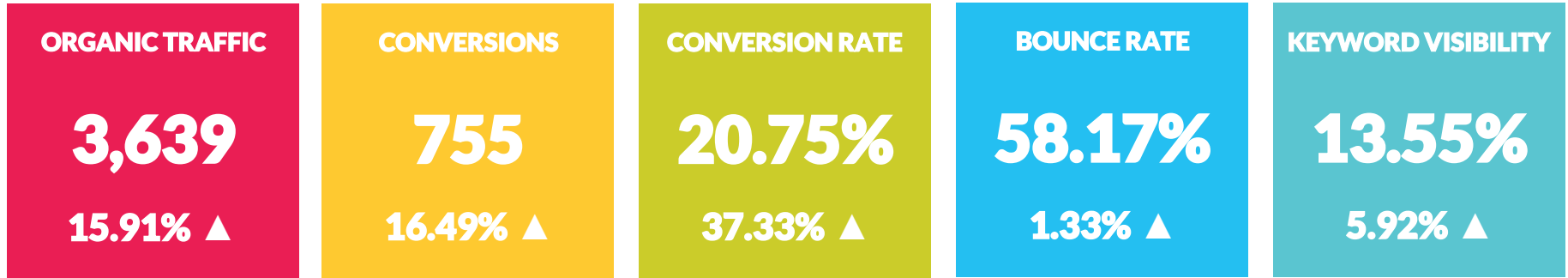


# EXAMPLE CLIENT

END OF MONTH REPORT



## Organic KPIs from September 26th to October 25th 2017



## Top 5 Achievements This Month

- ✓ Keyword visibility increased by **13.55%**
- ✓ **Six** articles from **19 pitches** published
- ✓ Directory submissions have been completed
- ✓ **Four** blogs have been completed for the website
- ✓ Referral traffic has increased to 25%

# New Links

## Blogs Published This Month

- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>

## Links Created This Month

- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>
- 🔗 <https://www.xxxxx.co.uk/xxxx-xxxx-xxxx-xxxx>

### Where's the ROI?

The links we secure increase search engines' perception of your website's authority. This leads to better ranking over time, which results in more traffic, and more conversions.

# Proposed Strategy for Months Ahead

SEO	<ul style="list-style-type: none"><li>➤ Focus on keyword 'XXXXX' ranking</li><li>➤ Ensure that all pages are as optimised as possible, removing any duplicates or unnecessary pages</li></ul>
Content Marketing	<ul style="list-style-type: none"><li>➤ Keep on top of PPI news to write relevant and topical articles</li><li>➤ Continue to obtain as many links as possible from reputable websites to build up authority for the XXXXXX website</li></ul>

# Items Requiring Your Input

- Please continue with your fast approval of article and blogs! (CM Team)



# SEO REPORT



# SEO Campaign

- **Four blog posts** were uploaded and optimised on the website. These should increase the number of indexed pages, increase potential keyword visibility and drive traffic over the long term.
- A **directory audit** was carried out to try to ensure that the listings for XXXXXX are as accurate as possible. We aim to fix names, addresses and phone numbers, email addresses and links to the website. Where this is not possible, we contact the directory and inform them that a change is required.
- **Directory submissions** have been carried out as usual. These links help to grow your backlink profile.
- **Product/service pages optimisation** has been carried out, fixing issues such as metadata, headings, image size and internal links.

## Where's the ROI?

All directory listings must match so that Google can compile an accurate portrait of the company and its legitimacy. By auditing and checking that the name, address, phone number and website details are matching, we can help to influence and improve localised ranking.

## Where's the ROI?

Product pages optimised well can receive an increase in ranking and, therefore, traffic increases. We'll work through the most important products on your website and ensure they're optimised to perform well for ranking within search engines.

## Tasks for Next Month

- **Blog posting:** Like last month, more high-quality blog posts will be added to the site to ensure that we are creating the right content to match what your customers search for. We've seen some fantastic growth in traffic to the posts already published, so we'll continue with this.
  - **Product pages:** I will continue to improve the product pages and check them for opportunities to improve the SEO quality.
-



# CONTENT MARKETING REPORT



# Content Marketing Campaign

- October was another successful month of outreach for XXXXXXXX. We published **seven articles**. These were published on ....
- The publications we pitched to were **finance and lifestyle blogs, plus business publications**. Some of the finance publications have backlinks from competitors, which is why we targeted them.
- The keywords we were focussing on for the month were:...
- We also wrote **four blogs** for the XXXXX website. We continued to write about...
- During October, we pitched to **19 publications**. We have **five** more publications who are interested in posting articles, which we hope will go live before the end of the month or in November. In total, we spent **eight hours** writing blogs and **37 hours** on PR outreach and content.

## Where's the ROI?

The links we secure increase search engines' perception of your website's authority. This leads to better ranking over time, which results in more traffic, and more conversions.

## Tasks for Next Month

- During November, we will do some more research to see if we can write articles for more websites who have links from your top competitors, specifically YYYYYYY.
- With Christmas drawing nearer, this is an excellent topic to pitch about. We can write articles discussing how a XXXXX can help people to get some extra money for Christmas.
- We will continue to keep on top of news stories about XXXX and the effect it is having on YYYYYYY.

### Where's the ROI?

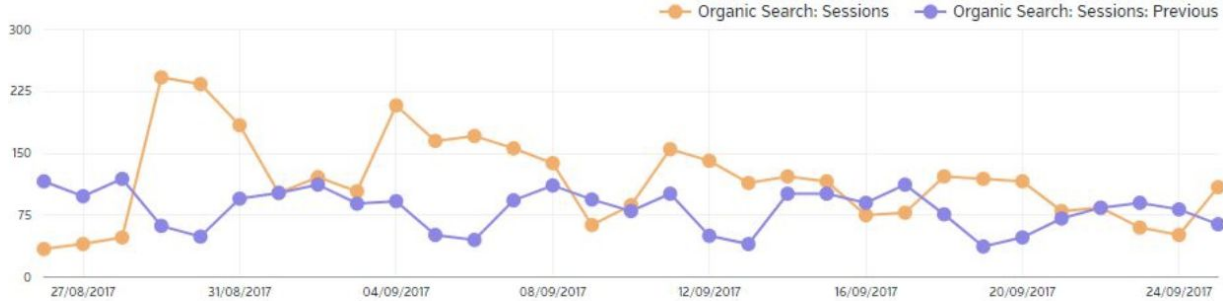
By continually focusing on acquiring new links, we're showing search engines that the website is popular and authoritative. This increases perceived quality and helps improve ranking.

# TRAFFIC OVERVIEW



### ORGANIC TRAFFIC [DRIVEN BY SEO]

SESSIONS



### TOP TRAFFIC

SESSIONS

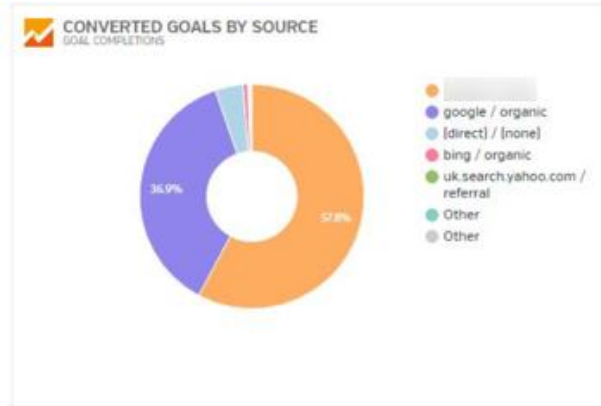
CHANNELS	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION
Organic Search	▲42.43% 3,639 vs 2,555	▲43.35% 2,725 vs 1,901	▼-6.70% 57.41% vs 61.53%	▲3.28% 2.21 vs 2.14	▲3.15% 2:12 vs 2:08
{Other}	▲24.45% 3,161 vs 2,540	▲24.05% 2,311 vs 1,863	▼-15.97% 43.34% vs 51.57%	▲6.62% 2.63 vs 2.46	▼-0.02% 2:39 vs 2:39
Direct	▲15.60% 489 vs 423	▲19.81% 387 vs 323	▼-8.32% 65.24% vs 71.16%	▼-5.70% 1.96 vs 2.07	▼-1.56% 1:32 vs 1:33
Referral	▼-40.54% 44 vs 74	▼-43.86% 32 vs 57	▼-3.90% 54.55% vs 56.76%	▲17.18% 2.45 vs 2.09	▲11.18% 2:22 vs 2:08
Social	▼-40.00% 6 vs 10	▼-40.00% 6 vs 10	▲11.11% 66.67% vs 60.00%	▼-44.44% 1.67 vs 3.00	▼-61.49% 0:41 vs 1:48

PREV ◀ NEXT ▶

- September's total traffic increased significantly due to rises in traffic across a number of channels, but particularly due to the increase in search volume at the start of the month
  - Organic traffic increased by 42.43% to a total of 3,639 sessions.
  - Direct traffic and Referral traffic also experienced increases in users and sessions from September, with
  - Direct traffic increasing by 15.60% to 489 sessions.
  - We have seen an increase in engagement with a reduction in the bounce rate (-6.70% for the Organic)
  - The average session duration has also increased by 3.15%.
  - A decrease in the bounce rate means that the engagement rate will be higher, which will mean better conversions
-

# CONVERSION OVERVIEW





- Organic conversions increased by 95.6%
- The Organic conversion rate also improved (by 20.75%) in September
- Further Conversion rate optimisation is required to ensure that the design, copy and offer all match the expectation of the end user.



# RANKING OVERVIEW





- **Keyword visibility** for XXXX.co.uk went through **a number of peaks and troughs** during the month, with the website starting and ending the period on a higher **visibility percentage (7.63-13.55%)**.
- The keyword "XXXX" was the most high-profile keyword, with movement of 15 places into position number six **on page one** of the SERPs.
- Some of the other keywords had **good progress in October**, with "XXXX" moving up nine places and 'XXXXX' moving up five places.
- 'XXXXXX' did not increase or decrease overall in the month of October and will continue to be our focus to increase the ranking onto page 1.
- competitor.co.uk appeared to be hit negatively on many keywords such as "XXXXX", losing three places. They also had quite a few non-movers and very little increases.
- The competitor2.com site had quite a mixed month, with quite a few increases and decreases, but still no visibility on page one.

Keyword	SERP Features	[ ]		o.uk		t		the		CPC
		25 Oct	Diff	25 Oct	Diff	25 Oct	Diff	25 Oct	Diff	
1.	👑★📄📄	👑 1	📈4	11	📉1	-	-	42	📈6	10.71
2.	👑★📄📄	👑 1	📈4	15	📉2	-	-	66	📈5	8.77
3.	📄📄	2	📈2	3	📉1	37	📈1	-	-	10.42
4.	📄📄	2	📈3	3	0	42	📈56	77	📈23	13.08
5.	👑★📄📄	3	📈1	4	📉1	45	📉10	-	-	14.88
6.	★📄📄	3	📈1	4	📉1	-	-	76	0	12.86
7.	👑📄📄	3	📈1	7	📉2	43	📈57	-	-	8.88
8.	★📄📄	4	📈1	3	0	-	-	-	📉13	11.97
9.	👑★📄📄📄	4	📈1	6	📉2	-	-	-	-	11.76
10.	★📄📄	4	0	3	0	-	-	45	0	8.93
11.	👑📄📄	4	0	5	📉3	-	📉18	50	📉14	16.22
12.	★📄📄	4	📈4	3	0	-	-	21	📈37	14.35
13.	📄📄	4	📈5	5	📈1	-	-	55	📈10	9.51
14.	👑★📄📄	4	📈1	2	0	40	📉8	-	-	21.77
15.	👑★📄📄	4	0	5	📉2	-	-	49	📉6	10.86
16.	★📄📄	4	📉1	5	📉1	-	-	60	📉12	11.12
17.	👑★📄📄	4	0	2	0	36	📉1	-	-	16.48
18.	👑★📄📄	4	📈2	3	📉1	35	📈35	96	📈4	12.24
19.	👑★📄📄	4	📉1	3	📉1	43	📉12	-	-	17.91
20.	★📄📄	5	📈4	6	📉1	97	📉6	54	📉1	14.24
21.	★📄📄	6	📈4	3	0	-	-	47	📈48	10.09
22.	★📄📄📄	6	📈9	19	📉7	-	-	-	-	19.55
23.	📄📄📄	6	📈15	5	📉2	-	-	46	📉7	8.78
24.	📄📄📄	8	📈3	9	📉2	-	-	-	-	3.36
25.	★📄📄📄	12	📉2	24	📈41	100	0	-	-	16.68

## Keyword Visibility vs. Competitor 1



You (blue line) have gained a lot of ground on competitor 1 (green line) this month, and for the first time in the site's history, you actually had greater kw visibility than them. We'll be looking to be ahead of them consistently, before the end of the year. We're absolutely dominating competitor 2 (orange line).

## Keyword Visibility vs. Competitor 2

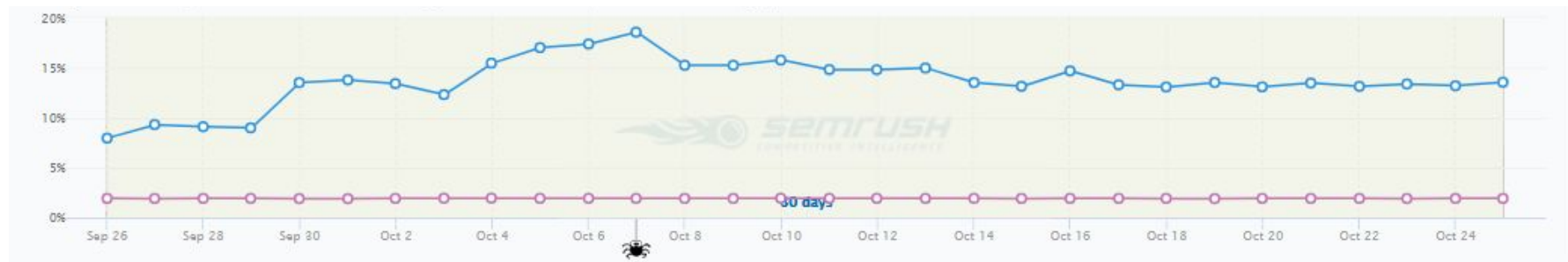


## Keyword Visibility vs. Competitor 3



A similar story here - we're absolutely dominating these competitors

## Keyword Visibility vs. Competitor 4



# Hours Worked this Month

Project Management	7 hours
SEO	13 hours
Content Marketing	50 hours
<b>Total hours</b>	<b>70 hours</b>

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Throughout this document, we'll be referring to a number of abbreviations and descriptive terms that relate to all aspects of digital marketing.

**These terms and their meaning may include:**

**301** - A status code from the server which declares that the user is to be redirected from Page A to Page B permanently.

**302** - A status code from the server which declares that the user is to be redirected from Page A to Page B temporarily.

**404** - A status code from the server which declares that the page cannot be found.

**Above The Fold** - Content on a page that is immediately visible without having to scroll down.

**AdWords** - Google's own advertising network, found as advertisements at the top of the SERPs.

**Analytics** - Code running on a page which records user activity, including time on page, actions and pages per session.

**Anchor Text** - The text used to link one page to another. For example, "Click Here" is anchor text.

**Avg. Session Duration** - The average session duration is calculated by dividing the total time of user sessions against the total number of sessions.

**Backlink** - Description of a hypertext link from website A to website B. In this case, a link from website A to your domain.

**Bounce Rate** - The percentage of users who leave a domain or page without taking an action on the page.

**Broken Links** - Internal and external links that result in a 404 page. These result in bad user experience and need to be fixed.

**Canonical** - A method in which on-page code can tell a spider (such as Googlebot) that Page B is a legitimate copy of Page A.

**CDN / Content Delivery Network** - A "cloud" network which enables faster website load times for the end user.

**CF / Citation Flow** - A grading system by Majestic.com used to measure the authority of links from one website to another on a scale from 0 to 100.

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**CMS / Content Management System** - A software system used to build and maintain a website.

**Conversion** - The completion of a goal by a user on a website, usually tracked using analytics.

**Conversion Rate** - Calculated by dividing the total number of users who convert on a website by the total number of website visitors.

**Crawler / Robots / Spider** - A software program used by search engines to discover websites and explore their on-website content by following the internal linking structure.

**CRO / Conversion Rate Optimisation** - A specialised process of improving the conversion rate of a website through on-website design changes, often continuously.

**CTA / Call To Action** - Text or a button on a page which is intended to encourage a specific action from a user, such as clicking on a button, typically as part of a submission form or lead generation process.

**CTR / Click-Through Rate** - The percentage of users who click on a hyperlink to another page — in particular from Google's SERPs to a domain.

**DA / Domain Authority** - A grading system by Moz.com to measure the authority of a domain on a scale from 0 to 100.

**Direct Traffic** - Traffic that navigates to a domain directly, typically by typing the domain into the address bar, using a bookmark and other potential routes.

**Disavow** - A process of telling Google to ignore a list of submitted domains due to their spammy or untrustworthy nature, so that Google doesn't count them within the domain's potential ranking calculation.

**DPR / Digital PR** - Online press relations orchestrated through the use of publishing content on the subject of a brand or industry, or through directly working with journalists.

**Duplicates** - Content, page titles, or page descriptions which are deemed to be a direct copy of another page. These have negative ranking consequences and should be avoided.

**Goal Tracking** - Monitoring of goals using analytics to track and record when a user completes the goal journey, such as signing up for a newsletter.

**Googlebot** - The crawl spider/robot engineered by Google, built to examine a website and put the information found into its algorithm.

**Keyword** - A word or phrase used by a user when searching on search engines. Pages and meta should be optimised for these so they match user expectations.

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**Landing Pages** - The first page a user sees when they navigate to a website.

**Link Equity** - The authority and "link juice" passed by links and accumulated by domains.

**Local SEO** - Search Engine Optimisation around localised user searches. For example, "accountant Leeds" is a localised search. Local SEO works to rank high for these terms in the SERPs.

**Manual Penalty** - A negative ranking penalty handed to a website by Google following a manual assessment of a website, usually flagged as spammy by their Googlebot crawler.

**Meta / MTDs** - HTML code tags on a page which signify the title and description of a page. These meta tags are then displayed to users by search engines.

**Organic Traffic** - Traffic that navigates to a website through organic means, in particular through search engines such as Google and Bing.

**Outreach** - A campaign of directly working with publishers and journalists to promote a website or brand, orchestrated by a Digital PR Specialist.

**Pages per Session** - The total or average quantity of pages seen by a user (or users) during one session on a website.

**Panda** - A significant update to Google's algorithm. Focused on promoting websites with high-quality and/or long-form content.

**Penguin** - A significant update to Google's algorithm. Focused on preventing link manipulation by websites and spammy website owners.

**PLA / Product Listing Ads** - Adverts run using Google Shopping which sell products within the SERPs.

**PPC / Pay Per Click** - Adverts which charge on a "per click" model, rather than a "per impression" model. Successfully used by Google's AdWords program.

**Ranking** - The position held by a website or website page within Google's search pages. Calculated by the ten-links-per-page system, up to the 100th position.

**Referral Traffic** - Traffic to a website from other websites. For example, a user clicks a link on website A and is taken to website B.

**Search Console** - One of Google's Webmaster Tools. This system enables monitoring of Google's crawling and ranking of a website within their search pages.

**SEO** - Search Engine Optimisation, or optimisation of a website's content and off-website linking profile so that it will rank highly in SERPs.

**SERPs** - Search Engine Results Pages. The pages of Google that you see when you search for a term.

**Sessions** - A period of activity by a user on a website. For example, a user browsing a website for ten minutes is one session. If they return an hour later, it would be their second session.

**Social Traffic** - Traffic to a website from social media networks. In particular, visits by users from Twitter, Facebook, Pinterest and several more.

**TF / Trust Flow** - A grading system by Majestic.com used to measure the trustworthiness of a website on a scale from 0 to 100.

**Trust Ratio** - A calculation of Majestic's two grading systems (Trust Flow and Citation Flow) to find an overall authority score for a domain.

**URL** - Universal Resource Locator, or a text address that enables a user to navigate directly to a specific page of a domain.

**Usability / User Experience / UX** - The way in which a user uses a website. The user journey should be as smooth and optimised as possible so the chances that they convert on the page is increased.

**Users** - People recorded to have been on a website and (potentially) to have taken an action on it.

**Visibility** - The percentage out of 100 that a domain ranks for a singular keyword or collection of keywords. Usually calculated from the first 100 positions of the SERPs, with 1st being 100% and 100th being 1%.

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