

## SEO KPI Dashboard

Client/Website: .....  
Reporting Period: .....  
Prepared by: .....

ORGANIC SESSIONS

CLICKS

IMPRESSIONS

CTR

AVG. POSITION

LEADS/CONVERSIONS

CONVERSION RATE

KEY INSIGHT

### KEY WINS


### TOP ISSUES


### NEXT STEPS

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

# Rankings & Landing Pages

Reporting Period: .....

## KEYWORD RANKINGS

Keyword	Location	Current Rank	Previous	Change	URL	Notes

## TOP LANDING PAGES

Page	Organic Visits	Conversions	Top Query	Notes

## TECHNICAL CHECKLIST

- Indexing: No critical errors in GSC Coverage
- Sitemap: Submitted and error-free
- Canonicals: Implemented correctly
- Core Web Vitals: URLs in 'Good' status
- 404s/Redirects: No broken internal links
- Mobile: Mobile Usability report is clean
- Structured Data: No errors in GSC

## CONTENT CHECKLIST

- Updated old posts: Refreshed X posts
- New content published: X articles live
- Internal links added: X new links built
- Title/Meta improved: X pages optimized
- FAQ added: X pages updated with FAQ schema

## ACTION PLAN

Task	Owner	Priority	Due Date	Status

## SUMMARY & KPI TREND NOTES

## BACKLINK & AUTHORITY

New Links: .....

Best Link Acquired:

Referring Domains: .....

## RECOMMENDATIONS

Template by SEORAF

### SEORAF

Practical SEO systems, honest tool workflows, and resources that help websites grow organically—without ads.

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### Services

- › SEO Audit
- › Keyword Research
- › Content Strategy
- › Contact

### Resources

- › Free Templates
- › Guides
- › Tools I Use
- › FAQ

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