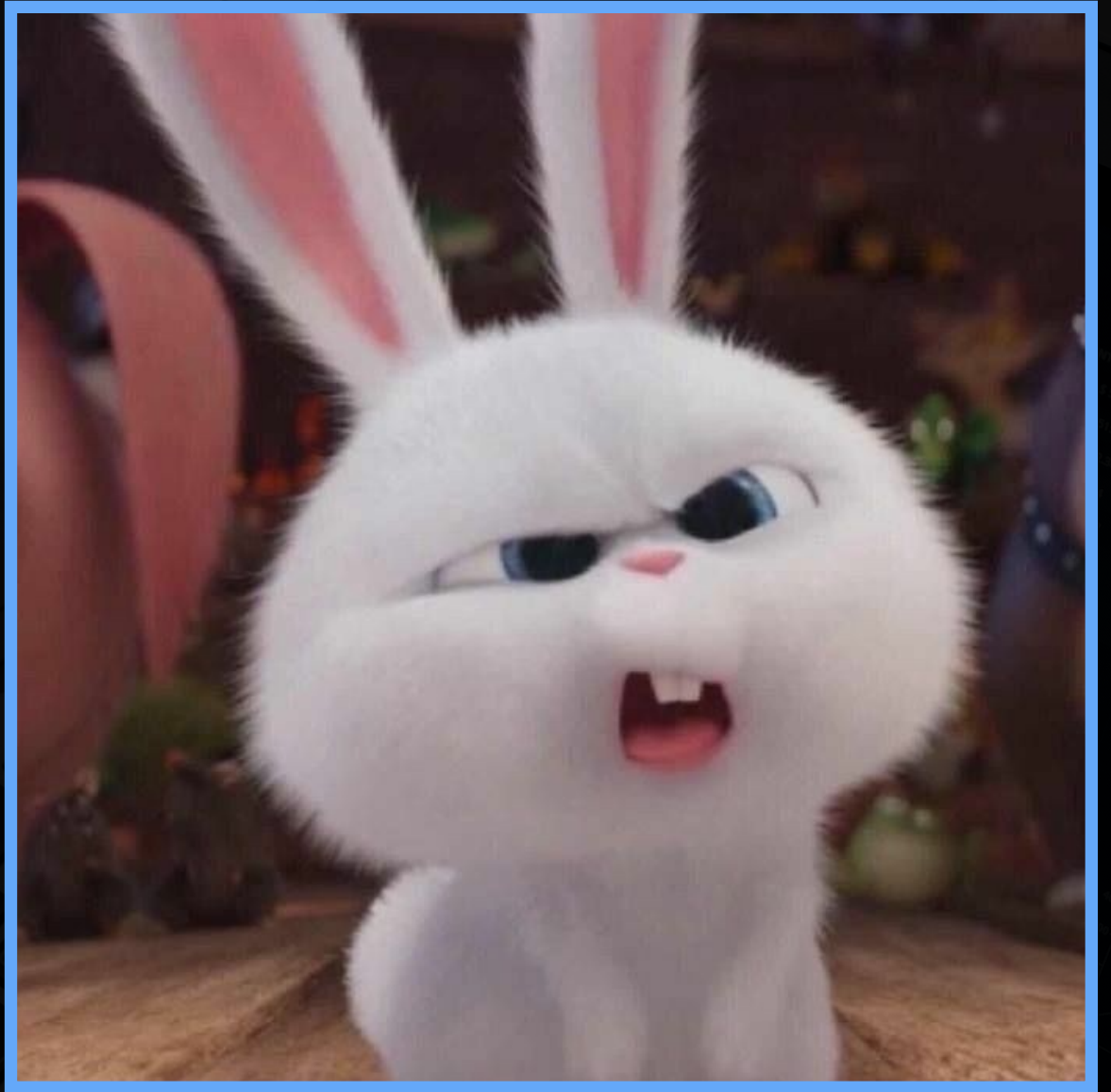


SEO REPORTING FOR SUCCESS

Do's, Dont's & Templates to Communicate & Influence

I know, you likely didn't become an SEO for the love of reporting...





Aleyda Solis
@aleyda

What's your least favorite SEO related activity you need to do in your day to day?

Research (Kw, links, etc)	25.9%
Project Coordination	15.1%
Reporting	32.5%
Client Management	26.6%

305 votes · 2 hours left

**In fact, it's
among the
least favorite
activities for
SEOs**

But decision-makers do care about reporting as it's how they assess the SEO process



The SEO MBA

Your boss cares about reporting more than you do

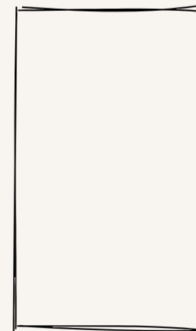
Reporting is a form of communication, and communication solves all problems



Tom Critchlow
Sep 16, 2021

♡ 6 💬 3 ➦

Welcome back to another SEO MBA email - an email newsletter all about leadership, management and consulting skills for SEO professionals. Thanks for all the interest in the course beta - we were way oversubscribed. I'm hoping to have the full course out by end of year. Stay tuned.



How much the VP cares about reporting

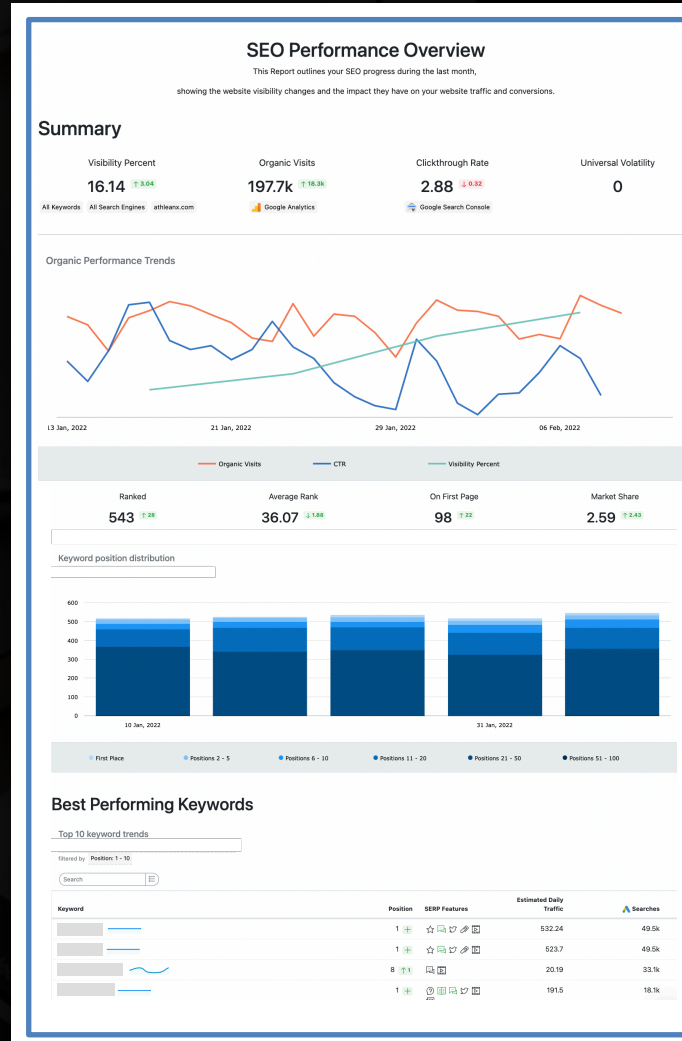


How much the head of SEO cares about reporting



The effectiveness of reports can be the difference between getting fired, more SEO support or a raise

But many SEO Reports are just a compilation of dashboards automated via tools showing SEO metrics



1) What format do you use for your recurrent SEO reports to non-technical clients/boss/decision makers?

...

Deck/Doc w/ data+insights

54,1 %

Dashboard w/ data

41,3 %

Other (Pls Reply w/ it)

4,7 %

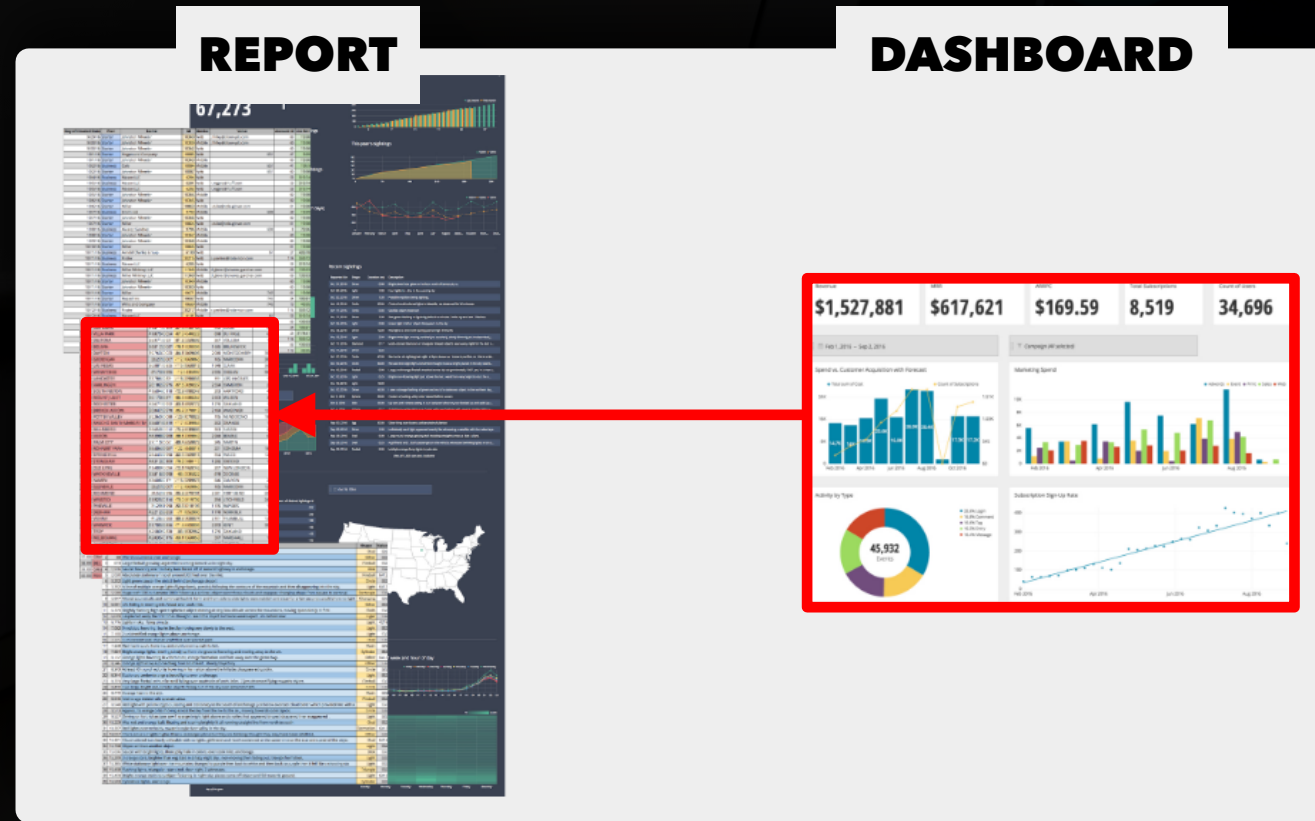
320 votos · Resultados finales

5:51 p. m. · 12 nov. 2021 · Twitter Web App

41% of SEOs asked said to only use a dashboard with data for reporting

Data from dashboards will be included in reports but they can't replace them

Document featuring a collection of cleaned/sorted data (text, graphs, charts) with explanations, used for periodic analysis of single or many areas.



A visualization tool that contains the most important up-to date metrics on a topic/area, used for performance monitoring.

Using only automated dashboards with no personalization can be harmful

ISSUES

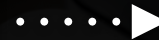
Non-Meaningful Metrics to track actual progress

Irrelevant KPIs recipients don't care about nor understand

Unclear Data Presentation

Lack of prioritization

No Insights, analysis nor outcome actions



CONSEQUENCES

Confusion about actual SEO goals achievement

No Visibility of SEO activities progress

Lack of vision about what's causing lack of goals achievement

Uncertainty regarding next steps and needs to achieve goals

Distrust of SEO

Although most SEOs add business metrics that will help to connect with decision makers...

5) Do you include conversions/revenue related metrics in your recurring SEO reports to non-technical clients/boss/decision makers?

...

Yes

76,1 %

No

11,3 %

Sometimes Only

12,6 %

159 votos · Resultados finales

5:51 p. m. · 12 nov. 2021 · Twitter Web App

4) Do you include explanations, commentary and recommended actions based on results/outcomes in your recurring SEO reports to non-technical clients/boss/decision makers?

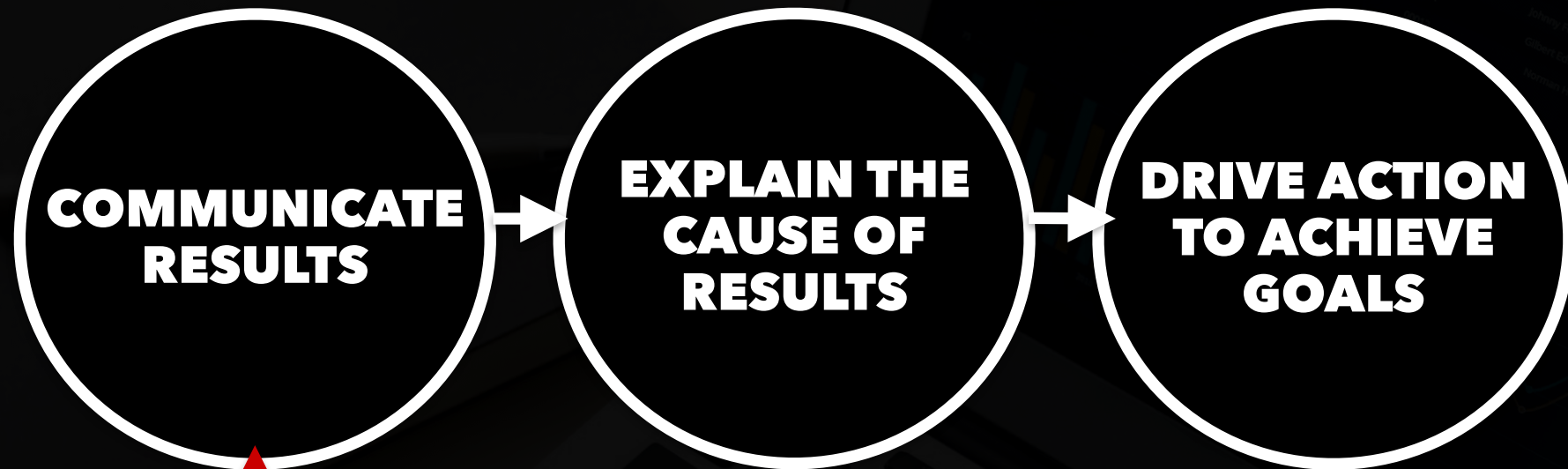
...



154 votos · Resultados finales

**...and also
add
commentary
to them...**

... **SEO dashboards (even personalized)** can't achieve all **SEO reporting goals**



Only partially this one

Especially taking into consideration that most SEOs don't always present their reports

3) Do you do a presentation to clients/boss/decision makers when sending recurrent SEO reports explaining the results and outcomes?

...

Yes, I always present it

40,3 %

Sometimes I present it

44,7 %

No, I only send it

15,1 %

159 votos · Resultados finales

5:51 p. m. · 12 nov. 2021 · Twitter Web App

SEO reports need to communicate process evolution towards goals...

1. WHAT

Has been achieved vs. what was expected?

2. WHY

Are these the results achieved so far?

3. HOW

How are the results going to be kept or improved to achieve goals?

... explain why the different areas are or aren't evolving as expected...

1. WHAT

Has been achieved vs. what was expected?

2. WHY

Are these the results achieved so far?

3. HOW

How are the results going to be kept or improved to achieve goals?

To establish actions & request support for next steps to achieve goals

1. WHAT

Has been achieved vs. what was expected?

2. WHY

Are these the results achieved so far?

3. HOW

How are the results going to be kept or improved to achieve goals?



Aleyda Solis

@aleyda

SEOs: How much time do you usually spend doing SEO reporting per project/client each month?



160 votes · Final results

8:45 PM · Feb 2, 2022 · Twitter for iPhone

Yes, there are timing restrictions and you need to do reporting fast, but...

**SEO
Reporting
is only a
monthly
effort!**

2) How often do you provide SEO reports to clients/boss/decision makers?

...



176 votos · Resultados finales

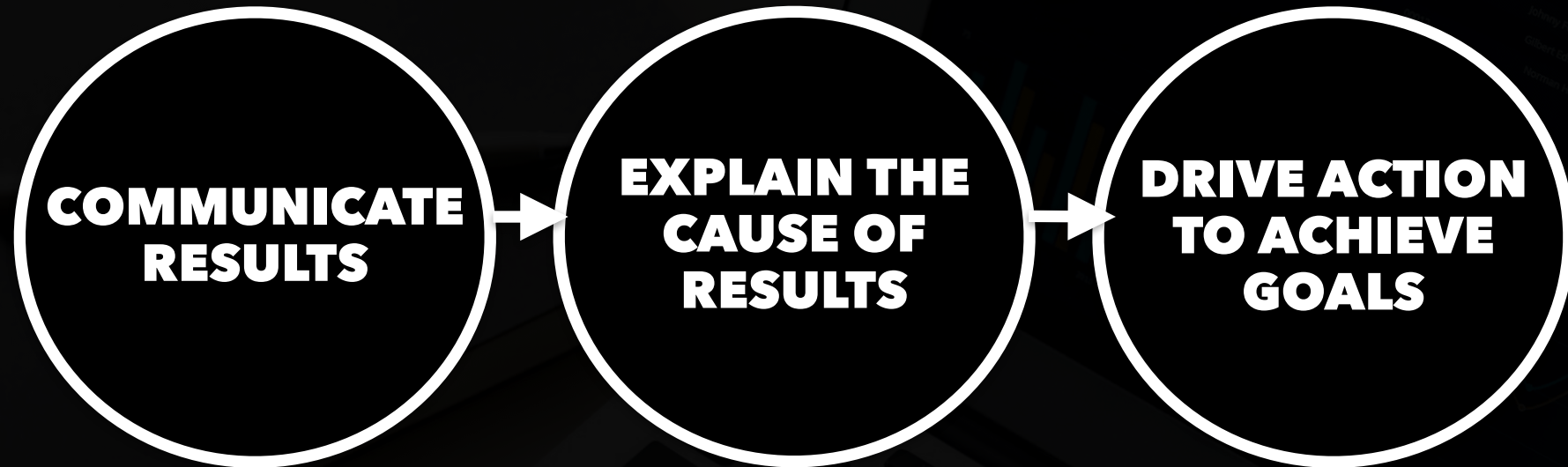
**PERSONALIZED SEO REPORTS THAT HELP TO
EFFECTIVELY COMMUNICATE RESULTS AND OBTAIN SUPPORT...**



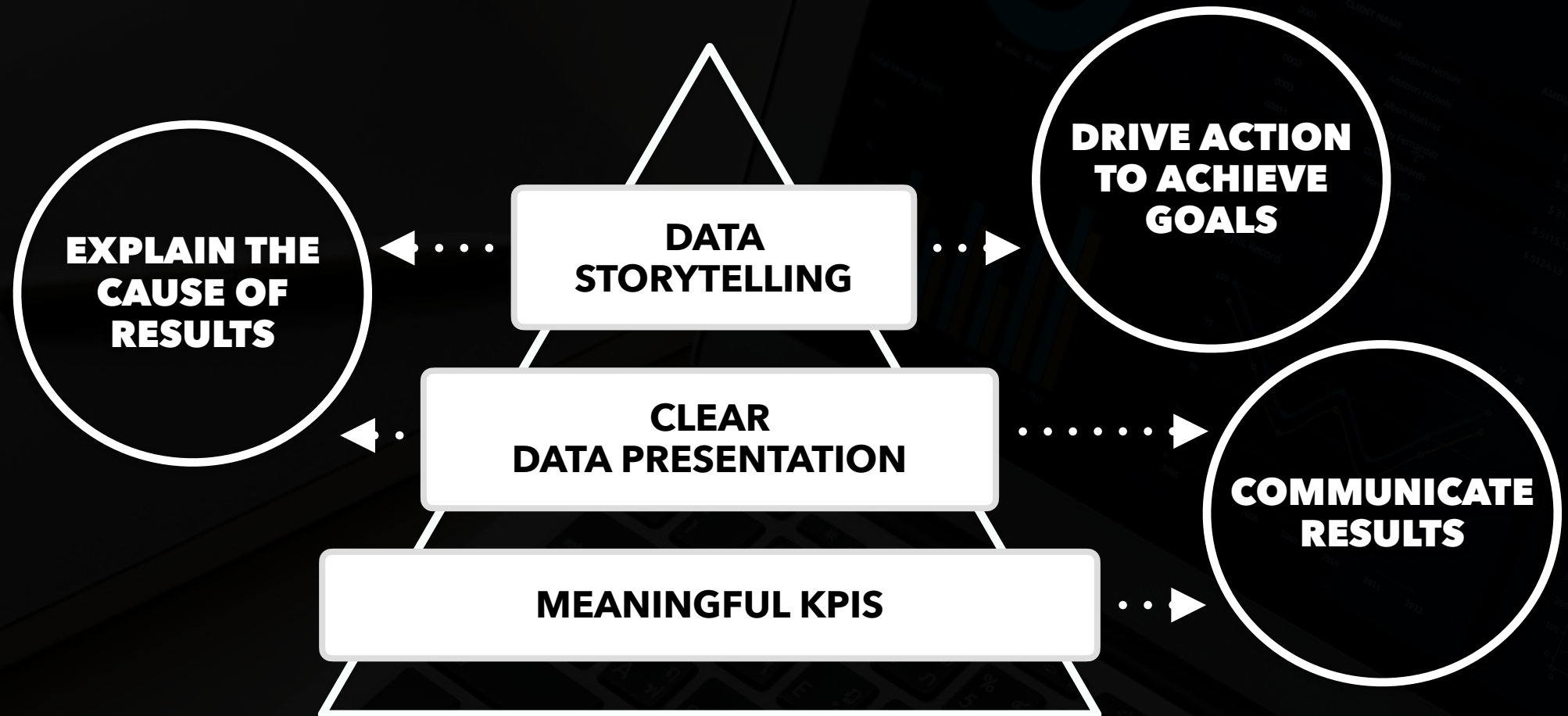
... THAT YOU CAN CREATE FAST!

**I'll show you
how by asking a
few questions
with checklists
and templates to
save time...**

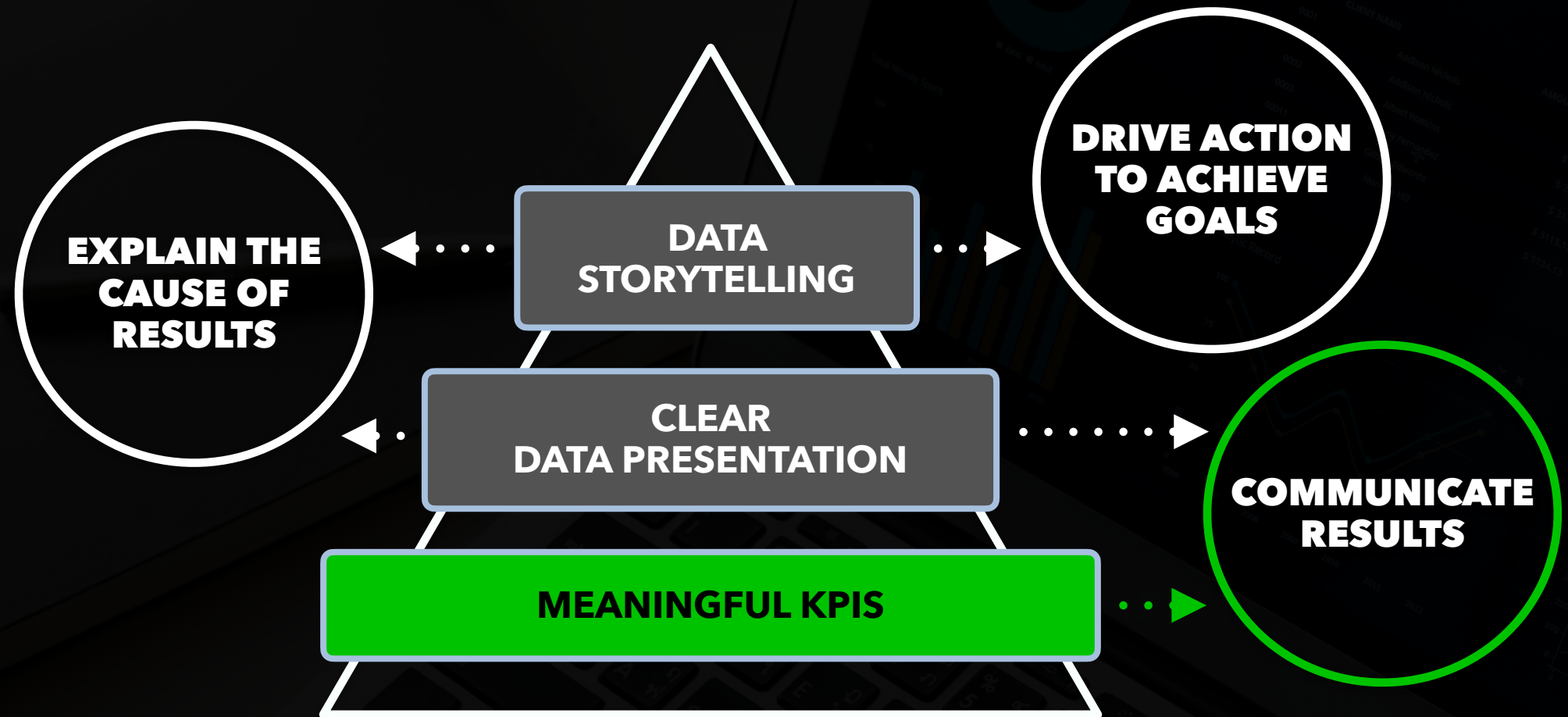
Let's create effective SEO reports that help you to achieve these 3 goals...



... By following 3 principles through your SEO reporting process



Start by only using meaningful KPIs that actually communicate results..





**Avoid using
proprietary
metrics which
are unreliable
and difficult to
connect with
your SEO goals**

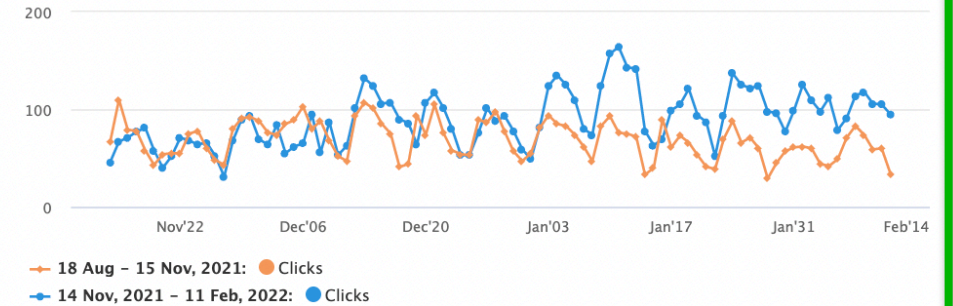
Don't add to reports all what you monitor, only KPIs connected to SEO goals the audience care about

CMO WILL CARE ABOUT THIS

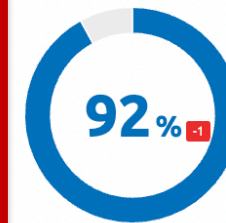
Total clicks +30.28% 8,068 vs 6,193	Total impressions +59.38% 2,343,222 vs 1,470,175	Average CTR -18.26% 0.34% vs 0.42%	Average position -25.13% 49 vs 65
---	--	--	---

GSC: Search Performance (Metrics Chart)

Site: <https://learningseo.io/> | Search type: Web



Site Health



Crawled Pages

33

Healthy (4) Broken (0) Have issues (22) Redirected (6) Blocked (1)



THIS WILL ONLY ADD CONFUSION TO CMO

Errors

0



Warnings

62 +18

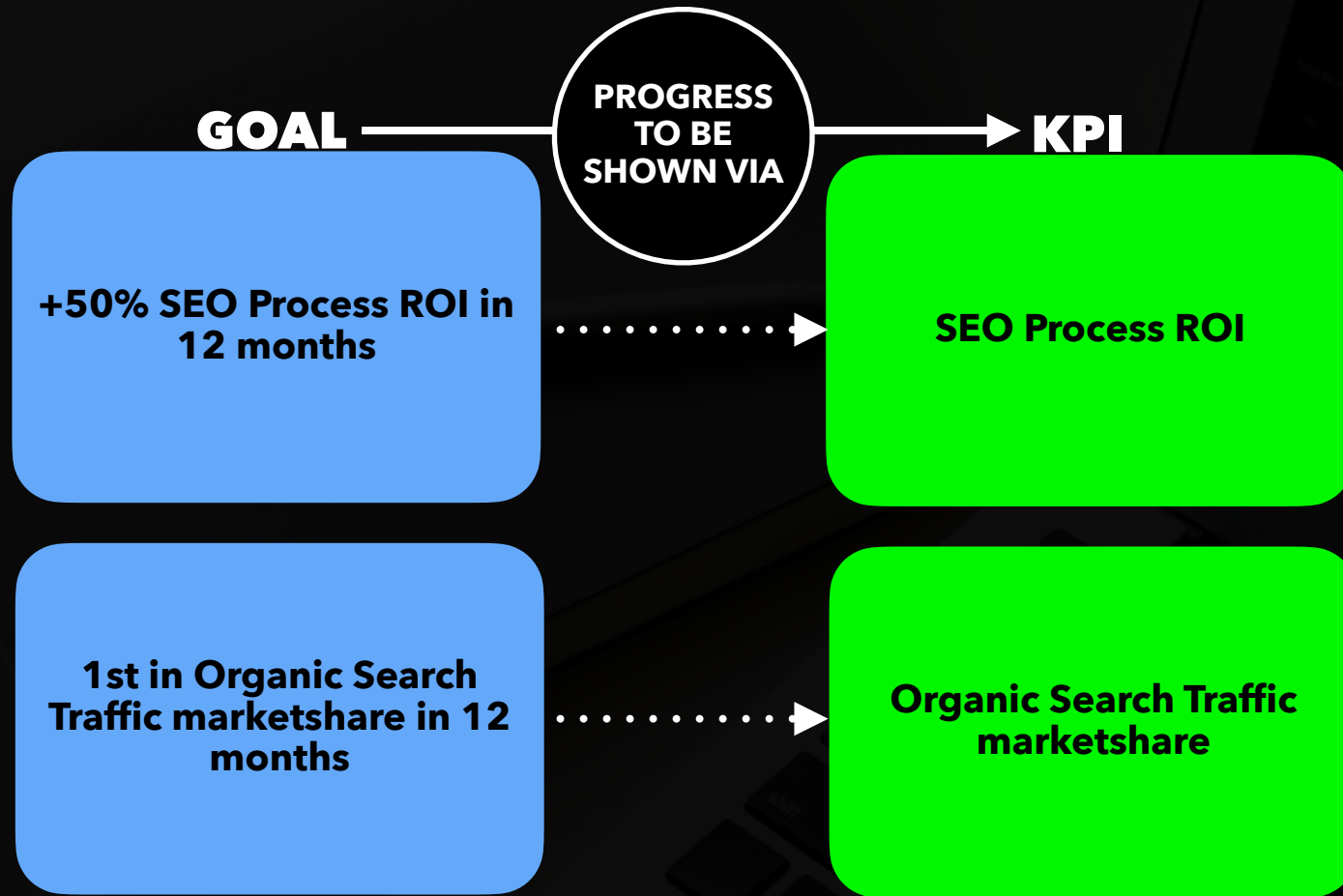


Notices

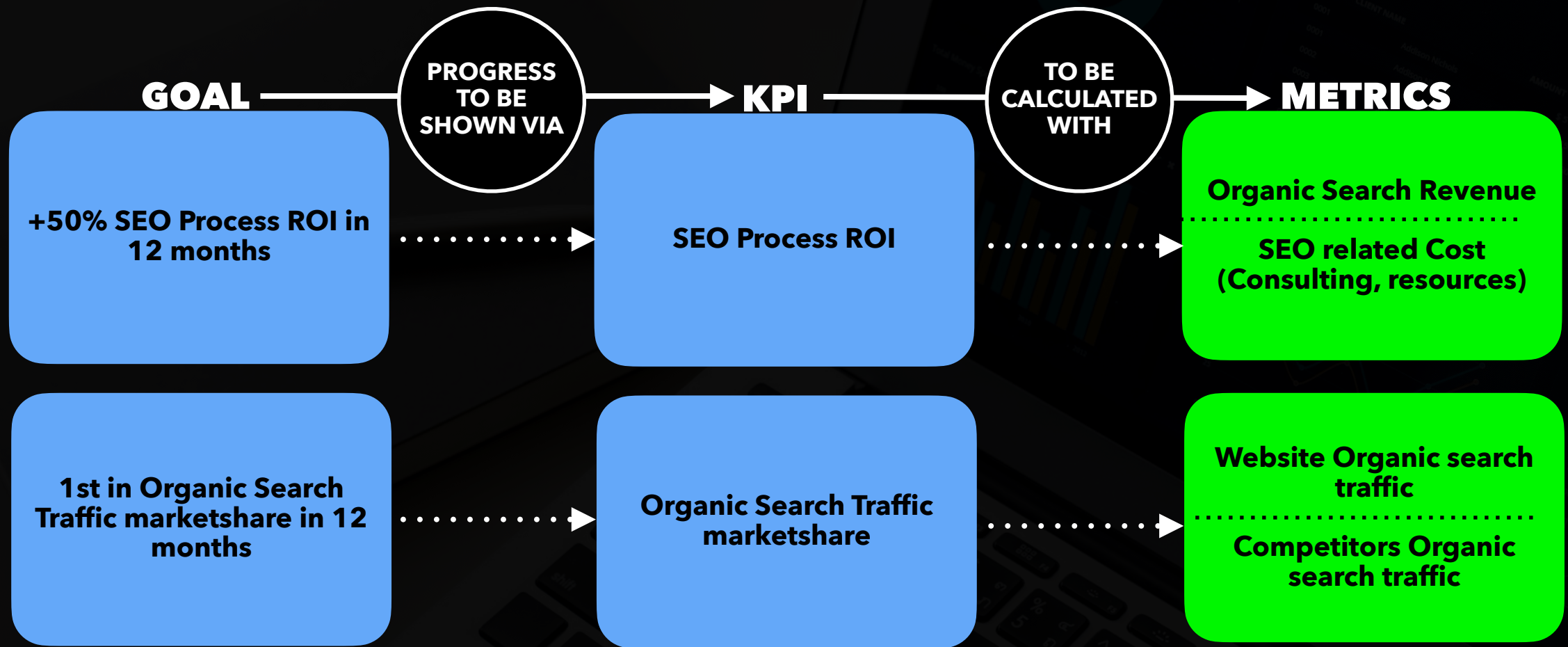
6



Instead, reports should include KPIs showing performance towards goals...



...to be calculated by measuring the connected relevant SEO metrics



Start by establishing your SEO reports audience: Who are you going to report?

MANAGEMENT/DECISION MAKERS

CEO/CMO/NON-TECHNICAL CLIENT

HEAD OF SEO / TECHNICAL CLIENT

OTHER AREAS
STAKEHOLDERS
(EG. TECH, UX)

SEO TEAM

OPERATIONAL STAKEHOLDERS

Each will want to answer different types of questions about SEO progress

MANAGEMENT/DECISION MAKERS

What's the ROI?
What's the revenue?
What's our traffic marketshare?

CEO/CMO/NON-TECHNICAL CLIENT

HEAD OF SEO / TECHNICAL CLIENT

What's the ROI?
What's the revenue?
What's our traffic marketshare?
How are we ranking?
Are we gaining backlinks?
Is new content attracting traffic?

What's our traffic marketshare?
How are we ranking?
How's the crawl budget trend?
Is page speed better?
Are key pages getting indexed?
Are key pages getting crawled?

OTHER AREAS STAKEHOLDERS (EG. TECH, UX)

SEO TEAM

What's our traffic marketshare?
How are we ranking?
Are we gaining backlinks?
Is new content attracting traffic?
Are key pages getting indexed?
Are key pages getting crawled?

OPERATIONAL STAKEHOLDERS

Ask each stakeholder about SEO goals progress they want to be informed of

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare?	SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position	Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic search traffic	Analytics Web Traffic Tool	Website Level Per Product line	Quarterly	Presentation Deck Conference Call
Head of SEO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months +200% Non-Branded Commercial Search Traffic in 12 months Top 10 in Targeted Queries Rankings in 12 months +20% Promoted pages Backlinks in 12 months All Optimized Key pages indexability in 6 months All Optimized Key pages crawlability in 6 months	What's our non-branded commercial traffic? How are we ranking for targeted queries? What are the promoted pages backlinks? How are we indexing key pages? How are we crawling key pages?	commercial traffic YoY Targeted queries rankings YoY Promoted pages backlinks YoY Key pages indexed 6 months trend Key pages crawled 6 months trend	Competitors Organic search traffic Non-Branded Commercial organic traffic Organic search rankings Backlinks per pages Ranked Pages Indexed Pages Crawled Pages	Tool Search Console Rank Tracker Backlink Tool SEO Crawler	Website Level Per Product line Per Category Per Page Type	Monthly	Presentation Deck Conference Call Google Sheets

Make sure these are actual goals that have been set for the SEO process and there are actions to be executed that are connected to their achievement.

These should be "SMARTER" SEO goals, connecting SEO efforts w/ biz objectives

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	<p>+50% SEO Process ROI in 12 months</p> <p>+80% Organic Search Revenue in 12 months</p> <p>1st in Organic Search Traffic marketshare in 12 months</p>	<p>What's the organic search ROI?</p> <p>What's the organic search revenue?</p> <p>What's our organic search traffic marketshare?</p>	<p>SEO Process ROI YoY</p> <p>Organic Search Revenue YoY</p> <p>Organic Search Traffic marketshare position</p>	<p>Organic Search Revenue</p> <p>SEO related Cost (Consulting, resources)</p> <p>Website Organic search traffic</p> <p>Competitors Organic search traffic</p>	<p>Analytics</p> <p>Web Traffic Tool</p>	<p>Website Level</p> <p>Per Product line</p>	Quarterly	<p>Presentation Deck</p> <p>Conference Call</p>
Head of SEO	<p>+50% SEO Process ROI in 12 months</p> <p>+80% Organic Search Revenue in 12 months</p> <p>1st in Organic Search Traffic marketshare in 12 months</p> <p>+200% Non-Branded Commercial Search Traffic in 12 months</p> <p>Top 10 in Targeted Queries Rankings in 12 months</p> <p>+20% Promoted pages Backlinks in 12 months</p> <p>All Optimized Key pages indexability in 6 months</p> <p>All Optimized Key pages crawlability in 6 months</p>	<p>What's the organic search ROI?</p> <p>What's the organic search revenue?</p> <p>What's our organic search traffic marketshare?</p> <p>What's our non-branded commercial traffic?</p> <p>How are we ranking for targeted queries?</p> <p>What are the promoted pages backlinks?</p> <p>How are we indexing key pages?</p> <p>How are we crawling key pages?</p>	<p>SEO Process ROI YoY</p> <p>Organic Search Traffic marketshare position</p> <p>Non-Branded commercial traffic YoY</p> <p>Targeted queries rankings</p> <p>Promoted pages backlinks YoY</p> <p>Key pages indexed 6 months trend</p> <p>Key pages crawled 6 months trend</p>	<p>Organic Search Revenue</p> <p>(Consulting, resources)</p> <p>Website Organic search traffic</p> <p>Competitors Organic search traffic</p> <p>Non-Branded Commercial organic traffic</p> <p>Organic search rankings</p> <p>Backlinks per pages</p> <p>Ranked Pages</p> <p>Indexed Pages</p> <p>Crawled Pages</p>	<p>Analytics</p> <p>Web Traffic Tool</p> <p>Search Rank Tracker</p> <p>Backlink Tool</p> <p>SEO Crawler</p>	<p>Website Level</p> <p>Per Product line</p> <p>Per Page Type</p>	Monthly	<p>Presentation Deck</p> <p>Conference Call</p> <p>Google Sheets</p>

SMARTER

Measurable
[Meaningful]

Relevant
[Rewarding]

Evaluated
[Ethical]

Specific
[Significant]

Attainable
[Action Oriented]

Time-Bound
[Trackable]

Reviewed
[Rewarding]

They can be operational or business related, depending on stakeholder role

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format	
COMMUNICATION SOFTWARE COMPANY									
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	BIZ GOALS What's the organic search ROI? What's our organic search revenue? What's our organic search traffic marketshare?	Organic Search Revenue YoY Organic Search Traffic YoY Organic Search Traffic Marketshare YoY	INCREASE 150% SALES FOR COMMUNICATION SOFTWARE BY REMOTE PROFESSIONALS					Business SEO Goals [What Decision Makers care About]
				INCREASE 400% TRAFFIC TO MID-BOTTOM OF THE FUNNEL CONTENT OF COMMUNICATION SOFTWARE FOR REMOTE WORKERS					
Head of SEO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months +200% Non-Branded Commercial Search Traffic in 12 months Top 10 in Targeted Queries Rankings in 12 months +20% Promoted pages Backlinks in 12 months All Optimized Key pages indexability in 6 months All Optimized Key pages crawlability in 6 months	BIZ & OPERATIONAL GOALS What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare? How are we ranking for targeted queries? What are the promoted pages backlinks? How are we indexing key pages? How are we crawling key pages?	SEO Process ROI YoY Organic Search Revenue YoY Non-branded commercial traffic YoY Targeted queries rankings YoY Promoted pages backlinks YoY Key pages indexed 6 months trend Key pages crawled 6 months trend	GROW 250% ORGANIC SEARCH TRAFFIC TO COMMS SOFTWARE LISTINGS, COMPARISONS, REVIEWS AND PRODUCTS PAGES					Operational SEO goals [What SEOs care about]
				TAKE INTO TOP 3 POSITIONS OF CURRENT TOP 10 FOR MID-BOTTOM OF THE FUNNEL QUERIES TARGETED BY SOFTWARE LISTINGS AND COMPARISONS PAGES					
				TAKE INTO TOP 10 PILLAR PAGES OF COMMS SOFTWARE FOR REMOTE PROFESSIONALS					
				...					
				Ranked Pages Indexed Pages Crawled Pages	Search Console Rank Tracker Backlink Tool SEO Crawler	Website Level Per Product line Per Category Per Page Type	Quarterly Monthly	Presentation Deck Conference Call Google Sheets	

2. TO OBTAIN THIS!

1. YOU'RE TRYING TO GET THIS

Agree which goals progress questions should be answered with SEO reports

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare?	SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position	Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic	Analytics Web Traffic Tool	Website Level Per Product line	Quarterly	Presentation Deck Conference Call
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Make sure these are relevant, useful questions to ask when assessing progress towards SEO goals.

Once you have the questions, it will be easier to establish the KPIs to report

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
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Ensure that these KPIs will actually allow you to answer the goals progress related questions, otherwise they might not be relevant to include.

...as well as the metrics to obtain and measure to calculate the KPIs

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
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If you can't establish meaningful metrics to calculate KPIs and answer goal progress questions, then the goal might not be a SMARTER one!

Ensure metrics data sources are reliable and stakeholders trust them

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
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Establish a couple of methods to gather the same data for consistency check

Is it difficult to ensure accuracy for some KPIs? Ensure precision!

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
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4) Ditch the old mental model of Accuracy, go for Precision (more here: [Accuracy, Precision & Predictive Analytics](#)). It might seem astonishing but your analysis will actually get more accurate if you go for precision.

Accuracy means that the data is correct. Precision means that the data is consistent.

...confirm the scope, frequency and format to present the report

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
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Set expectations about timing to avoid unnecessary too frequent reporting

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare?	SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position	Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic	Analytics Web Traffic Tool	Website Level Per Product line	Quarterly	Presentation Deck Conference Call
Head of SEO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months +200% Non-Branded Commercial Search Traffic in 12 months Top 10 in Targeted Queries Rankings in 12 months +20% Promoted pages Backlinks in 12 months All Optimized Key pages indexability in 6 months All Optimized Key pages crawlability in 6 months	What's our organic search traffic marketshare? What's our non-branded commercial traffic? How are we ranking for targeted queries? What are the promoted pages backlinks? How are we indexing key pages? How are we crawling key pages?	marketshare position Non-branded commercial traffic YoY Targeted queries rankings YoY Promoted pages backlinks YoY Key pages indexed 6 months trend Key pages crawled 6 months trend	traffic Competitors Organic search traffic Non-Branded Commercial organic traffic Organic search rankings Backlinks per pages Ranked Pages Indexed Pages Crawled Pages	Web Traffic Tool Search Console Rank Tracker Backlink Tool SEO Crawler	Website Level Per Product line Per Category Per Page Type	Monthly	Presentation Deck Conference Call Google Sheets

There's no point on doing weekly reports if there won't be meaningful changes during this period of time due to SEO nature and frequency of releases

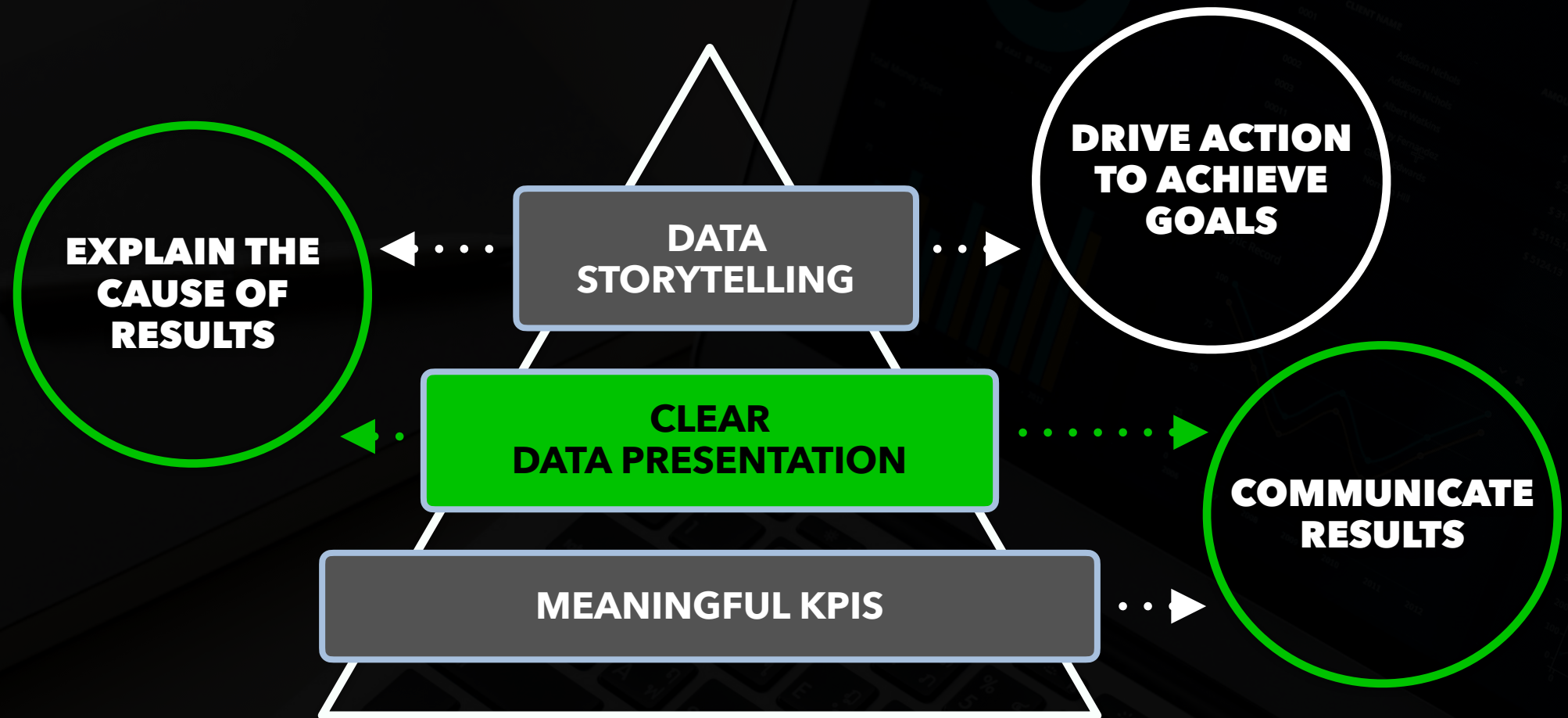
You have now the input needed to start collecting data & put reports together

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare?	SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position	Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic search traffic	Analytics Web Traffic Tool	Website Level Per Product line	Quarterly	Presentation Deck Conference Call
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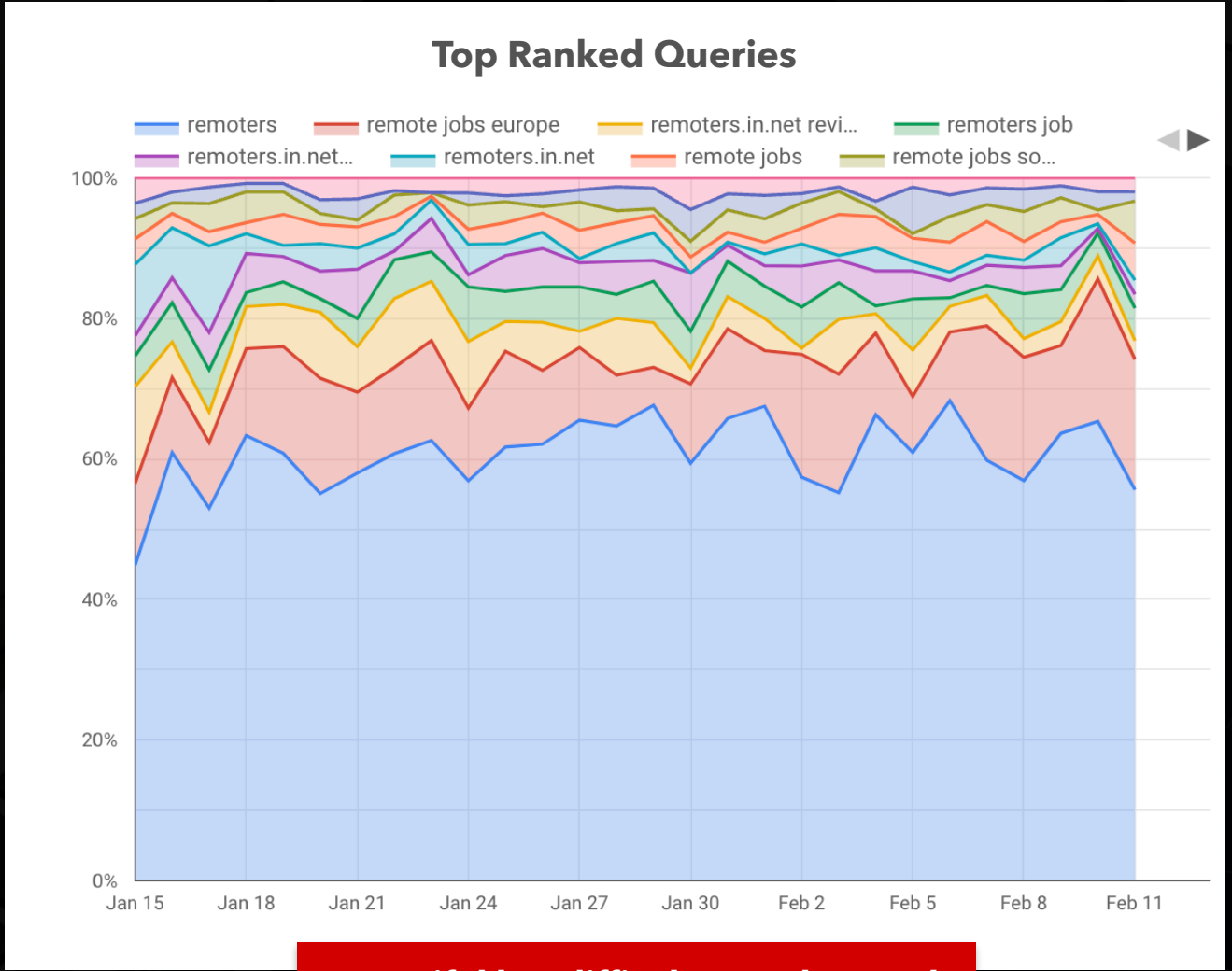
With only relevant KPIs for each audience, and metrics they understand

Audience	Goals they Care About	Goals Progress Questions	KPIs to Report	Metrics to Use	Data Source	Scope	Frequency	Format
CEO CMO	+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months	What's the organic search ROI? What's the organic search revenue? What's our organic search traffic marketshare?	SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position	Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic search traffic	Analytics Web Traffic Tool	Website Level Per Product line	Quarterly	Presentation Deck Conference Call
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Ensure clear KPIs presentation to facilitate progress understanding

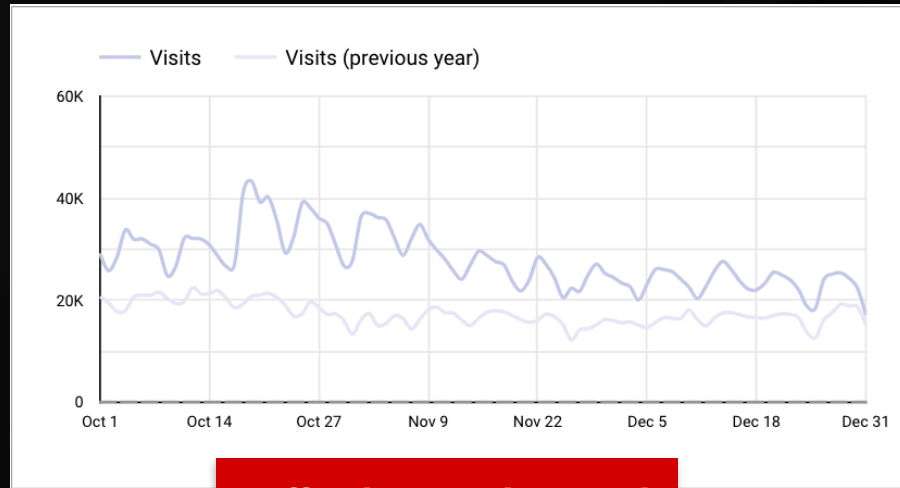


It's not about "creating a pretty report" but about making your data easy to understand



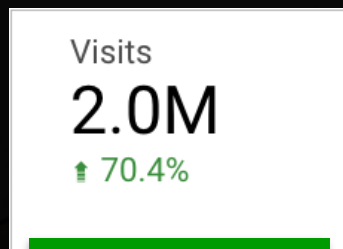
Beautiful but difficult to understand

Have Visits in the Last Quarter improved 30% YoY?



Difficult to understand

vs



Easier to say

Sometimes a simpler scorecard will be easier to understand goals achievement than a fancy time series

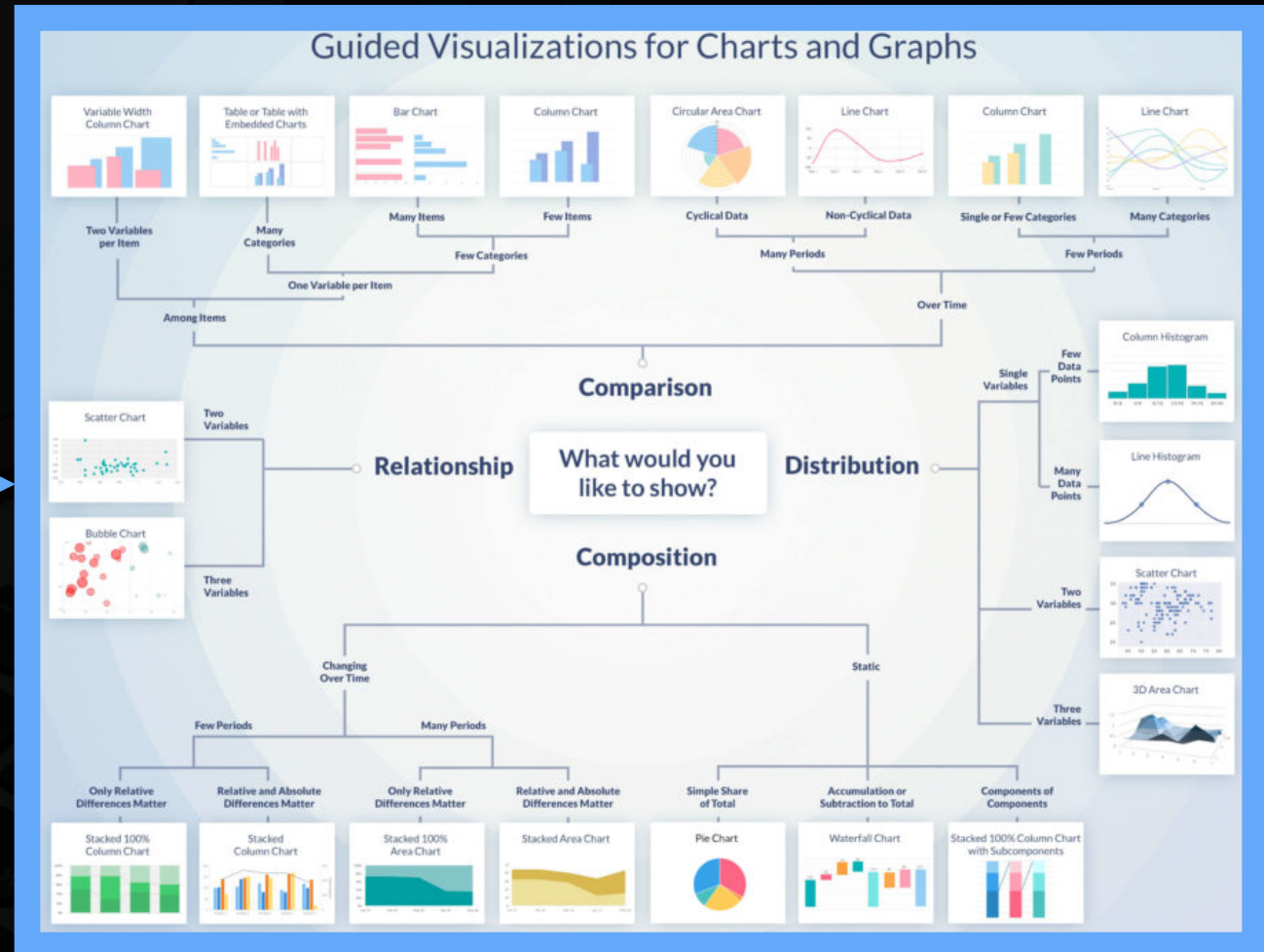
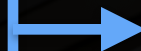
Identify the best data visualization format for each KPI asking a few Qs

What's the story your data is trying to deliver?

Who will you present your results to?

How many data categories and points do you have?

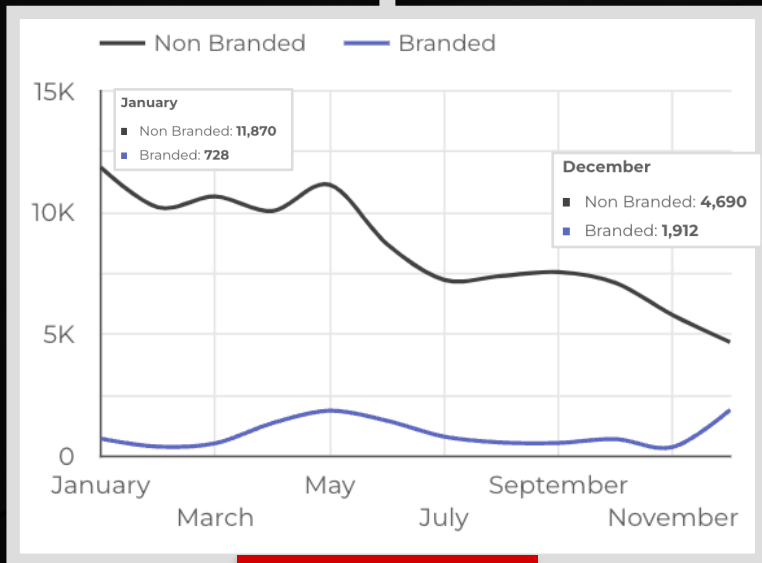
Should you display values over time or among groups?



Test w/ real data to see if each KPI Goal Progress Questions can be answered

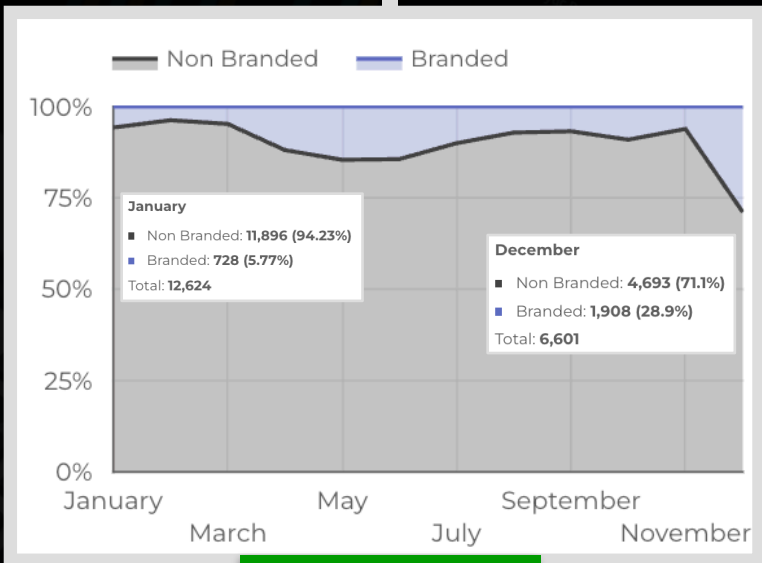
GOAL: 20% Branded Traffic Share in a Year

What's the branded traffic share? Has it grown to 20% after a year?



Difficult to tell

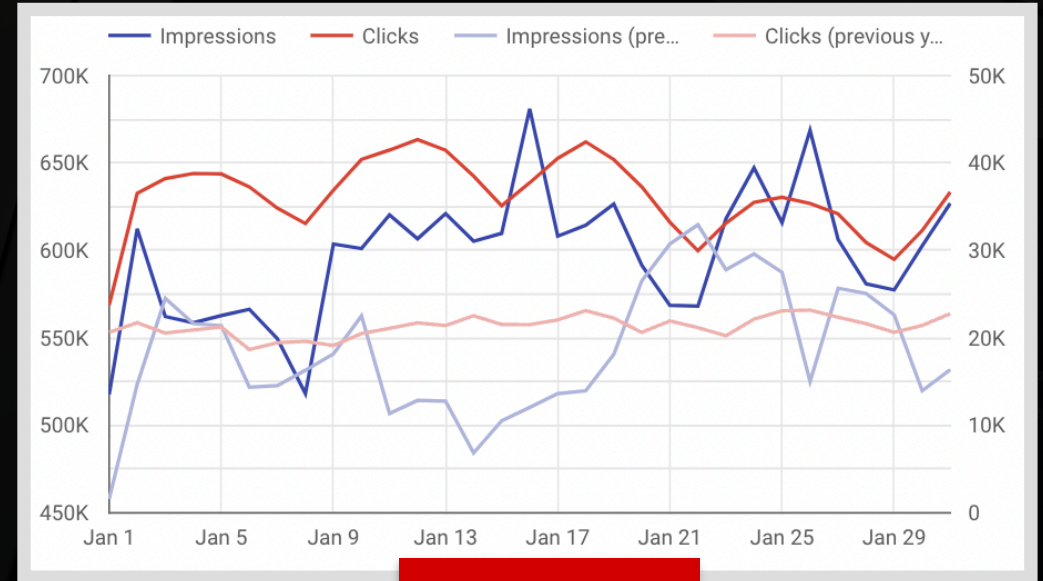
VS



Easier to say

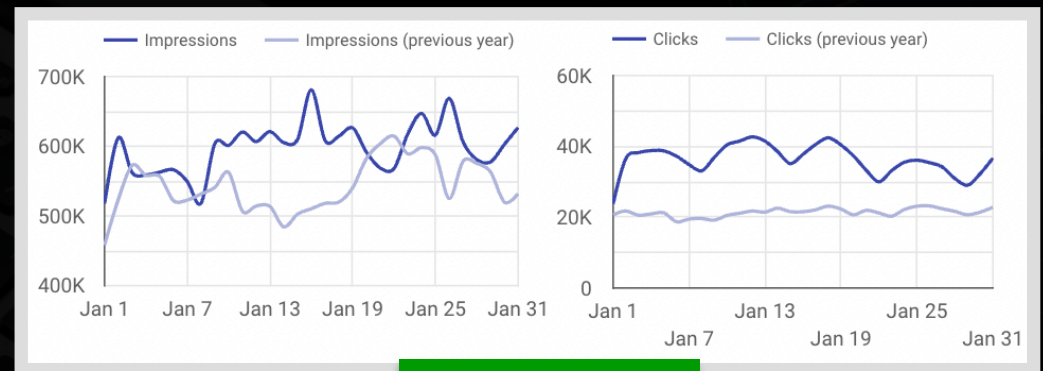
Communicate one major KPI in each chart to avoid confusing the audience

Have Visits and Impressions increased YoY in the last month?



Difficult to tell

VS



Easier to say

What are the top 10 ranked queries & their positions?

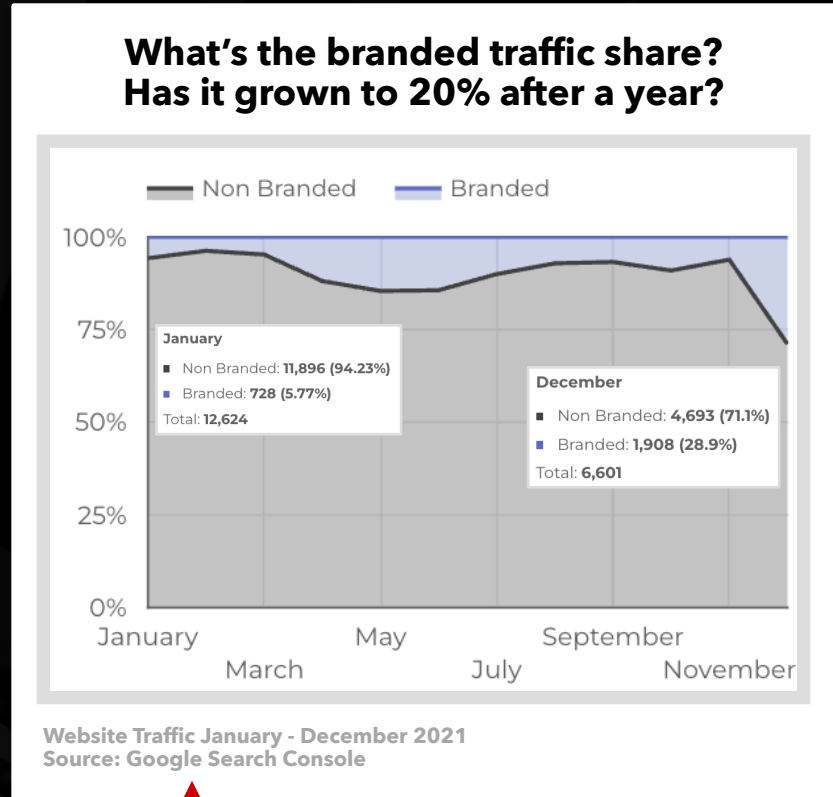
Query	Clicks	% Δ	Average Position	% Δ
1. learn seo	331	-18.7% ↓	3.93	-3.5% ↓
2. learning seo	302	10.6% ↑	1.04	2.4% ↑
3. learningseo.io	202	11.0% ↑	1	0.0%
4. learningseo	141	11.9% ↑	1	0.0%
5. seo learning	118	-19.2% ↓	2.43	-9.8% ↓
6. seo roadmap	106	-2.8% ↓	3.09	12.0% ↑
7. learnseo	82	10.8% ↑	1.23	23.4% ↑
8. aleyda solis learning seo	79	75.6% ↑	1	0.0%
9. learning seo io	47	-2.1% ↓	1	0.0%
10. learnseo.io	46	9.5% ↑	1	0.0%

vs

Query	Clicks	Average Position
1. learn seo	331	3.93
2. learning seo	302	1.04
3. learningseo.io	202	1
4. learningseo	141	1
5. seo learning	118	2.43
6. seo roadmap	106	3.09
7. learnseo	82	1.23
8. aleyda solis learning seo	79	1
9. learning seo io	47	1
10. learnseo.io	46	1

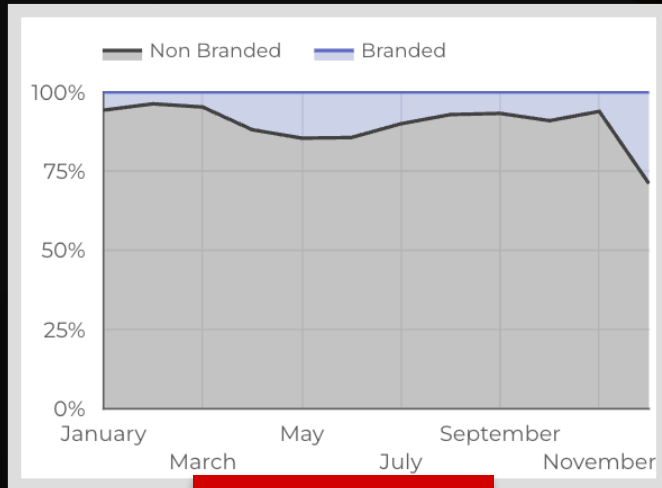
**Remove
pointless
decorations &
information that
won't help to
answer the KPI
goal question**

Add the relevant data source to each chart to establish trust and avoid doubts



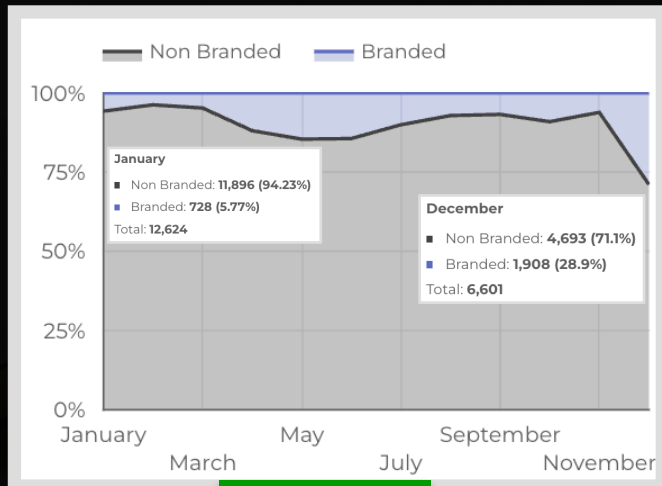
Where the data comes from

What's the branded traffic share?
Has it grown to 20% after a year?



Difficult to tell

VS

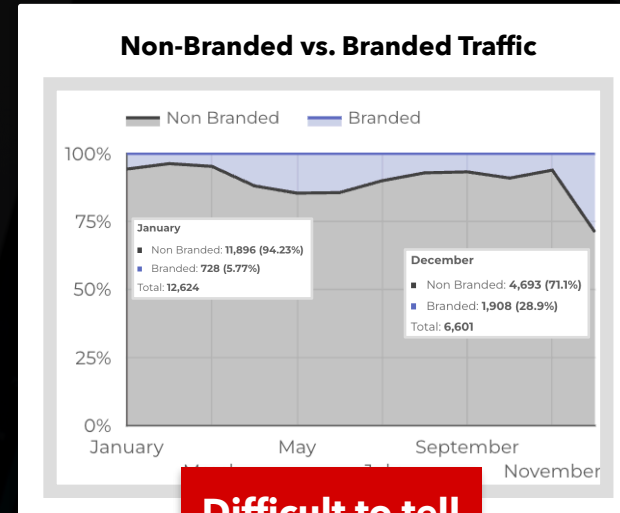


Easier!

Always Label
chart elements
clearly and
directly to
facilitate fast
understanding

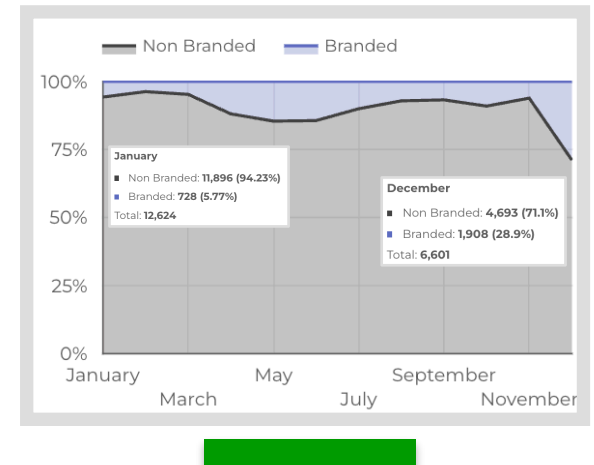
Include the question to be answered with each KPI as a chart headline to facilitate story telling

What goal progress question does this chart answer?



VS

What's the branded traffic share?
Has it grown to 20% after a year?



Are results improving over time?

Clicks	Impressions	Site CTR	Average Position
1.1M	18.5M	6.1%	25.9
⬆️ 69.8%	⬆️ 10.0%	⬆️ 54.3%	⬇️ -14.1%

Difficult to tell

vs

Clicks	Impressions	Site CTR	Average Position
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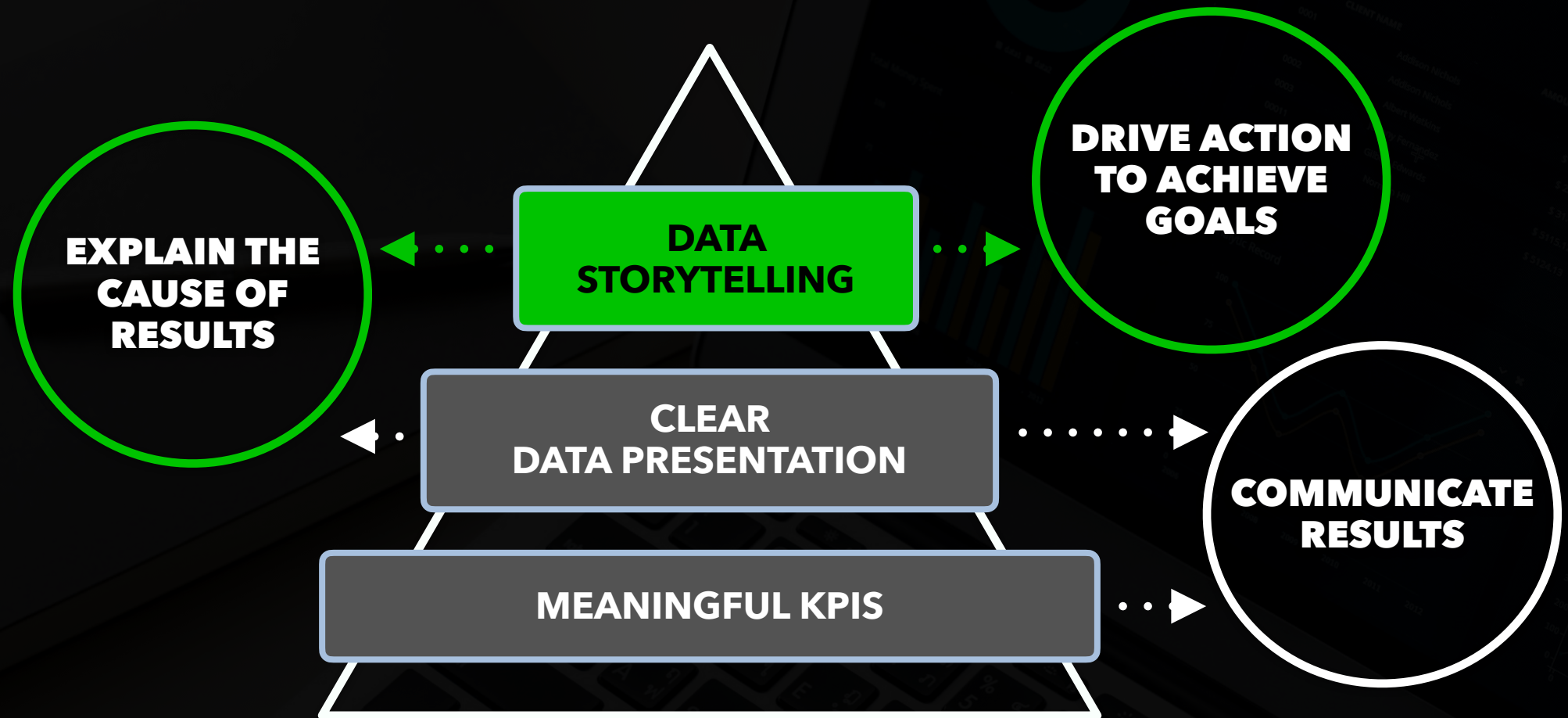
Easier!

Use color with intent, to facilitate KPIs progression understanding

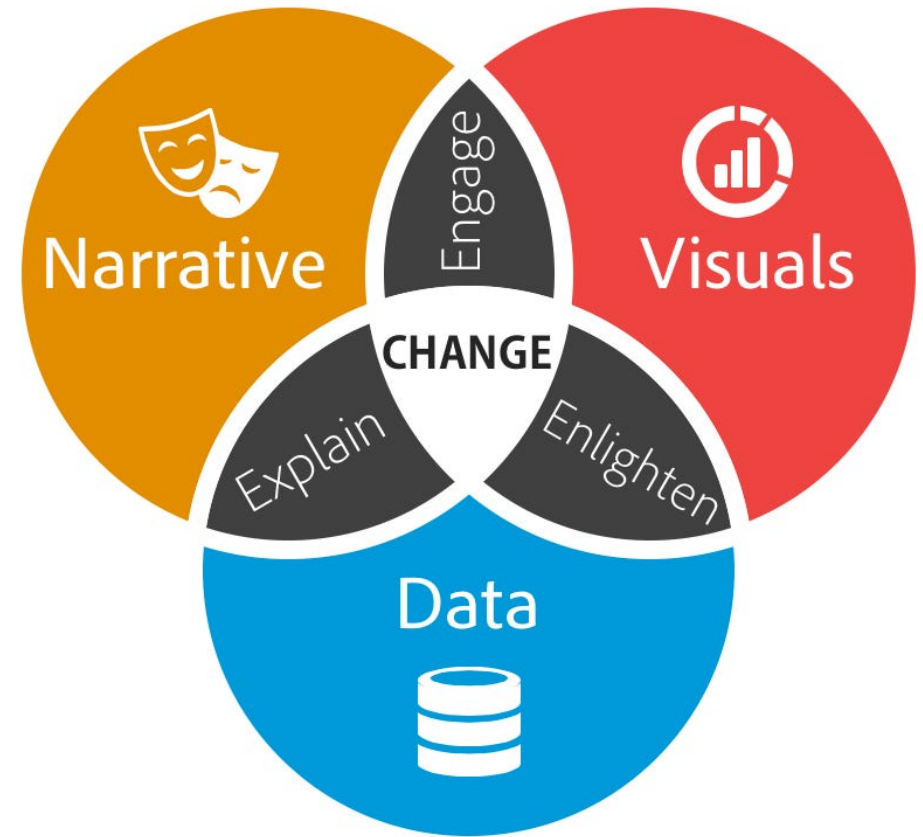
Here's a Sheet of the Charts Usage Checklist for clear data presentation

Checklist Using Charts in your Report to communicate KPIs	KPI: SEO Process ROI	KPI: Organic Search Traffic Revenue	KPI: ...
	Chart: Table	Chart: Scorecard	Chart: ...
Test w/ real data to see if each KPI Goal Progress Questions can be answered	Yes	Yes	Yes
Communicate one major KPI in each chart to avoid confusing the audience	Yes	Yes	Yes
Remove pointless decorations & information that won't help to answer the relevant KPI goal question	Yes	Yes	Yes
Add the relevant data source to each chart to establish trust and avoid easy to avoid doubts	Yes	Yes	Yes
Always Label chart elements clearly and directly to facilitate fast understanding	Yes	Yes	Yes
Add the question to be answered with each KPI as a chart headline to support story telling	Yes	Yes	Yes
Use color to facilitate KPIs progression understanding	Yes	Yes	Yes

Leverage Data Storytelling to explain and drive action with your SEO reports



**Data storytelling
creates
compelling
narratives to help
audiences
understand &
drive action**



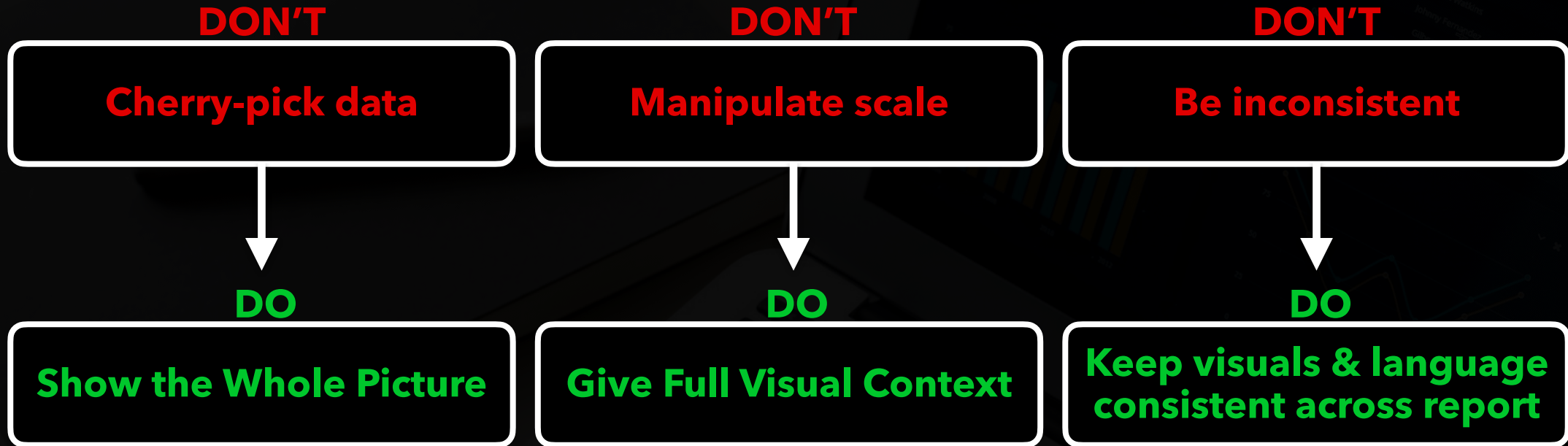
Storytelling should help communicate the value from the data you're showing

Stories Attract and Maintain People's Attention for Longer

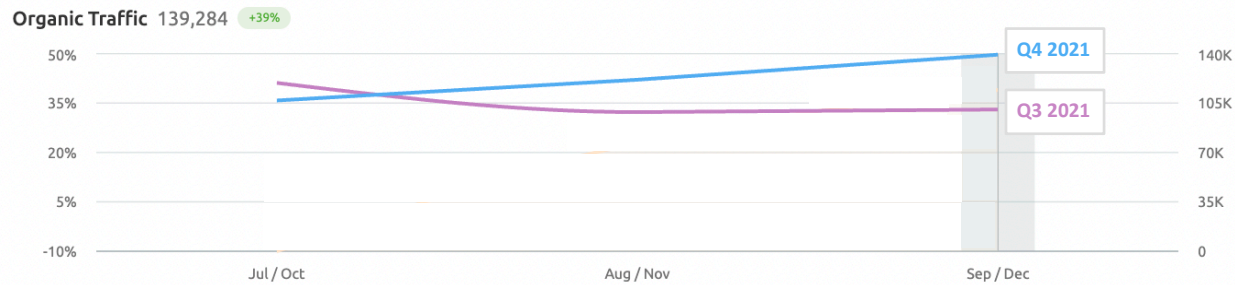
Numbers Without Stories can be Boring

Stories Communicate Insights with the Highest Clarity

Be careful to not misrepresent the data bringing to wrong conclusions though



What's the site organic search traffic trend?

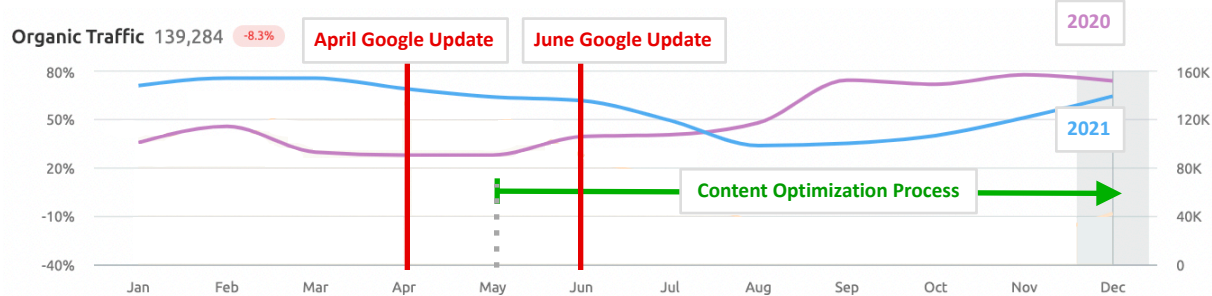


The site organic search traffic has had a strong +39% growth in Q4 2021 versus Q3, in a steady trend to achieve goals of 30% YoY in 2022.

A bit misleading

VS

What's the site organic search traffic trend?



The site organic search traffic had a -8.3% decrease in 2021 vs 2020 due to drop in Q2 and Q3 2021 after being hit by Google Core Updates. However, content optimization efforts started in May and thanks to them the site started to recover in Q4 and has now a steady positive trend and is expected to fully in January 2022. If content optimization efforts continue to be made for the positive performance to be kept through 2022, the 30% YoY traffic goal for 2022 should be achievable.

More accurate

Explain and drive action without misleading, even if results are not positive, to keep trust

Negative results don't need to damage client perception! Show you know why they happened & what to do next



Start by crafting a compelling narrative for each KPI using the 3 act structure



The Setup: Describe "what happened" with each KPI result vs expected goal

Goal: 30% branded traffic share by December
Audience: CEO/CMO
KPI: Branded Traffic Share

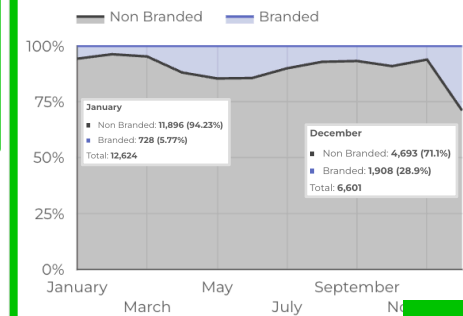
**December Branded traffic Share reached 28.9%
but Still Fell Short from 30% Goal**

HEADING

Despite an important increase from 8% to 28.9% in the last month, December's branded traffic share results have fell short from the 30% goal.

DESCRIPTION

What's the branded traffic share?



Website Traffic January - December 2021
Source: Google Search Console

KPI CHART

The Conflict: Explain the why behind the result, whether positive or negative

Goal: 30% branded traffic share by December
Audience: CEO/CMO
KPI: Branded Traffic Share

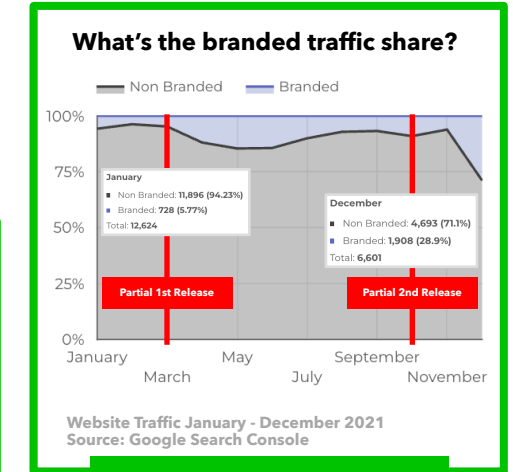
**December Branded traffic Share reached 28.9%
but Still Fell Short from 30% Goal**

Despite an important increase from 8% to 28.9% in the last month, December's branded traffic share results have fell short from the 30% goal.

Why have we fell short?

The "Branded Content" initiative meant drive the increase of branded traffic share suffered a 4 months delay: Planned to be released in March 2021, faced UX & development constraints, only launching 40% of planned content then, leaving 60% to be launched until October, leaving too little time to see the full results for December.

CAUSE



**ADD LABELS/
HIGHLIGHT IN
CHART**

....

The Resolution: How to proceed to achieve the expected goal?

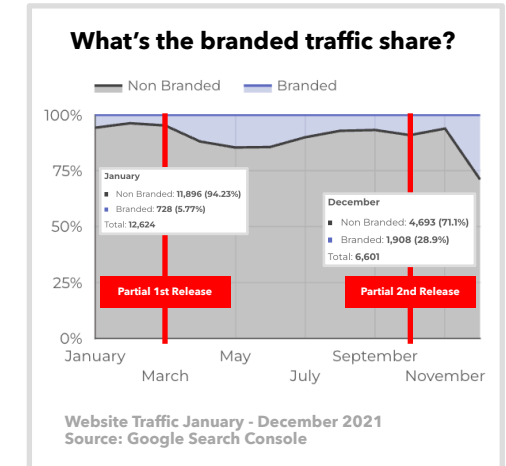
Goal: 30% branded traffic share by December
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KPI: Branded Traffic Share

December Branded traffic Share reached 28.9% but Still Fell Short from 30% Goal

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How to achieve the expected goal?

Given the release delays, it's expected to reach the +30% branded traffic share in January, a month later than what was initially planned, however, this also means a delay in the expected +50% goals for next year for which the "Commercial Branded Content" initiative had been planned to release in March. It's then recommended to launch them in January instead, to catch up with expected results.

RECOMMENDATIONS

Now you have the steps and a template to use for each KPI

Goal: X% of [METRIC] by [DATE]
Audience: [ROLE]
KPI: [KPI NAME]

[DESCRIPTIVE KPI PROGRESS SUMMARIZING HEADING]

SETUP

Introduction explaining what happened and if the expected results have been achieved or not.

CONFLICT

Why [THE RESULT IS THE ONE IT IS]?

Explain why this happened, good or bad.

RESOLUTION

How to achieve the expected goal?

Summarize the proposed next steps to start, continue or stop executing to achieve the expected goal.

KPI CHART

It's time to structure your SEO report, featuring a page/slide per KPI...

PAGE 1

December Branded traffic Share reached 28.9% but Still Fell Short from 30% Goal

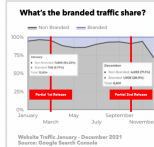
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KPI 1

PAGE 2

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KPI 2

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KPI 3

... organize the pages to begin with the most important KPIs to the audience

PAGE 1

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Website Traffic January - December 2021
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KPI 2

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KPI 3

Add a data appendix at the end w/ extra evidence to refer from the KPIs pages

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What's the branded traffic share?

KPI 2

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KPI 1

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What's the branded traffic share?

KPI 3

Data Appendix



Include an executive summary at start, highlighting main KPIs results & actions

Executive Summary

SEO Goals Progress Overview

KPI 2

Setup Conflict Resolution

KPI 1

Setup Conflict Resolution

KPI 3

Setup Conflict Resolution

Conclusion

Data Appendix

PAGE 1

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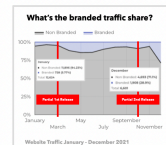
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KPI 2

PAGE 2

December Branded traffic Share reached 28.9% but Still Fell Short from 30% Goal

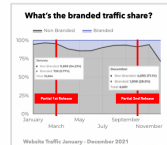
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KPI 1

PAGE 3

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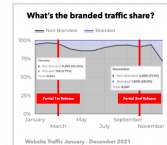
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KPI 3



It should be concise but include enough to stand by itself as a report overview

Executive Summary

SEO Goals Progress Overview

KPI 2 Setup
Conflict
Resolution

KPI 1 Setup
Conflict
Resolution

KPI 3 Setup
Conflict
Resolution

Conclusion

The executive summary should be the last to write and add to the report. Write it using a shorter version of the 3 act structure to keep the audience engaged and incentivized to learn more and take action.

Data Appendix



Use this SEO Report structure to facilitate data storytelling and action

SEO REPORT STRUCTURE

Executive Summary

SEO Goals Progress Overview

KPI 2

Setup Conflict Resolution

KPI 1

Setup Conflict Resolution

KPI 3

Setup Conflict Resolution

Conclusion

PAGE 1

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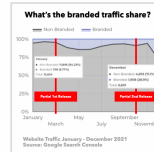
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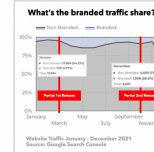
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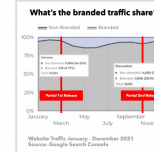
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KPI 2

KPI 1

KPI 3

Data Appendix



Download the report template in Google Slides Format from here

SEO Report [A Template]

Prioritized SEO report Template Leveraging Storytelling

[yoursite.com]

A Template By @aleyda, SEO Consultant

Executive Summary - SEO Goals Progress Overview

The executive summary should be the last to write and add to the report. Write it using a shorter version of the 3 act structure to keep the audience engaged and incentivized to learn more and take action. It should be concise, but include enough to stand by itself as a report overview.

KPI 1 PROGRESS SUMMARIZING HEADING

- What Happened? Were the KPI 1 Related Goals Achieved?
- Why Did it Happen? What has Influenced the Result so far?
- How to Proceed Next to achieve Goals?

KPI 2 PROGRESS SUMMARIZING HEADING

- What Happened? Were the KPI 2 Related Goals Achieved?
- Why Did it Happen? What has Influenced the Result so far?
- How to Proceed Next to achieve Goals?

KPI N PROGRESS SUMMARIZING HEADING

- What Happened? Were the KPI N Related Goals Achieved?
- Why Did it Happen? What has Influenced the Result so far?
- How to Proceed Next to achieve Goals?

CONCLUSION

Final thoughts commenting on the overall progress and what it means to the viability of the SEO Process, as well as what's needed to achieve results overall.

I ALWAYS PRESENT MY SEO REPORTS



YOU CAN JUST SEND IT IN AN EMAIL

**...and
remember,
present the
SEO report to
ensure
understanding
& get feedback**

Is it difficult to set a call to present the SEO report? Record yourself and send a video going through it

Goal: 30% branded traffic share by December
Audience: CEO/CMO
KPI: Branded Traffic Share

December Branded traffic Share reached 28.9% but Still Fell Short from 30% Goal

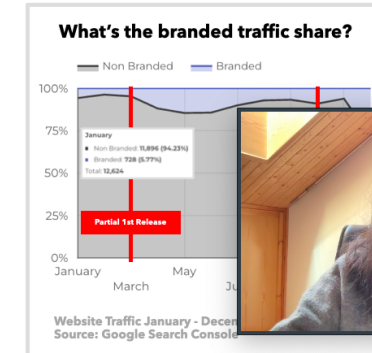
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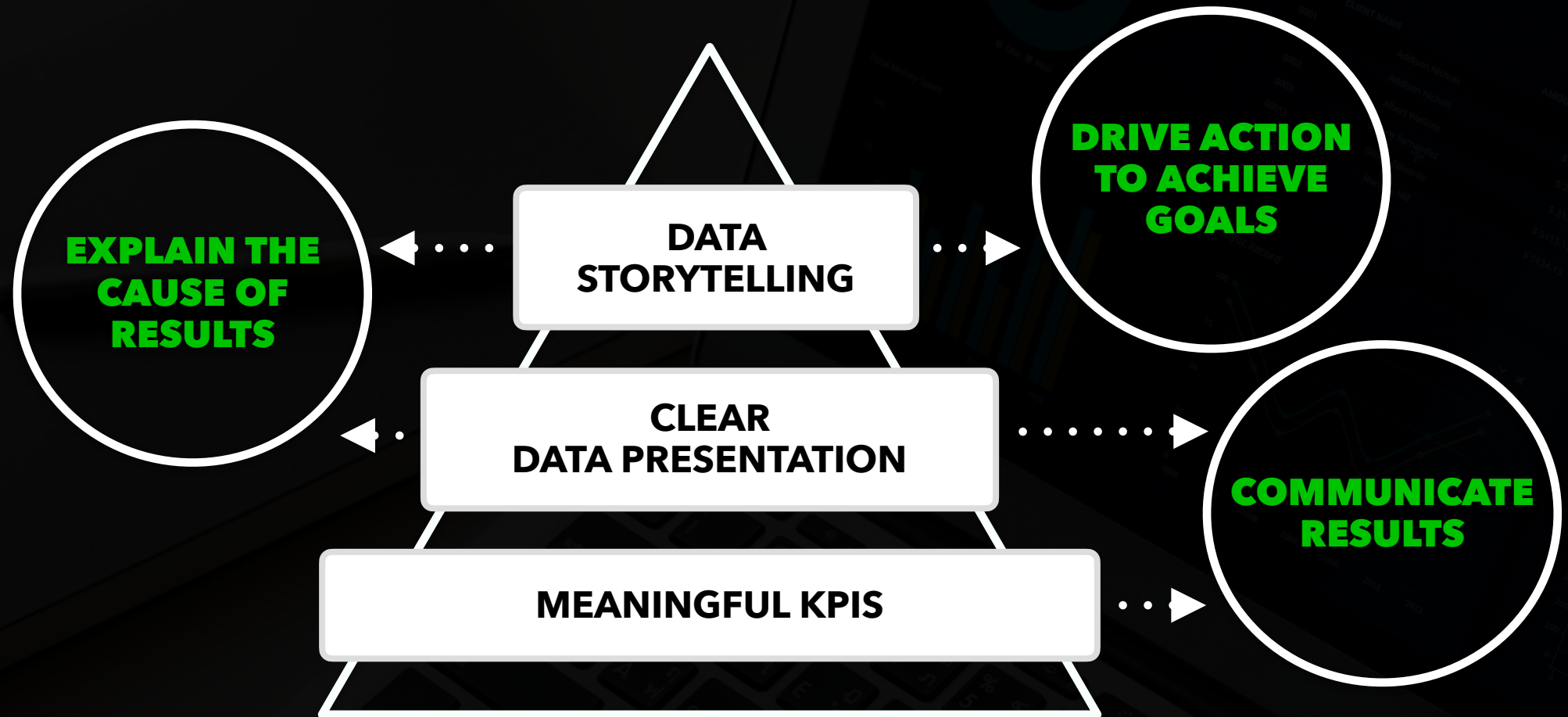
How to achieve the expected goal?

Given the release delays, it's expected to reach the +30% branded traffic share in January, a month later than what was initially planned, however, this also means a delay in the expected +50% goals for next year for which the "Commercial Branded Content" initiative had been planned to release in March. It's then recommended to launch them in January instead, to catch up with expected results.



Use Streamyard, Loom or Zoom

Now you know How To Follow these to achieve SEO reporting goals



Too Much Work to do every month?



Remember it's about cost-effectiveness of the SEO process and keeping clients satisfied

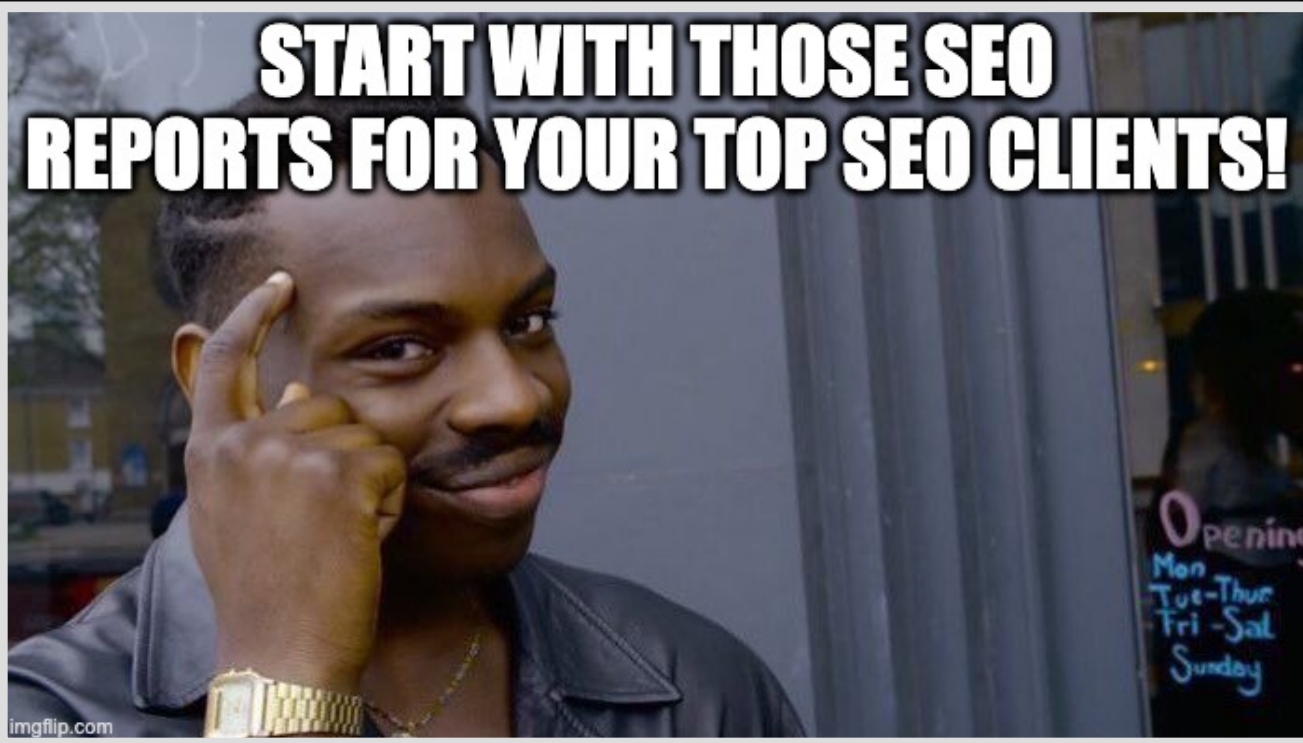


Automatically
Generated SEO
report with
non-meaningful metrics
I don't
understand nor care about



Personalized
SEO report that tells
me if the goals
I care about are
being reached or not
and what to do about it

**START WITH THOSE SEO
REPORTS FOR YOUR TOP SEO CLIENTS!**



**Start little by
little with a
few reports to
show the
impact and get
the buy-in!**

Thanks

I'm Aleyda Solis

- * **SEO Consultant & Founder at Orainti**
- * **SEO Speaker at +100 Events in +20 countries**
- * **Author "SEO. Las Claves Esenciales."**
- * **Crawling Mondays Video & Podcast Series Host**
- * **#SEOFOMO Newsletter Wrangler**
- * **Maker LearningSEO.io**
- * **European Search Personality of the Year in 2018**
- * **remoters.net Co-Founder**