SEO REPORTING FOR SUCCESS

Do’s, Don’ts & Templates to Communicate & Influence
I know, you likely didn’t become an SEO for the love of reporting...
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 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.
41% of SEOs asked said to only use a dashboard with data for reporting.

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deck/Doc w/ data+insights</td>
<td>54.1%</td>
</tr>
<tr>
<td>Dashboard w/ data</td>
<td>41.3%</td>
</tr>
<tr>
<td>Other (Pls Reply w/ it)</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

320 votes · Resultados finales

5:51 p.m. · 12 Nov. 2021 · Twitter Web App
Data from dashboards will be included in reports but they can’t replace them

**REPORT**

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

**DASHBOARD**

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

https://chartio.com/blog/dashboards-vs-reports-how-theyre-the-same-how-theyre-different/
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

#SEOReporting by @aleyda from @orainti
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 votes · Resultados finales
5:51 p.m. · 12 nov. 2021 · Twitter Web App

https://twitter.com/aleyda/status/1459202085715591174
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?

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I add commentary</td>
<td>81.2%</td>
</tr>
<tr>
<td>Sometimes Only</td>
<td>14.9%</td>
</tr>
<tr>
<td>No, Only the data</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

154 votes · Resultados finales

[https://twitter.com/aleyda/status/1459202085715591174](https://twitter.com/aleyda/status/1459202085715591174)
... SEO dashboards (even personalized) can’t achieve all SEO reporting goals

COMMUNICATE RESULTS → EXPLAIN THE CAUSE OF RESULTS → DRIVE ACTION TO ACHIEVE 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 votes · Resultados finales
5:51 p.m. · 12 Nov 2021 · Twitter Web App

https://twitter.com/aleyda/status/1459202085715591174
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?
Yes, there are timing restrictions and you need to do reporting fast, but...

https://twitter.com/aleyda/status/1459202085715591174
### 2) How often do you provide SEO reports to clients/boss/decision makers?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once per month</td>
<td>15.9%</td>
</tr>
<tr>
<td><strong>Monthly</strong></td>
<td>72.7%</td>
</tr>
<tr>
<td>Every Two Months</td>
<td>4.5%</td>
</tr>
<tr>
<td>Other (Pls Reply w/ it)</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

176 votes · Resultados finales

[https://twitter.com/aleyda/status/1459202085715591174](https://twitter.com/aleyda/status/1459202085715591174)
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:

1. Communicate Results
2. Explain the Cause of Results
3. Drive Action to Achieve Goals

#SEOReporting by @aleyda from @orainti
... By following 3 principles through your SEO reporting process

- Explain the cause of results
- Clear data presentation
- Meaningful KPIs
- Data storytelling
- Communicate results
- Drive action to achieve goals
Start by only using meaningful KPIs that actually communicate results.

- Explain the cause of results
- Clear data presentation
- Data storytelling
- Communicate results
- Drive action to achieve goals

#SEOReporting by @aleyda from @orainti
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
Instead, reports should include KPIs showing performance towards goals...

**GOAL**

- +50% SEO Process ROI in 12 months
- 1st in Organic Search Traffic marketshare in 12 months

**KPI**

- SEO Process ROI
- Organic Search Traffic marketshare
...to be calculated by measuring the connected relevant SEO metrics

**GOAL**
- +50% SEO Process ROI in 12 months
- 1st in Organic Search Traffic marketshare in 12 months

**KPI**
- SEO Process ROI
- Organic Search Traffic marketshare

**METRICS**
- Organic Search Revenue
- SEO related Cost (Consulting, resources)
- Website Organic search traffic
- Competitors Organic search traffic

#SEOReporting by @aleyda from @orainti
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

**OPERATIONAL STAKEHOLDERS**
- OTHER AREAS STAKEHOLDERS (EG. TECH, UX)
- SEO TEAM

#SEOReporting by @aleyda from @orainti
Each will want to answer different types of questions about SEO progress.

- **CEO/CMO/NON-TECHNICAL CLIENT**
  - What's the ROI?
  - What's the revenue?
  - What's our traffic marketshare?

- **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?

- **OTHER AREAS STAKEHOLDERS (EG. TECH, UX)**
  - 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?

- **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?

#SEOReporting by @aleyda from @orainti
Ask each stakeholder about SEO goals progress they want to be informed of

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO</td>
<td>+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months</td>
</tr>
<tr>
<td>CMO</td>
<td>+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months</td>
</tr>
<tr>
<td>Head of SEO</td>
<td>+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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>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?</td>
<td>commercial traffic YoY Targeted queries rankings YoY Promoted pages backlinks YoY Key pages indexed 6 months trend Key pages crawled 6 months trend</td>
<td>Competitors Organic search traffic Non-Branded Commercial organic traffic Organic search rankings Backlinks per pages Ranked Pages Indexed Pages Crawled Pages</td>
<td>Tool Search Console Rank Tracker Backlink Tool SEO Crawler</td>
<td>Website Level Per Product line Per Category Per Page Type</td>
<td>Monthly</td>
<td>Presentation Deck Conference Call Google Sheets</td>
</tr>
</tbody>
</table>

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.
# SEO Reporting

by @aleyda from @orainti

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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Relevant [Rewarding]</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
</table>
| 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  
Website Organic search traffic  
Competitors Organic search traffic | Analytics  
Website Level Tool | 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 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  
Organic Search Traffic marketshare position  
Non-branded commercial traffic YoY  
Targeted queries rankings  
Promoted pages backlinks YoY  
Key pages indexed 6 months trend  
Key pages crawled 6 months trend | Organic Search Revenue  
Website Organic search traffic  
Competitors Organic search traffic  
Non-Branded Commercial organic traffic  
Organic search rankings  
Backlinks per pages  
Ranked Pages  
Indexed Pages  
Crawled Pages | Analytics  
Website Level Tool  
Rank Tracker  
Backlink Tool  
SEO Crawler | Website Level Tool  
Per Product line  
Per Category  
Per Page Type | Monthly | Presentation Deck  
Conference Call  
Google Sheets |
They can be operational or business related, depending on stakeholder role

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
</tr>
</thead>
</table>
| CEO          | +50% SEO Process ROI in 12 months  
+80% Organic Search Revenue in 12 months  
1st in Organic Search marketshare in 12 months |
| CMO          | +50% SEO Process ROI in 12 months  
+80% Organic Search Revenue in 12 months  
1st in Organic Search Traffic marketshare in 12 months |
| 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 GOALS**

1. YOU'RE TRYING TO GET THIS

   - What's the organic search ROI?
   - What's the organic search revenue?
   - What's our organic search traffic marketshare?

2. TO OBTAIN THIS!

   - SEO Process ROI YoY
   - Organic Search Revenue YoY
   - Organic Search Traffic marketshare position

**BIZ & OPERATIONAL GOALS**

- What's the organic search ROI?
- What's the organic search revenue?
- What's our organic search traffic marketshare?

**COMMUNICATION SOFTWARE COMPANY**

INCREASE 150% SALES FOR COMMUNICATION SOFTWARE BY REMOTE PROFESSIONALS

INCREASE 400% TRAFFIC TO MID-BOTTOM OF THE FUNNEL CONTENT OF COMMUNICATION SOFTWARE FOR REMOTE WORKERS

GROW 250% ORGANIC SEARCH TRAFFIC TO COMMS SOFTWARE LISTINGS, COMPARISONS, REVIEWS AND PRODUCTS PAGES

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
# Agree which goals progress questions should be answered with SEO reports

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

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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
</tr>
</thead>
</table>
| 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 |
| 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 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  
Organic Search Traffic 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 |

Ensure that these KPIs will actually allow you to answer the goals progress related questions, otherwise they might not be relevant to include.

<table>
<thead>
<tr>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
</table>
| Organic Search Revenue  
SEO related Cost (Consulting, resources)  
Website Organic search traffic  
Competitor Organic traffic | Analytics  
Web Traffic Tool | Website Level  
Per Product line | Quarterly | Presentation Deck  
Conference Call |
| Analytics  
Web Traffic Tool  
Search Console  
Rank Tracker  
Backlink Tool  
SEO Crawler | Web Traffic Tool  
Search Console  
Rank Tracker  
Backlink Tool  
SEO Crawler | Website Level  
Per Category  
Per Page Type | Monthly | Presentation Deck  
Conference Call  
Google Sheets |
…as well as the metrics to obtain and measure to calculate the KPIs

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO CMO</td>
<td>+50% SEO Process ROI in 12 months</td>
<td>What’s the organic search ROI?</td>
<td>SEO Process ROI YoY</td>
<td>Organic Search Revenue (Consulting, resources)</td>
</tr>
<tr>
<td></td>
<td>+80% Organic Search Revenue in 12 months</td>
<td>What’s the organic search revenue?</td>
<td>Organic Search Revenue YoY</td>
<td>Website Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>1st in Organic Search Traffic marketshare in 12 months</td>
<td>What’s our organic search traffic marketshare?</td>
<td>Organic Search Traffic marketshare position</td>
<td>Competitors Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>+50% SEO Process ROI in 12 months</td>
<td>What’s the organic search ROI?</td>
<td>SEO Process ROI YoY</td>
<td>Organic Search Revenue (Consulting, resources)</td>
</tr>
<tr>
<td></td>
<td>+80% Organic Search Revenue in 12 months</td>
<td>What’s the organic search revenue?</td>
<td>Organic Search Revenue YoY</td>
<td>Website Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>1st in Organic Search Traffic marketshare in 12 months</td>
<td>What’s our organic search traffic marketshare?</td>
<td>Organic Search Traffic marketshare position</td>
<td>Competitors Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>Top 10 in Targeted Queries Rankings in 12 months</td>
<td>How are we ranking for targeted queries?</td>
<td>Non-branded commercial traffic YoY</td>
<td>Organic Search Revenue (Consulting, resources)</td>
</tr>
<tr>
<td></td>
<td>+20% Promoted pages Backlinks in 12 months</td>
<td>What are the promoted pages backlinks?</td>
<td>Targeted queries rankings YoY</td>
<td>Website Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>All Optimized Key pages indexability in 6 months</td>
<td>How are we indexing key pages?</td>
<td>Promoted pages backlinks YoY</td>
<td>Competitors Organic search traffic</td>
</tr>
<tr>
<td></td>
<td>All Optimized Key pages crawlability in 6 months</td>
<td>How are we crawling key pages?</td>
<td>Key pages indexed 6 months trend</td>
<td>Non-Branded Commercial organic traffic</td>
</tr>
<tr>
<td></td>
<td>+50% SEO Process ROI in 12 months</td>
<td></td>
<td>Key pages crawled 6 months trend</td>
<td>Organic search rankings</td>
</tr>
<tr>
<td></td>
<td>+80% Organic Search Revenue in 12 months</td>
<td></td>
<td></td>
<td>Backlinks per pages</td>
</tr>
<tr>
<td></td>
<td>1st in Organic Search Traffic marketshare in 12 months</td>
<td></td>
<td></td>
<td>Ranked Pages</td>
</tr>
<tr>
<td></td>
<td>Top 10 in Targeted Queries Rankings in 12 months</td>
<td></td>
<td></td>
<td>Indexed Pages</td>
</tr>
<tr>
<td></td>
<td>+20% Promoted pages Backlinks in 12 months</td>
<td></td>
<td></td>
<td>Crawled Pages</td>
</tr>
<tr>
<td></td>
<td>All Optimized Key pages indexability in 6 months</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Optimized Key pages crawlability in 6 months</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
</table>
| 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 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  
Organic Search Traffic 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 | Organic Search Revenue  
SEO related Cost (Consulting, resources)  
Website Organic search traffic  
Competitors Organic search traffic | Analytics  
Web Traffic Tool  
Search Console  
Rank Tracker  
Backlink Tool  
SEO Crawler | Analytics  
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 |

Establish a couple of methods to gather the same data for consistency check
## Is it difficult to ensure accuracy for some KPIs? Ensure precision!

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO CMO</td>
<td>+50% SEO Process ROI in 12 months +80% Organic Search Revenue in 12 months 1st in Organic Search Traffic marketshare in 12 months</td>
<td>What’s the organic search ROI? What’s the organic search revenue? What’s our organic search traffic marketshare?</td>
<td>SEO Process ROI YoY Organic Search Revenue YoY Organic Search Traffic marketshare position</td>
<td>Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic</td>
<td>Analytics</td>
<td>Website Level Per Product line</td>
<td>Quarterly</td>
<td>Presentation Deck Conference Call</td>
</tr>
<tr>
<td>Head of SEO</td>
<td>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</td>
<td>What’s the organic search revenue? 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?</td>
<td>Organic Search Traffic marketshare position Non-branded commercial traffic YoY Targeted queries rankings YoY Promoted pages backlinks YoY</td>
<td>Organic Search Traffic marketshare position Competitive Organic search traffic SEO related Cost (Consulting, resources) Website Organic search traffic Competitors Organic search traffic</td>
<td>Analytics Web Traffic Tool Search Console Rank Tracker Backlink Tool</td>
<td>Website Level Per Product line Per Category Per Page Type</td>
<td>Monthly</td>
<td>Presentation Deck Conference Call Google Sheets</td>
</tr>
</tbody>
</table>

4) Ditch the old mental model of Accuracy, go for Precision (more here: [Accuracy, Precision & Predictive Analytics](https://www.kaushik.net/avinash/emetrics-dc-07-reflections-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

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

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.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of SEO</td>
<td>+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</td>
<td>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?</td>
<td>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</td>
<td>Competitors Organic search traffic  Non-Branded Commercial organic traffic  Organic search rankings  Backlinks per pages  Ranked Pages  Indexed Pages  Crawled Pages</td>
<td>Web Traffic Tool  Search Console  Rank Tracker  Backlink Tool  SEO Crawler</td>
<td>Website Level Per Product line Per Category Per Page Type</td>
<td>Monthly</td>
<td>Presentation Deck Conference Call Google Sheets</td>
</tr>
</tbody>
</table>
You have now the input needed to start collecting data & put reports together

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals they Care About</th>
<th>Goals Progress Questions</th>
<th>KPIs to Report</th>
<th>Metrics to Use</th>
<th>Data Source</th>
<th>Scope</th>
<th>Frequency</th>
<th>Format</th>
</tr>
</thead>
</table>
| 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 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  
Organic Search Traffic 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 | Organic Search Revenue  
SEO related Cost (Consulting, resources)  
Website Organic search traffic  
Competitors Organic search traffic  
Non-Branded Commercial organic traffic  
Organic search rankings  
Backlinks per pages  
Ranked Pages  
Indexed Pages  
Crawled Pages | Analytics  
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 |
With only relevant KPIs for each audience, and metrics they understand

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

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
<th>Column C</th>
<th>Column D</th>
<th>Column E</th>
<th>Column F</th>
<th>Column G</th>
<th>Column H</th>
<th>Column I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Goals they Care About</td>
<td>Goals Progress Questions</td>
<td>KPIs to Report</td>
<td>Metrics to Use</td>
<td>Data Source</td>
<td>Scope</td>
<td>Frequency</td>
<td>Format</td>
</tr>
<tr>
<td>Head of SEO</td>
<td>50% SEO Process ROI growth 80% Organic Search Revenue growth 1st in Organic Search Traffic marketshare Top 10 in Targeted Queries Rankings 20% Promoted pages Backlinks growth All Optimized Key pages indexability All Optimized Key pages crawlability</td>
<td>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?</td>
<td>SEO Process ROI % Organic Search Revenue Organic Search Traffic marketshare Targeted queries rankings % Promoted pages backlinks Key pages indexed Key pages crawled</td>
<td>Organic Search Revenue SEO related Cost (Consulting, resources) Website Organic search traffic Competitors organic search traffic Non-Branded Commercial organic traffic Organic search rankings Backlinks per pages Ranked Pages Indexed Pages Crawled Pages</td>
<td>Analytics Web Traffic Tool Search Console Rank Tracker Backlink Tool SEO Crawler</td>
<td>Website Level Per Product line Per Category Per Page Type</td>
<td>Monthly</td>
<td>Presentation Deck Conference Call Google Sheets</td>
</tr>
</tbody>
</table>

https://docs.google.com/spreadsheets/d/1g88EW02BRQGtaHQQ6wohL0jUVrSqcozaLUcTqbveNfQ/view?usp=sharing
Ensure clear KPIs presentation to facilitate progress understanding

- MEANINGFUL KPIS
- CLEAR DATA PRESENTATION
- DATA STORYTELLING
- EXPLAIN THE CAUSE OF RESULTS
- COMMUNICATE RESULTS
- DRIVE ACTION TO ACHIEVE GOALS

#SEORelating by @aleyda from @orainti
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?

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

Visits
2.0M
↑ 70.4%

Difficult to understand vs Easier to say
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

#SEOReporting by @aleyda from @orainti
Communicate one major KPI in each chart to avoid confusing the audience.

Have Visits and Impressions increased YoY in the last month?

- Difficult to say
- Easier to say
What are the top 10 ranked queries & their positions?

<table>
<thead>
<tr>
<th>Query</th>
<th>Clicks</th>
<th>% Δ</th>
<th>Average Position</th>
<th>% Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. loan seo</td>
<td>331</td>
<td>-18.7%</td>
<td>3.93</td>
<td>-3.5%</td>
</tr>
<tr>
<td>2. learning seo</td>
<td>302</td>
<td>10.5%</td>
<td>1.04</td>
<td>2.4%</td>
</tr>
<tr>
<td>3. learningseo.io</td>
<td>202</td>
<td>11.0%</td>
<td>1.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>4. learningseo</td>
<td>141</td>
<td>11.9%</td>
<td>1.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>5. seo learning</td>
<td>118</td>
<td>-19.2%</td>
<td>2.43</td>
<td>-9.8%</td>
</tr>
<tr>
<td>6. seo roadmap</td>
<td>106</td>
<td>-2.8%</td>
<td>3.09</td>
<td>12.0%</td>
</tr>
<tr>
<td>7. loanseo</td>
<td>82</td>
<td>10.8%</td>
<td>1.23</td>
<td>23.4%</td>
</tr>
<tr>
<td>8. aleyda solis learning seo</td>
<td>79</td>
<td>75.6%</td>
<td>1.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>9. learning seo io</td>
<td>47</td>
<td>-3.1%</td>
<td>1.00</td>
<td>0.0%</td>
</tr>
<tr>
<td>10. learnseo.io</td>
<td>46</td>
<td>9.5%</td>
<td>1.00</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

vs

<table>
<thead>
<tr>
<th>Query</th>
<th>Clicks</th>
<th>Average Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. learn seo</td>
<td>331</td>
<td>3.93</td>
</tr>
<tr>
<td>2. learning seo</td>
<td>302</td>
<td>1.04</td>
</tr>
<tr>
<td>3. learningseo.io</td>
<td>202</td>
<td>1.00</td>
</tr>
<tr>
<td>4. learningseo</td>
<td>141</td>
<td>1.00</td>
</tr>
<tr>
<td>5. seo learning</td>
<td>118</td>
<td>2.43</td>
</tr>
<tr>
<td>6. seo roadmap</td>
<td>106</td>
<td>3.09</td>
</tr>
<tr>
<td>7. learnseo</td>
<td>82</td>
<td>1.23</td>
</tr>
<tr>
<td>8. aleyda solis learning seo</td>
<td>79</td>
<td>1.00</td>
</tr>
<tr>
<td>9. learning seo io</td>
<td>47</td>
<td>1.00</td>
</tr>
<tr>
<td>10. learnseo.io</td>
<td>46</td>
<td>1.00</td>
</tr>
</tbody>
</table>
Add the relevant data source to each chart to establish trust and avoid doubts.

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

Website Traffic January - December 2021
Source: Google Search Console

Where the data comes from
Always label chart elements clearly and directly to facilitate fast understanding.

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

### Difficult to tell

### Easier!

#SEOReporting by @aleyda from @orainti
Include the question to be answered with each KPI as a chart headline to facilitate storytelling.

What goal progress question does this chart answer?

Difficult to tell

VS

Easier!
### Are results improving over time?

<table>
<thead>
<tr>
<th></th>
<th>Clicks</th>
<th>Impressions</th>
<th>Site CTR</th>
<th>Average Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Period</strong></td>
<td>1.1M</td>
<td>18.5M</td>
<td>6.1%</td>
<td>25.9</td>
</tr>
<tr>
<td></td>
<td>↓ 69.8%</td>
<td>↓ 10.0%</td>
<td>↓ 54.3%</td>
<td>↓ -14.1%</td>
</tr>
<tr>
<td><strong>Second Period</strong></td>
<td>1.1M</td>
<td>18.5M</td>
<td>6.1%</td>
<td>25.9</td>
</tr>
<tr>
<td></td>
<td>↓ 69.8%</td>
<td>↓ 10.0%</td>
<td>↓ 54.3%</td>
<td>↓ -14.1%</td>
</tr>
</tbody>
</table>

**Difficult to tell** vs **Easier!**

Use color with intent, to facilitate KPIs progression understanding.
Here’s a Sheet of the Charts Usage Checklist for clear data presentation

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

https://docs.google.com/spreadsheets/d/1g88EW02BRQGtaHQQ6wohL0jUVrSquozaLUcTqbveNfQ/view#gid=2882816
Leverage Data Storytelling to explain and drive action with your SEO reports

- Explain the cause of results
- Clear data presentation
- Meaningful KPIs
- Communicate results
- Drive action to achieve goals

#SEOReporting by @aleyda from @orainti
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

https://ppcexpo.com/blog/storytelling-with-data
Be careful to not misrepresent the data bringing to wrong conclusions though

**DON’T**
- Cherry-pick data
- Manipulate scale
- Be inconsistent

**DO**
- Show the Whole Picture
- Give Full Visual Context
- Keep visuals & language consistent across report

[https://ppcexpo.com/blog/storytelling-with-data](https://ppcexpo.com/blog/storytelling-with-data)
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.

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.

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:

**SETUP**
- What happened?

**CONFLICT**
- Why Did it Happen?

**RESOLUTION**
- How to Proceed?
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

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.

What's the branded traffic share?

Website Traffic January - December 2021
Source: Google Search Console

#SEOReporting by @aleyda from @orainti
The Conflict: Explain the why behind the result, whether positive or negative

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.
The Resolution: How to proceed to achieve the 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

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.

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.

#SEOReporting by @aleyda from @orainti
Now you have the steps and a template to use for each KPI:

**Goal:** X% of [METRIC] by [DATE]

**Audience:** [ROLE]

**KPI:** [KPI NAME]

**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.

#SEOReporting by @aleyda from @orainti
It’s time to structure your SEO report, featuring a page/slide per KPI...

**PAGE 1**

December Branding Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 6% to 28.9% in the last months, not achieving the 30% goal leads to fall short from the 30% goal.

**Why we fall short?**

The "Branded Content" initiative wasn’t drive the increase of branded traffic share, leading to the delay. Planned to be released in March 2023, found 60% of planned content then, leaving 40% to be released in February.

**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 that we must focus our efforts to achieve the 30% goal for next year. In order to be more successful, we should focus on creating quality content instead.

KPI 1

---

**PAGE 2**

December Branding Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 6% to 28.9% in the last months, not achieving the 30% goal leads to fall short from the 30% goal.

**Why we fall short?**

The "Branded Content" initiative wasn’t drive the increase of branded traffic share, leading to the delay. Planned to be released in March 2023, found 60% of planned content then, leaving 40% to be released in February.

**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 that we must focus our efforts to achieve the 30% goal for next year. In order to be more successful, we should focus on creating quality content instead.

KPI 2

---

**PAGE 3**

December Branding Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 6% to 28.9% in the last months, not achieving the 30% goal leads to fall short from the 30% goal.

**Why we fall short?**

The "Branded Content" initiative wasn’t drive the increase of branded traffic share, leading to the delay. Planned to be released in March 2023, found 60% of planned content then, leaving 40% to be released in February.

**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 that we must focus our efforts to achieve the 30% goal for next year. In order to be more successful, we should focus on creating quality content instead.

KPI 3

---

#SEOReporting by @aleyda from @orainti
... organize the pages to begin with the most important KPIs to the audience
Add a data appendix at the end w/ extra evidence to refer from the KPIs pages

PAGE 1
December Branded traffic share reached 28.9% but still fell short from 30% goal
Despite an important increase from 9% to 28.9% in the last months, Branded traffic share results have fallen short from the 30% goal.

**Why have we fallen short?**
The "Branded Content" initiative meant to drive the increase of branded traffic has faced delays. Planned to be released in March 2027, brand KPIs & development constraints, only reaching 45% of planned content then, leaving 55% to be delivered later, leaving too little time to see the full impact.

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. This new plan will be prioritized to guarantee that the KPIs are reached.

KPI 2

PAGE 2
December Branded traffic share reached 28.9% but still fell short from 30% goal
Despite an important increase from 9% to 28.9% in the last months, Branded traffic share results have fallen short from the 30% goal.

**Why have we fallen short?**
The "Branded Content" initiative meant to drive the increase of branded traffic has faced delays. Planned to be released in March 2027, brand KPIs & development constraints, only reaching 45% of planned content then, leaving 55% to be delivered later, leaving too little time to see the full impact.

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. This new plan will be prioritized to guarantee that the KPIs are reached.

KPI 1

PAGE 3
December Branded traffic share reached 28.9% but still fell short from 30% goal
Despite an important increase from 9% to 28.9% in the last months, Branded traffic share results have fallen short from the 30% goal.

**Why have we fallen short?**
The "Branded Content" initiative meant to drive the increase of branded traffic has faced delays. Planned to be released in March 2027, brand KPIs & development constraints, only reaching 45% of planned content then, leaving 55% to be delivered later, leaving too little time to see the full impact.

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. This new plan will be prioritized to guarantee that the KPIs are reached.

KPI 3

#SEOReporting by @aleyda from @orainti
Include an executive summary at start, highlighting main KPIs results & actions

Executive Summary

SEO Goals Progress Overview

<table>
<thead>
<tr>
<th>KPI 1</th>
<th>Setup</th>
<th>Conflict</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPI 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KPI 3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Conclusion

#SEOReporting by @aleyda from @orainti
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.
Use this SEO Report structure to facilitate data storytelling and action

SEO REPORT STRUCTURE

Executive Summary

SEO Goals Progress Overview

Setup
Conflict
Resolution

KPI 2

KPI 1

KPI 3

Setup
Conflict
Resolution

Conclusion

PAGE 1

December Branded Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 1% to 28.9% in the last month, results have fell short from the 30% goal.

KPI 2

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; given the urgency, the team has already started working on a plan for releasing the data in timely manner.

PAGE 2

December Branded Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 1% to 28.9% in the last month, results have fell short from the 30% goal.

KPI 1

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 will allow the team to focus on the quality and accuracy of the data before releasing it.

PAGE 3

December Branded Traffic Share reached 28.9% but Still Fall Short from 30% Goal

Despite an important increase from 1% to 28.9% in the last month, results have fell short from the 30% goal.

KPI 3

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 will allow the team to focus on the quality and accuracy of the data before releasing it.

Data Appendix

#SEOReporting by @aleyda from @orainti
Download the report template in Google Slides Format from here

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 3 PROGRESS SUMMARIZING HEADING
- What Happened? Were the KPI 3 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.

Download the report template [here](https://docs.google.com/presentation/d/1jFumv0jl0tAfnp1kEbEu8x5JwuOq_k93sVcWe5vZMeR0/edit?usp=sharing)
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

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.

**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

- Explain the cause of results
- Clear data presentation
- Meaningful KPIs
- Data storytelling
- Communicate results
- Drive action to achieve goals

#SEOReporting by @aleyda from @orainti
Too Much Work to do every month?

WHO HAS TIME FOR ALL THIS?

NOT THIS SEO!

#SEOReporting by @aleyda from @orainti
Remember it’s about cost-effectiveness of the SEO process and keeping clients satisfied.
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