

SEOPREMIER

YOUR REPORT

EXAMPLE REPORT

1st September 2024 - 30th September 2024
vs. 1st August 2024 - 31st August 2024



SEO - Priority Keywords

Client
Example Report

Keywords	Last Month	This Month
<target location> business insurance	4	2
<target location> insurance	4	1
<target location> insurance adviser	10	3
<target location> insurance broker	11	1
business insurance <target location>	5	4
insurance adviser <target location>	22	1
insurance <target location>	21	2
insurance broker <target location>	11	1

WEB ENQUIRIES

Organic	Paid	Direct	Social
6	0	1	0






GA4 - Traffic Analysis

Client
Example Report

Sessions	Unique Pageviews	Avg. Session Duration	Bounce Rate
140	139	02:03	51.00%

Organic Search	128	Up 24%
Direct	12	Up 13%

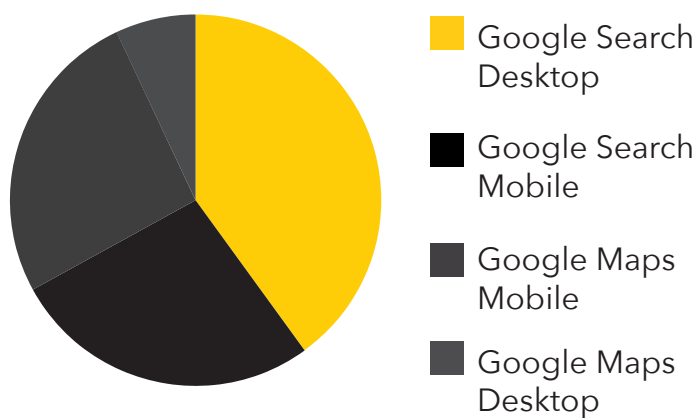
Device	Sessions	Bounce Rate
	45	36.40%
	0	0.00%
	95	50.00%



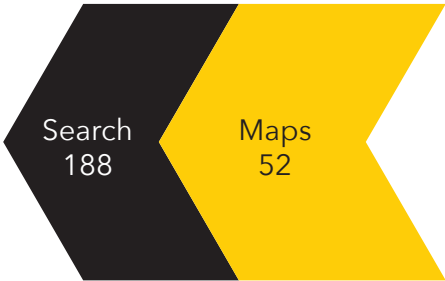
GMB - Google My Business

Client
Example Report

PLATFORM AND DEVICES
SEARCH - GMB



WHERE CUSTOMERS VIEW YOUR BUSINESS
ON GOOGLE



Direction Requests

40



Number of Calls

2



Site Visits

2



Appendix

Client
Example Report

Data Title	Explanation
Sessions	A session is the period of time a user is actively engaged with your website.
Users	Users who have initiated at least one session.
Pageviews	Pageviews is the total number of pages viewed.
Avg. Session Duration	The average length of a session.
Bounce Rate	The percentage of single-page sessions in which there was no interaction with the page.
New/Returning	An estimate of the percentage of first time visits and returning visits.
Organic Source	The number of sessions generated by visitors coming from a search engine (<i>Eg: Google</i>).
Direct Source	The number of sessions generated by visitors typing your URL directly into their browser or who has your site bookmarked.
Paid Source	The number of sessions generated by visitors which clicked on a paid advertisement (<i>Eg: Google AdWords</i>).
Referral Source	The number of sessions generated by visitors which click a link on another site and land on your site.
Social Source	The number of sessions generated by visitors which click on a link on a social media advertisement and land on your site.
Mobile Device	Number of sessions which were generated using a mobile device.
Tablet Device	Number of sessions which were generated using a tablet device.
Computer Device	Number of sessions which were generated using a computer device.
Total Keywords	Number of Organic Keywords for which the website ranks on Google



Appendix

Client
Example Report

Data Title	Explanation
Direct	Customers who find your listing searching for your business name or address.
Discovery	Customers who find your listing searching for a category, product or service.
Search	Viewed your business listing on Search.
Maps	Viewed your business listing on Maps.
Total Actions	A breakdown of the number of actions which occurred per day.
Visit Site	Go to your website from the listing.
Directions	Request directions from the listing.
Call You	Clicks on the phone number on the listing.
View Photos	Views the photos of your business on the listing.
New Keywords	New Keywords for which the site ranks Organically
Lost Keywords	Keywords which the site previously ranked but now does not
Branded Traffic	Traffic to the website through a Google search relating to the brand
Non-Branded Traffic	Traffic to the website through a Google search for an SEO Keyword
Organic Position	The amount of keywords the site ranks for in each positional bracket
Keyword Opportunities	Keywords which emerged with ranking but are not part of our campaign
Organic Landing Pages	Entry pages into the website showing top SEO keywords
Popular Pages	Most viewed pages in the last month on the website
Exit Pages	Pages from which most users are leaving the website

Get in Touch



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