Month's Total Revenue	This Time Last Year...	& The Year Before That
£ 59,000	£ 39,050	£ 34,382

This Month's Organic Revenue	This Time Last Year...	& The Year Before That
£ 49,000	£ 29,050	£ 14,382

Month on Month
20% up

Year on Year
48% up



Business Name - Keyword Report

Keyword Report: Below is your monthly keyword report.

Key Improvements

Most Improved 1
Keyword **1** New Position? **+5** Change?

Most Improved 2
Keyword **20** New Position? **+17** Change?

Most Improved 3
Keyword **1** New Position? **+1** Change?

Keywords	6 Months	3 Months	1 Month	This Month ^
your keyword	1	1	2	1
your keyword	10	7	6	1
your keyword	1	3	1	1
your keyword	2	3	2	1
your keyword	-	1	1	1
your keyword	13	3	2	1
your keyword	1	1	1	1
your keyword	9	7	5	1
your keyword	2	1	1	1





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