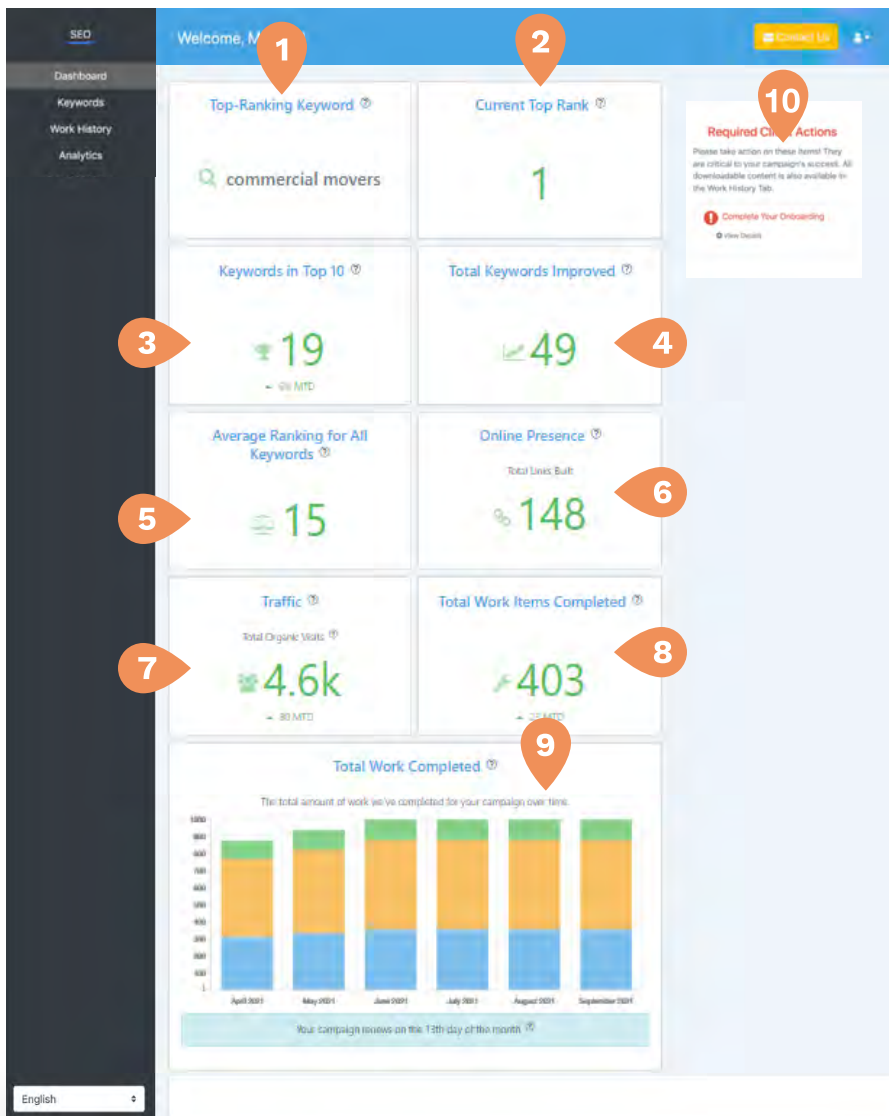


seo reporting dashboard homescreen

Welcome to your SEO Reporting Dashboard! After logging in, you'll arrive at the home screen where you will see an overview of your SEO campaign.



1. Top-Ranking Keyword: The keyword with the highest Google ranking in your campaign from the previous calendar week (Sun-Sat).

2. Current Top Rank: The Google ranking of your "Top Ranking Keyword" from the previous calendar week (Sun-Sat).

3. Keywords in Top 10: The number of keywords in your campaign that have appeared in the top ten results of Google in the previous calendar week (Sun-Sat).

4. Total Keywords Improved: The total number of keywords that have improved in rank since the beginning of your campaign, based on your list of main and halo keywords.

5. Average Ranking for All Keywords: The average of the individual Google ranking of each keyword in your campaign over the previous calendar week (Sun-Sat).

6. Online Presence: The online visibility that develops as we create links for you. Your presence grows as other websites mention you and link back to your site, creating buzz around your business that should boost your rankings.

7. Traffic: The number of visits to your entire website over the last 12 months.

8. Total Work Items Completed: The number of tasks completed since the beginning of your campaign. The higher this number gets, the more places customers can find you online and the better you should rank.

9. Total Work Completed: This graph highlights the total amount of work completed over the course of your campaign. The more tasks we finish, the more places customers can find you online.

10. Required Client Actions: A list of critical items that need to be approved or completed for your campaign to continue progressing. **The sooner these action items are approved, the sooner we can get to work and get you ranking!**

Your dashboard can be viewed at any time. Work history and task information is updated each day, Google Analytics data is reported in real time, and keyword rankings are updated every week on Sunday.

seo reporting dashboard

keyword rankings

Targeting and tracking the right keywords is at the heart of every SEO campaign. In the Keywords tab, you'll have all the information about your keyword rankings right at your fingertips.

Type	Keyword	Start Date	Start Rank	Current Rank	Top 10	History
Halo *	commercial movers birmingham al	3/26/20	11	▲ 1	📅 3/28/20	📊 View
Halo	packing services madison al	3/27/20	12	▲ 2	📅 3/28/20	📊 View
Halo	business moving birmingham al	3/27/20	11	▲ 3	📅 3/31/20	📊 View
Main	commercial movers huntsville al	3/26/20	15	▲ 5	📅 4/13/20	📊 View
Halo	packing services huntsville al	3/27/20	14	▲ 4	📅 4/3/20	📊 View
Halo	commercial moving huntsville al	3/27/20	15	▲ 4	📅 4/12/20	📊 View
Main	long distance moving birmingham al	3/26/20	13	▲ 5	📅 4/11/20	📊 View
Main	long distance moving huntsville al	3/26/20	12	▲ 6	📅 3/28/20	📊 View

1. To access this report, click on the **Keywords** tab in the navigation bar on the left side of the screen.

2. We track two types of keywords: **Main** and **Halo**. Main keywords are phrases we are actively optimizing on your website. Halo keywords are phrases we are not actively optimizing on your site, but that experience ranking improvement as a result of the work we're doing on your Main keywords.

3. For each keyword in your campaign, we track its **Start Date**, **Start Rank**, and **Current Rank**.

Each column can be sorted according to the type of data it displays (date, rank, alphabetically, etc.).

4. To see **keyword ranking trends**, click the blue View button to expand the chart.

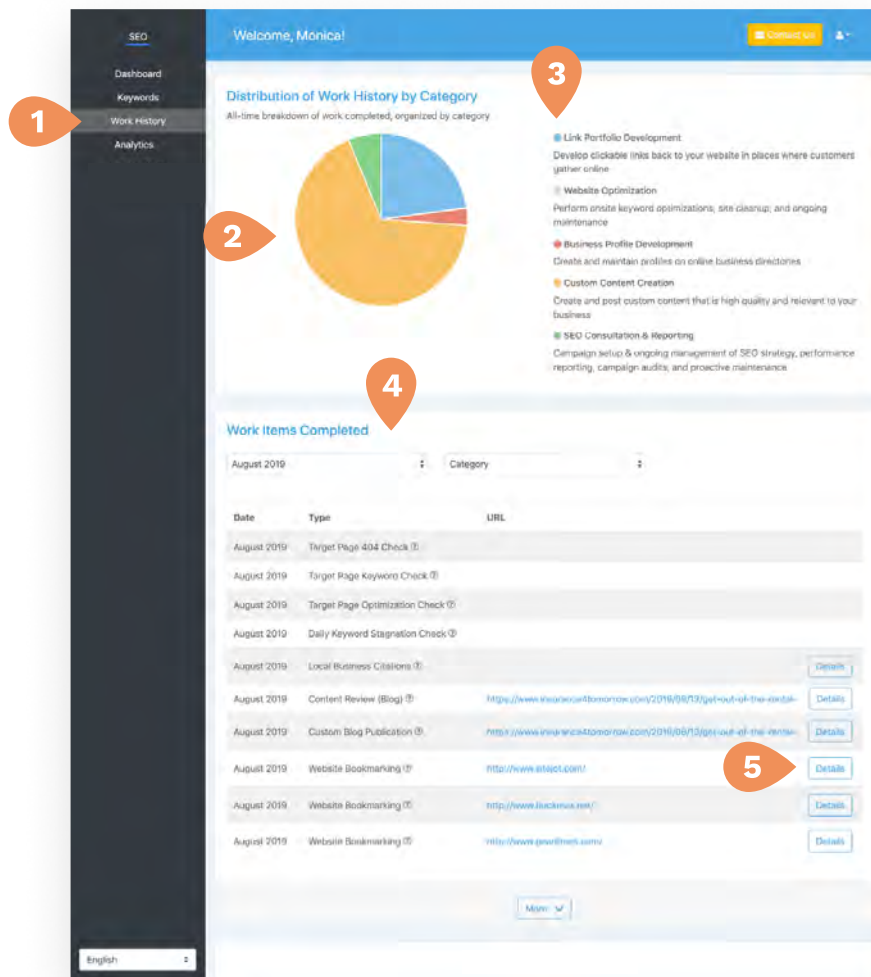
5. To view a screenshot of the **first time a keyword reaches the top 10**, click the green date button that aligns with that particular keyword.

6. To download all of the information displayed on this screen, click the blue **Export** button to download a .csv file.

seo reporting dashboard

work history

Every campaign has a detailed work history tab that tracks every task completed. You can sort and view the tasks by date, content, and type.



1. To access the Work History screen, click the **Work History** tab in the navigation bar on the left of the screen.

2. **Distribution of Work History by Category:** Breakdown of work completed, organized by Category, from the beginning of your campaign until the time you generate the report.

3. **Categories of Work:** A representation of the type of SEO we complete for your campaign, as well as a brief description for each type.

4. **Work Items Completed:** A detailed list of the work we've completed on your campaign, including the date of completion and the work item completed. The current month of work is displayed by default, but you can select previous months or specific categories from the dropdown menus above.

5. For certain types of work, like blog and article publication, we provide a **link to the site where the work was posted**. You can also click on the **Details** button to see the content that was created.

seo reporting dashboard analytics

Google Analytics is an invaluable tool that will track your organic traffic. And it's free! If you link it to your dashboard, you'll be able to see who is visiting your site, their geographic location, how long they stayed on your site, and more. A Google Analytics account will help you uncover data about your website that can be used to enhance your marketing and business development strategies.



1. This screen can be accessed by clicking the **Analytics** tab in the navigation bar on the left side of the screen.

2. Select the date range you would like data for by choosing a start/end date and press the **View** button.

3. **Organic Traffic**—The number of organic visits to your website each day.

4. **Top Organic Traffic by City**—The cities with the most organic visitors to your site.

5. **Top Organic Traffic Sources**—The sources that drove the most organic visits to your website.

6. **Top Organic Traffic Pages**—The pages on your website that received the greatest number of visitors from organic traffic.