



# SEO Process Monthly Report

Delante

# Each month we will provide you with report

We're sending monthly report to our clients at the end of the month.

It contains an e-mail message that sums up all the work done and attached file that includes detailed data tables and charts.

All the data presented below is selected randomly & not based on an actual report.

[Delante] Monthly SEO Report – January 2019

From: Mateusz Calik / m.calik@delante.co

TO: Jane Doe / j.doe@xxxx.com

Hello Jane,

## In January:

- We have been carrying out XXXX website optimizations that were supported by the off-site SEO process. The aim of these activities was to increase keyword positions and generating website traffic.
  - We optimized individual categories and products, including: *example-1, example-2*.
  - We continued the process of building high-quality backlinks that were coming from topic related pages.
- Kontynuowaliśmy proces pozyskiwania wartościowych odnośników do witryny pochodzących ze stron powiązanych tematycznie.

## Keyword ranks & Traffic:

Currently, for the XXXX website, we're optimizing **643 keywords** from which **117** is in TOP3, **273** in TOP10 and **458** in TOP30 of Google search results.

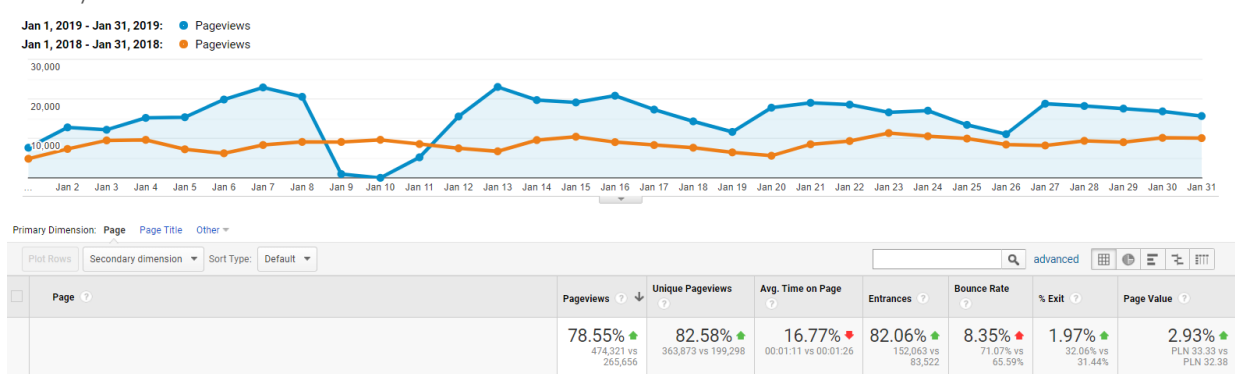
Keyword *phrase-1* got up to **2 rank** in search results – Initial rank 18

Keyword *phrase-2* got up to **5 rank** in search results – Initial rank 14

**Website visits coming from the organic traffic increased by 29%** in comparison to the last month (December 2018). In January the XXXX website was visited by over **33K users**.

**The number of page views in search results increased by 14%** in comparison to last month (December 2018). In January the website appeared in users' searches **over 218K Times**.

**Comparing to last year the organic traffic on the website increased by 78%:** January 2018: 265 656, January 2019: 474 321



Detailed reports can be found in the attachment.

In case of any questions, let me know.

Regards,  
Mateusz Calik  
Head of SEO

# Delante

## MONTHLY REPORT

<b>Client:</b>	Name of client
<b>SEO Specialist:</b>	Name of SEO Specialist
<b>Month:</b>	January 2019
<b>Report prepared by:</b>	Name

### Site visibility and traffic

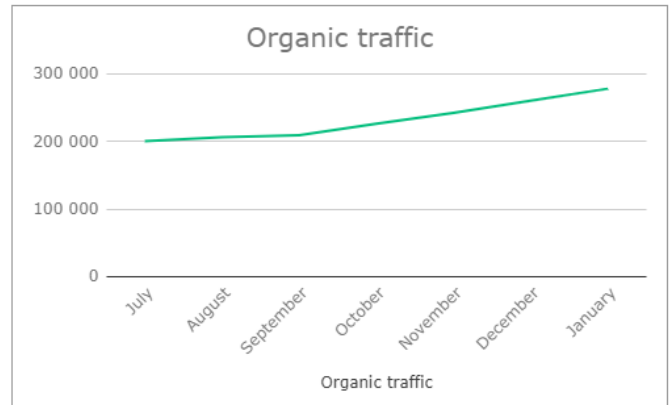
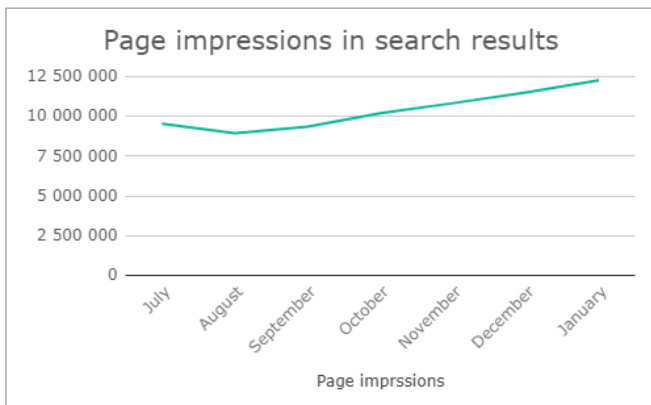
Our activities focus on increasing the visibility of your website with usage of long tail phrases. Increasing the visibility of the website (display in search results) translates into an increase in organic traffic. Growth of organic traffic is the main result of SEO, but it can also affect other sources of traffic on the website.



The visibility in the search engine results page, along with the organic traffic, are the main indicators of a successful website positioning. They contribute to the increase in sales, which also depends on other factors, such as UX or pricing. The number of page views in total, displayed by Google Analytics and Google Search Console, might vary. The reason behind it is the difference in collecting data by those tools. Search Console takes into account the number of clicks on a specific link in the search results, whereas Google Analytics keeps an eye on how many times the website was actually loaded.

Page views in search results	July	August	September	October	November	December	January
	9 531 404	8 944 230	9 357 234	10 208 207	10 830 113	11 502 109	12 265 786

Organic traffic	July	August	September	October	November	December	January
	200 858	206 865	209 645	226 719	242 764	260 695	278 654



	Start	July	August	September	October	November	December	January
<b>Website visits from Google (according to GSC)</b>	247 828	247 828	210 759	192 041	256 583	235 213	241 207	<b>246 299</b>
<b>Total website visits (according to GA)</b>	489 922	489 922	469 968	428 643	452 802	466 464	488 320	<b>479 891</b>
<b>Organic traffic</b>	195 629	200 858	206 865	209 645	226 719	242 764	260 695	<b>278 654</b>
<b>Organic traffic from the previous year</b>	172 964	179 633	185 433	194 223	199 352	200 166	207 082	<b>209 231</b>
<b>Social traffic</b>	12 140	12 140	12 557	10 471	8 551	6 822	14 555	<b>16 478</b>
<b>Direct traffic</b>	35 555	35 555	41 633	36 094	40 618	36 012	41 561	<b>35 369</b>
<b>Referral traffic</b>	27 747	27 747	18 754	15 615	18 803	17 412	17 456	<b>16 455</b>
<b>Display</b>	49	49	1	2	3	14 092	4 210	<b>4 994</b>
<b>Paid Search</b>	1172	1172	37 606	47 753	32 865	19 109	36 237	<b>34 581</b>
<b>Page impressions in search results</b>	9 531 404	9 531 404	8 944 230	9 357 234	10 208 207	10 830 113	11 502 109	<b>12 265 786</b>
<b>The number of keyword phrases generating page impressions</b>	>999	>999	>999	>999	>999	>999	>999	<b>&gt;999</b>

## The ranks of key phrases

The phrases chosen for website positioning are the means of achieving the goals of SEO. The most important indicator of the effectiveness of our efforts is the increase in website visibility, as well as higher organic traffic. Currently, we are monitoring **XXX** phrases for the website. Below you will find the phrases we chose as the most relevant for reporting - it does not mean, though, that these are the only phrases used for website positioning. While working on website positioning, we focus on long-tail phrases. These are longer, more detailed phrases that answer precise search queries. At the same time, we also monitor and strengthen more general, and brand-related phrases.

Phrase	Day of the month					The monthly average	TOP 10
	1	7	14	21	31		
Cool phrase 1	3	2	2	2	1	2,0	Yes
Cool phrase 2	4	4	2	2	2	2,8	Yes
Cool phrase 3	4	1	1	1	2	1,8	Yes
Cool phrase 4	51	33	30	30	39	36,6	
Cool phrase 5	14	15	14	-	17	15,0	
Cool phrase 6	7	6	7	9	9	7,6	Yes
Cool phrase 7	18	17	17	18	16	17,2	
Cool phrase 8	1	2	3	1	1	1,6	Yes
Cool phrase 9	-	-	-	151	-	151,0	
Cool phrase 10	13	13	14	13	13	13,2	
The average rank of all phrases	12,78	10,33	10,00	25,22	11,11	24,88	
The number of phrases in TOP 3	2	3	4	4	4	4	
The number of phrases in TOP 6	4	5	4	4	4	4	
The number of phrases in TOP 10	5	5	5	5	5	5	

### The changes in ranks of the most important phrases within the last few months

Phrase	Start	July	August	September	October	November	December	January
Cool phrase 1	49	3	2	1	1	2	2	2
Cool phrase 2	N/A	12	7	2	1	4	19	3
Cool phrase 3	N/A	17	8	2	2	4	4	2
Cool phrase 4	N/A	48	34	22	23	24	35	37
Cool phrase 5	N/A	57	24	5	9	17	14	15
Cool phrase 6	N/A	86	59	28	14	7	7	8
Cool phrase 7	N/A	44	28	13	16	22	15	17
Cool phrase 8	N/A	19	8	2	1	1	2	2
Cool phrase 9	N/A	-	-	-	-	-	-	151
Cool phrase 10	N/A	70	43	36	30	49	12	13

## Comments

<b>The basics of cooperation</b>	We started the cooperation with <b>XXX</b> on <b>XXX</b> . When performing SEO-related activities, we focus on broad website positioning and phrases that drive the highest traffic. We choose both general phrases, as well as those that are the most searched for by users. When positioning the website, we take into account two main aspects: <i>on-site</i> , meaning the site optimisation (html code, content, the way both the website and server work), and <i>off-site</i> : positioning efforts "outside" of the website, where we build quality backlinks that link to it.
<b>The ranks of phrases this month</b>	This month, the phrases we chose for the report had the average rank of: <b>24,88</b> In comparison, the average rank from the last month was: <b>12,16</b> <i>We included the ranks of all keywords in a separate PDF file.</i>
<b>Visibility and traffic this month</b>	The total <b>number of visits from Google</b> changed by <b>2,11%</b> compared to <b>the previous month</b> . <b>Organic traffic</b> changed by <b>6,89%</b> compared to <b>the previous month</b> . <b>Organic traffic</b> changed by <b>33,18%</b> compared to <b>the previous month</b> . <b>The number of page views</b> in search results changed by <b>6,64%</b> compared to <b>the previous month</b> .
<b>Activities performed</b>	<b>on-site</b> We performed the SEO activities following the audit recommendations. <b>The list of optimised subpages:</b> <b>link</b>
	<b>off-site</b> According to the outlined link building strategy, we continued the activities off-site, which included the setup of social media profiles, building relevant links, publishing articles, adding the site to industry-related catalogues, and linking from portals, blogs, and social networks. <b>The number of links built</b> <b>xxx</b>
<b>Recommendations for the client</b>	Being active across social networks - especially: Facebook (+ads), Instagram (+ads), and Youtube. It is also recommended to take care of brand awareness and cooperate with industry-related and local media (thematic portals, magazines, partners, as well as sponsored events, workshops and fairs).