

SEOPREMIER

YOUR REPORT

CLIENT NAME - DEMO

dd.mm.yy - dd.mm.yy
vs. previous month



SEO - Priority Keywords

Client
Demo Report

| Keywords | Before SEO | Last Month | This Month |
|-----------------|---------------|---------------|---------------|
| sample keywords | 48 | 22 | 12 |
| sample keywords | 20 | 14 | 10 |
| sample keywords | 36 | 12 | 8 |
| sample keywords | 31 | 16 | 15 |
| sample keywords | 25 | 14 | 4 |
| sample keywords | 44 | 11 | 10 |
| sample keywords | 25 | 9 | 9 |
| sample keywords | 13 | 8 | 5 |
| sample keywords | 21 | 11 | 10 |
| sample keywords | 13 | 7 | 4 |
| sample keywords | 11 | 4 | 2 |
| sample keywords | 10 | 4 | 2 |
| sample keywords | 8 | 5 | 3 |
| sample keywords | 21 | 11 | 5 |
| sample keywords | 3 | 1 | 1 |
| sample keywords | 60 | 15 | 9 |
| sample keywords | 22 | 12 | 2 |
| sample keywords | 11 | 7 | 3 |
| sample keywords | >100 | 62 | 42 |
| sample keywords | >100 | 53 | 35 |
| sample keywords | >100 | 44 | 24 |
| sample keywords | 77 | 39 | 21 |
| sample keywords | 13 | 11 | 7 |



SEO - Keyword Overview

Client
Demo Report

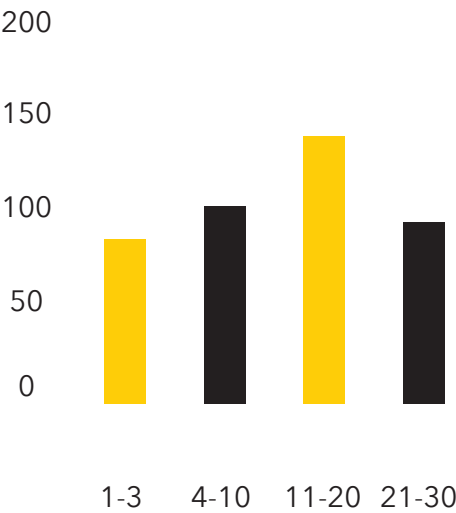
TOTAL KEYWORDS

1,015 ↑ Up 17%

Non-Branded 61% Branded 39%



RANKING POSITIONS



KEYWORD OPPORTUNITIES

| Keywords | Searches | Position |
|----------|----------|----------|
| Keyword | 40 | 10 |
| Keyword | 20 | 5 |
| Keyword | 90 | 6 |
| Keyword | 40 | 39 |
| Keyword | 50 | 41 |






GA4 - Traffic Analysis

Client
Demo Report

| Sessions | Users | Page-views | Engagement Rate | New Users |
|----------|--------|------------|-----------------|-----------|
| 43,613 | 25,598 | 124,726 | 65.89% | 21,839 |
| Up 31% | Up 26% | Up 35% | | |

| | | |
|----------------|--------|---------|
| Organic Search | 30,024 | Up 31% |
| Direct | 5,604 | Up 25% |
| Paid | 2,678 | Up 397% |
| Referral | 1,145 | Up 36% |

| Device | Sessions | Engagement Rate |
|---|----------|-----------------|
|  | 20,511 | 60.89% |
|  | 438 | 65.75% |
|  | 22,450 | 69.49% |



GA4 - Engagement Analysis

Client
Demo Report

TOP PERFORMING PAGES

| Page | Page Views | Engagement Rate |
|---------------|------------|-----------------|
| /home-page | 12,285 | 87.23% |
| /landing-page | 8,343 | 94.47% |
| /landing-page | 8,013 | 95.27% |
| /landing-page | 5,998 | 71.64% |
| /landing-page | 5,050 | 94.54% |
| /landing-page | 4,085 | 92.36% |
| /landing-page | 2,662 | 92.5% |
| /landing-page | 1,909 | 90.11% |
| /landing-page | 1,877 | 92.92% |
| /landing-page | 1,622 | 90.73% |

ACQUISITION SOURCE - ENGAGEMENT BREAKDOWN

| Acquisition Source | Page Views | Engagement Rate |
|--------------------|------------|-----------------|
| Organic Search | 88,523 | 68.23% |
| Direct | 17,396 | 59.51% |
| Paid Search | 5,949 | 59.56% |
| Organic Social | 5,404 | 57.64% |
| Referral | 3,682 | 68.82% |



GA4 - Demographics

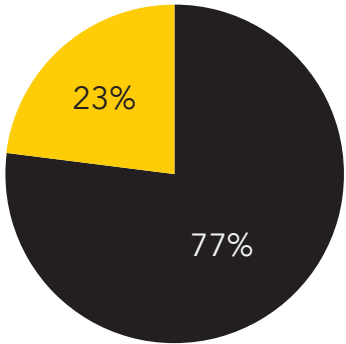
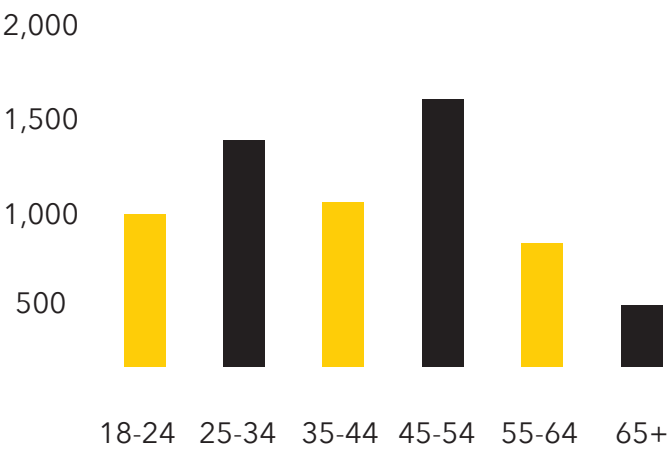
Client
Demo Report

CITY TRAFFIC BREAKDOWN

| City | Sessions |
|------------|----------|
| Location 1 | 3,002 |
| Location 2 | 515 |
| Location 3 | 486 |
| Location 4 | 464 |
| Location 5 | 456 |

AGE BREAKDOWN

Female Male



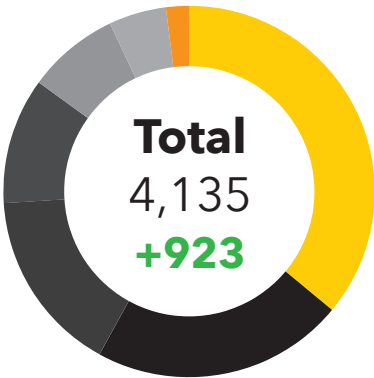
USER INTERESTS

| Interests | Sessions |
|------------------------------------|----------|
| Technology/Technophiles | 2,908 |
| Media & Entertainment/Music Lovers | 2,755 |
| Media & Entertainment/Movie Lovers | 2,538 |



GA4 - Conversions Overview

Client
Demo Report



2,993
Organic

501
Direct

479
Paid

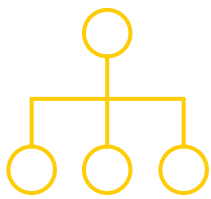
119
Referral

31
Display

11
Unassigned

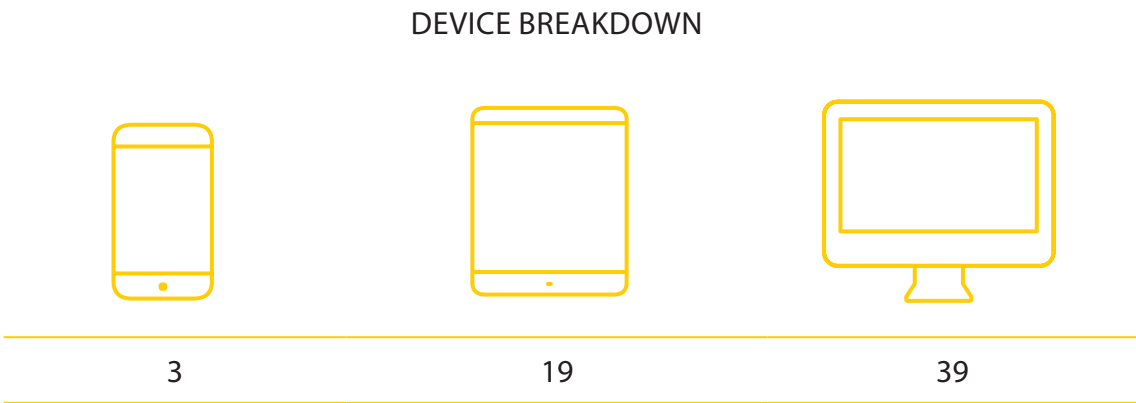
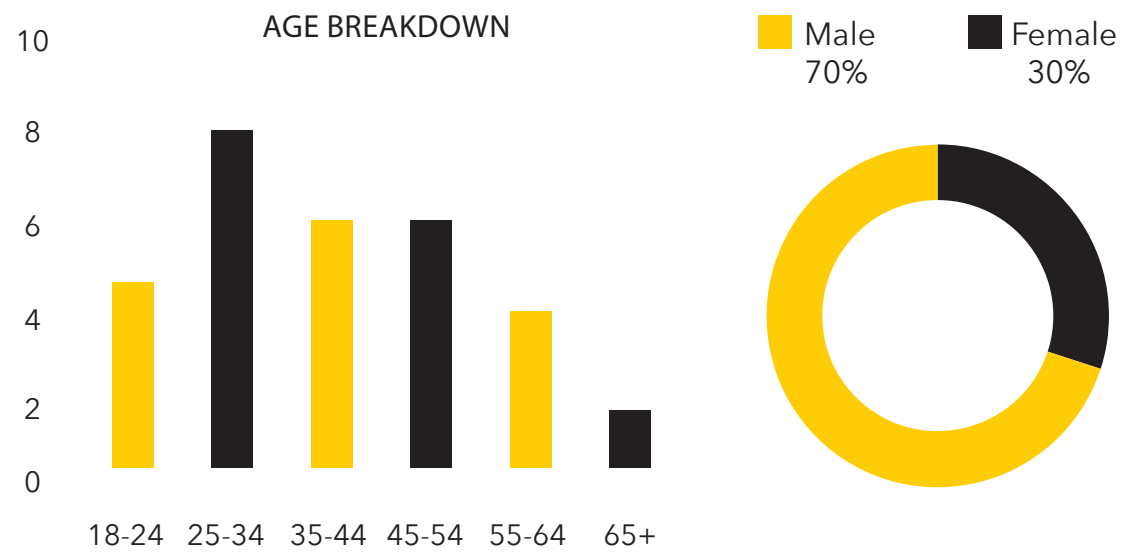
1
Email

| Buy or Rent | Request Quote | UK Contacts |
|----------------------|---------------|--------------|
| 2,458 | 390 | 436 |
| Project Registration | US Contacts | Case Studies |
| 322 | 274 | 225 |
| Newsletter Sign Up | | |
| 30 | | |



Conversion Demographics

Client
Demo Report



CITY BREAKDOWN

| City | Goals |
|---------------|-------|
| Sydney | 42 |
| Melbourne | 4 |
| Central Coast | 2 |



eCommerce Overview

Client
Demo Report

| Total Revenue | Average Order Value | Transactions |
|---------------|---------------------|--------------|
| \$119,244.71 | \$176.92 | 674 |
| Up 72% | Up 19% | Up 45% |

REVENUE ACQUISITION

| Organic | Paid | Direct | Email | Referral |
|-------------|-------------|-------------|-------------|------------|
| \$36,162.17 | \$24,254.32 | \$21,762.94 | \$19,982.46 | \$8,351.23 |
| Up 17% | Up 130% | Up 105% | Up ∞% | Up 3% |

PRODUCTS WITH HIGHEST REVENUE

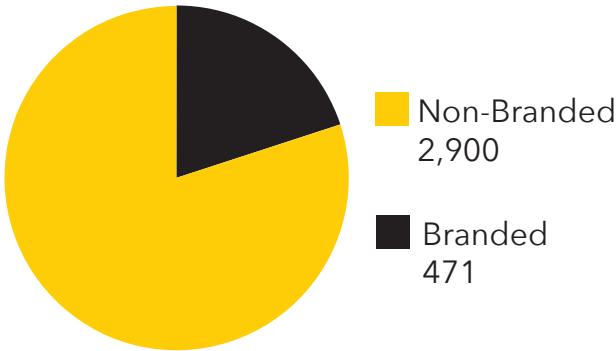
| Product | Revenue |
|---------|-------------|
| Product | \$10,029.52 |
| Product | \$8,504.96 |
| Product | \$8,388.89 |
| Product | \$4,564.94 |
| Product | \$4,210.33 |
| Product | \$3,604.63 |
| Product | \$3,156.44 |
| Product | \$3,075.31 |
| Product | \$2,740.72 |
| Product | \$2,726.73 |



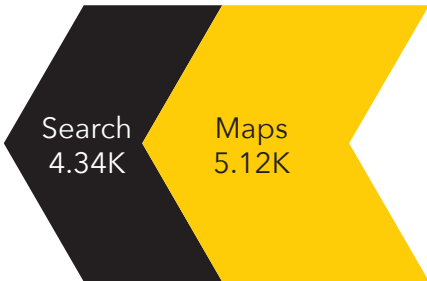
GMB - Google My Business

Client
Demo Report

CUSTOMER BUSINESS SEARCH



WHERE CUSTOMERS VIEW YOUR BUSINESS ON GOOGLE



Direction Requests
9



Number of Calls
31



Site Visits
65

LISTING BREAKDOWN

| Location | Non-Branded | Branded |
|----------|-------------|---------|
| Location | 2,898 | 471 |
| Location | 1,442 | 193 |



GAds - Google Ads

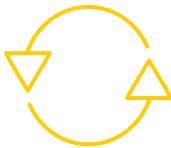
Client
Demo Report

| Ad Group | Clicks | Impressions | CTR | Cost |
|------------|--------|-------------|--------|------------|
| Ad Group | 616 | 1,593 | 38.67% | \$154.96 |
| Ad Group | 422 | 23,980 | 1.76% | \$592.18 |
| Ad Group | 164 | 2,060 | 7.96% | \$458.51 |
| Ad Group | 76 | 1,420 | 5.35% | \$153.54 |
| Ad Group | 157 | 4,273 | 3.67% | \$299.10 |
| Ad Group | 240 | 263,010 | 0.09% | \$455.32 |
| Total/Avg. | 1,675 | 296,336 | 18.83% | \$2,113.61 |



Total Conversions

14 (+1)



Conversion Rate

0.91%

MOST POPULAR KEYWORDS

| Keywords | Clicks |
|----------|--------|
| Keyword | 453 |
| Keyword | 85 |
| Keyword | 84 |
| Keyword | 82 |
| Keyword | 64 |
| Keyword | 63 |
| Keyword | 60 |
| Keyword | 47 |
| Keyword | 46 |
| Keyword | 41 |



Socials - Meta Analytics

Client
Demo Report

SOCIAL MEDIA TRAFFIC

| Period | Sessions |
|------------|----------|
| Month/Year | 14,386 |
| Month/Year | 11,833 |
| Month/Year | 10,730 |
| Month/Year | 12,810 |
| Month/Year | 10,921 |

CAMPAIGN BREAKDOWN

| Ad Set Name | Clicks | Reach | Add to Carts | Purchases |
|-------------|--------|--------|--------------|-----------|
| Ad Set | 980 | 6,786 | 55 | 47 |
| Ad Set | 706 | 5,558 | 58 | 46 |
| Ad Set | 250 | 3,116 | 33 | 22 |
| Total/Avg. | 1,936 | 15,460 | 146 | 115 |

TOP POSTS

| Post Caption | Reach | Clicks |
|----------------|--------|--------|
| Facebook Post | 30,159 | 823 |
| Instagram Post | 21,209 | 455 |



Appendix

Client
Demo 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
Demo 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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