

SEO Performance Tracking & Reporting Template

1. Overview

- **Reporting Period:** [Month/Date Range]
- **Prepared by:** [Name]
- **Website:** [URL]

2. Key SEO Metrics Summary

Metric	Current	Previous	Change (%)
Organic Traffic			
Impressions			
Clicks			
Average Position			
Click-Through Rate (CTR)			

3. Top Performing Keywords

Keyword	Position	Volume	Clicks	Impressions	CTR (%)

4. Top Landing Pages

Page URL	Sessions	Avg. Position	Bounce Rate	Conversions

5. Backlink Overview

Domain	Trust Score	Link Type	Total Backlinks

6. Technical Issues & Recommendations

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7. Action Items & Next Steps

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