



Sample Client Report

Monthly Website Metrics Report

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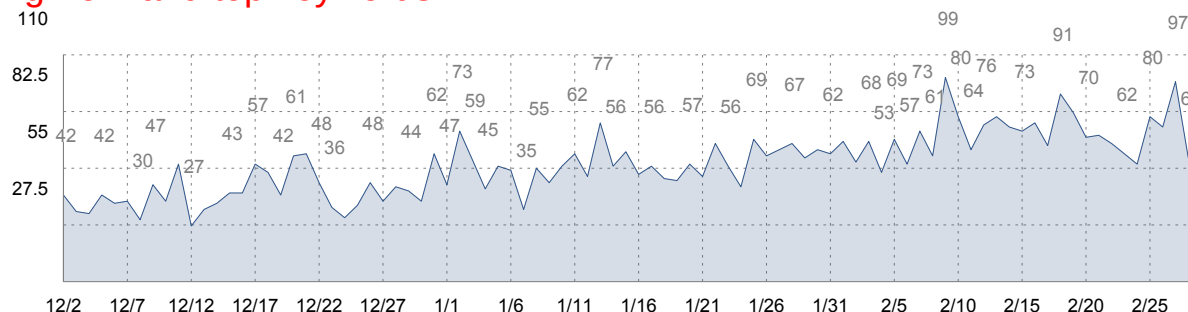


Google Analytics Summary Report

Overview of your site performance, where traffic is coming from and top keywords.

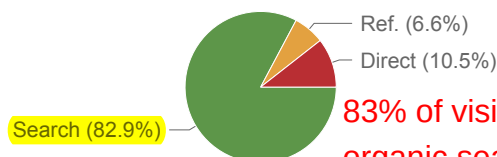
Google Analytics

Including paid search



5,132 Visits
28,954 Page Views

41.66% Bounce Rate
5.64 Pages/Visit
4:03 Time on Site



337 Site Referrals

TOP REFERRERS	%	VISITS
hmya.com.au	13.9%	47
facebook.com	11.9%	40
t.co	7.4%	25
google.com	5.9%	20
search.mywebsearch.com	5.0%	17
m.facebook.com	4.5%	15
twitter.com	3.6%	12
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	3.3%	11
top20sites.com	3.3%	11
duckduckgo.com	3.0%	10
search.pch.com	3.0%	10
startsiden.no	2.4%	8
www.forex-ninjas.com	2.4%	8
youtube.com	2.1%	7
campaign.r20.constantcontact.com	1.8%	6
info.com	1.8%	6
dogpile.com	1.5%	5
forex-ninjas.com	1.2%	4



Google Analytics Summary Report

(continued)

TOP REFERRERS	%	VISITS
stumbleupon.com	0.9%	3
translate.google.gr	0.9%	3
bizplenty.com	0.6%	2
burnewiin.com	0.6%	2
google.fr	0.6%	2
home.knology.net	0.6%	2
optimum.net	0.6%	2

4,256 Search Referrals

TOP KEYWORDS	%	VISITS
[REDACTED]	10.0%	424
[REDACTED]	9.7%	411
[REDACTED]	8.8%	375
[REDACTED]	2.4%	104
[REDACTED]	2.4%	103
[REDACTED]	2.4%	100
[REDACTED]	2.3%	98
[REDACTED]	2.0%	86
[REDACTED]	1.6%	67
[REDACTED]	1.5%	63
[REDACTED]	1.3%	57
[REDACTED]	1.2%	52
[REDACTED]	1.2%	51
[REDACTED]	1.2%	49
[REDACTED]	0.9%	38
[REDACTED]	0.8%	34
[REDACTED]	0.7%	29
[REDACTED]	0.6%	27
[REDACTED]	0.6%	27
[REDACTED]	0.6%	26
[REDACTED]	0.6%	24
[REDACTED]	0.6%	24



Google Analytics Summary Report

(continued)

TOP KEYWORDS	%	VISITS
	0.5%	23
	0.5%	20
	0.5%	20

TOP SEARCH ENGINES	%	VISITS
google	78.9%	3,359
yahoo	8.7%	370
bing	7.9%	337
search	1.2%	50
ask	1.2%	49
aol	1.0%	43
comcast	0.2%	10
daum	0.2%	9
babylon	0.2%	7
conduit	0.2%	7
yandex	0.1%	5
avg	0.1%	4
incredimail	0.0%	2
search-results	0.0%	2
kvasir	0.0%	1
startsiden	0.0%	1

TOP LANDING PAGES	%	VISITS
	52.5	2,694
	5.0	259
	2.8	144
	2.3	120
	2.0	105
	1.9	96
	1.8	93



Google Analytics Summary Report

(continued)

TOP LANDING PAGES	%	VISITS
[REDACTED]	1.6	82
[REDACTED]	1.5	75
[REDACTED]	1.2	64
[REDACTED]	1.2	60
[REDACTED]	1.2	60
[REDACTED]	1.1	59
[REDACTED]	1.1	57
[REDACTED]	1.0	52
[REDACTED]	1.0	49
[REDACTED]	1.0	49
[REDACTED]	1.0	49
[REDACTED]	0.9	45
[REDACTED]	0.8	42
[REDACTED]	0.8	39
[REDACTED]	0.7	36
[REDACTED]	0.7	36
[REDACTED]	0.5	25
[REDACTED]	0.4	23

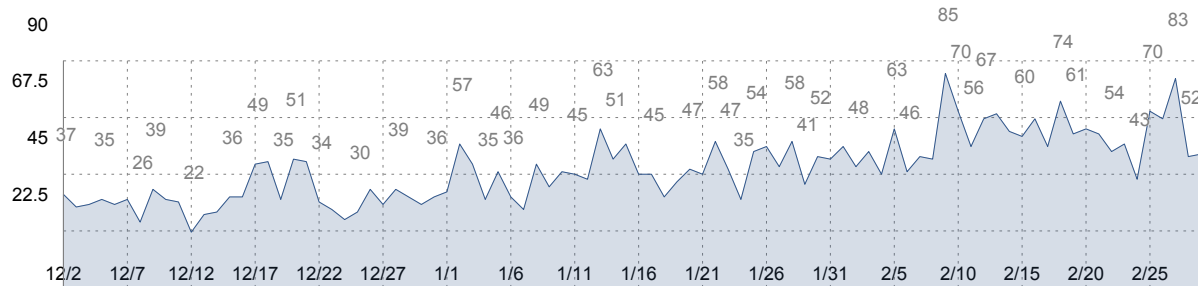
This report shows pages where visitors entered the website. Good SEO drives traffic to more than just the homepage. Inner pages with relevant content are created and targeted for specific topics and keywords.



Google Analytics Top Keywords Report

Search Engine Traffic

Organic search



4,256 Visits

25,217 Page Views

5.93 Pages/Visit

39.59% Bounce Rate

4:06 Average Time on Site

Top 50 words for organic search traffic. 83% of the traffic for this site is from organic search results, not the traffic shown here.

Note the lower bounce rate and 4 minute average time on site.

50 Top Keywords

Visits from relevant keyword searches are high quality traffic!

Keyword	Percentage	Visits
[REDACTED]	9.7%	411
[REDACTED]	8.8%	375
[REDACTED]	2.4%	104
[REDACTED]	2.4%	103
[REDACTED]	2.3%	100
[REDACTED]	2.3%	98
[REDACTED]	2.0%	86
[REDACTED]	1.6%	67
[REDACTED]	1.5%	63
[REDACTED]	1.3%	57
[REDACTED]	1.2%	52
[REDACTED]	1.2%	51
[REDACTED]	1.2%	49
[REDACTED]	0.9%	38



Google Analytics Top Keywords Report

(continued)

Search Keyword	%	Visits
[REDACTED]	0.8%	34
[REDACTED]	0.7%	29
[REDACTED]	0.6%	27
[REDACTED]	0.6%	27
[REDACTED]	0.6%	26
[REDACTED]	0.6%	24
[REDACTED]	0.6%	24
[REDACTED]	0.5%	23
[REDACTED]	0.5%	20
[REDACTED]	0.5%	20
[REDACTED]	0.4%	19
[REDACTED]	0.4%	19
[REDACTED]	0.4%	18
[REDACTED]	0.4%	18
[REDACTED]	0.4%	18
[REDACTED]	0.4%	17
[REDACTED]	0.4%	15
[REDACTED]	0.4%	15
[REDACTED]	0.3%	12
[REDACTED]	0.3%	12
[REDACTED]	0.3%	12
[REDACTED]	0.3%	12
[REDACTED]	0.3%	12
[REDACTED]	0.3%	11
[REDACTED]	0.3%	11
[REDACTED]	0.3%	11
[REDACTED]	0.2%	10
[REDACTED]	0.2%	10
[REDACTED]	0.2%	10
[REDACTED]	0.2%	10
[REDACTED]	0.2%	10
[REDACTED]	0.2%	9



Google Analytics Top Keywords Report

(continued)

Search Keyword	%	Visits
[REDACTED]	0.2%	9
[REDACTED]	0.2%	9
[REDACTED]	0.2%	8



Google Analytics Top Landing Pages Report

Landing Pages



5,132 Visits
2,138 Bounces
41.66% Bounce Rate

Top 25 landing pages with percent of traffic and number of visits shown. Not that this site has traffic going to a large number of inner pages.

25 Top Landing Pages

	5.0	259
	2.8	144
	2.3	120
	2.0	105
	1.9	96
	1.8	93
	1.6	82
	1.5	75
	1.2	64
	1.2	60
	1.2	60
	1.1	59



Google Analytics Top Landing Pages Report

(continued)

Top Landing Pages	%	Visits
[REDACTED]	1.1	57
[REDACTED]	1.0	52
[REDACTED]	1.0	49
[REDACTED]	1.0	49
[REDACTED]	1.0	49
[REDACTED]	0.9	45
[REDACTED]	0.8	42
[REDACTED]	0.8	39
[REDACTED]	0.7	36
[REDACTED]	0.7	36
[REDACTED]	0.5	25
[REDACTED]	0.4	23



Using this Report

SERP (Search Engine Rank Position) Report

This is one of my favorite reports and is not available through Google Analytics or any public (free) resources. The SERP report shows the page position of various keywords on your website and the SERP analysis in this report also shows the page position for those same words for your competitors.

Below is an explanation of the SERP Report terms:

AdWords Search Volume Columns:

Local Volume: average monthly search volume in the US for this word or phrase.

Global Volume: average monthly search volume worldwide for this word or phrase.

Google and Bing Columns:

Position number: your rank or position for this word, for example 1 = top position of page 1; 8 = 8th position on page one, and 12 = 2nd position on page 2; the standard is 10 positions per page.

^ green upward triangle: indicates your position for this word has moved up by the indicated number during this tracking period.

V red downward triangle: indicates your position has moved down by the indicated number during this tracking period.

Google Analytics

Bounce Rate: Bounce rate is an often overlooked and misunderstood metric, but it is a very important one. The bounce rate indicates the percentage of visitors that go to the site and leave immediately without clicking on any links or visiting any pages - e.g. bounce in and out.

Number of Visits: This is the unique number of visits to your website each day.

Top Referrals: tops sources of traffic to your site.

Keywords Report: shows the % of traffic and number of visits for top keywords. While it may be impressive to have a high volume of traffic for one keyword, it is actually more effective to draw traffic from a wide range of relevant words and phrases.

Top Search Engines: shows what percentage of traffic is from each search engine.

Top Landing Pages: Intuitively one would think the normal landing page is the homepage, and it is if a someone types in your website address, however, visitors going to your site via search results will land on the most relevant page to their search. Thus if your site is getting visits to a wide range of pages this indicates the content on the subpages is being found in searches.



SERP Tracker Report

Ranking Results

All Keywords

GA visits from 1/31-2/29

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	Local Vol	Global Vol	Google
[REDACTED]	24	246,000	1,000,000	14 ▲ +13
[REDACTED]	30	22,200	33,100	6 ▲ +3
[REDACTED]		2,400	3,600	-
[REDACTED]		1,300	2,400	4 ▲ +14
[REDACTED]	23	1,600	2,900	10
[REDACTED]	8	1,600	2,400	11 ▲ +2
[REDACTED]	29	12,100	22,200	6 ▲ +4
[REDACTED]	25	8,100	12,100	4 ▲ +7
[REDACTED]	4	165,000	550,000	26 ▲ +10
[REDACTED]		390	1,000	33 ▼ -3
[REDACTED]	2	91	140	6 ▼ -1
[REDACTED]	6	110	170	7 ▲ +1
[REDACTED]		40,500	201,000	-
[REDACTED]		260	390	-
[REDACTED]		9,900	14,800	-
[REDACTED]		1,300	4,400	65 ▲ +26
[REDACTED]		91	260	32 ▼ -1
[REDACTED]	2	1,900	9,900	6 ▼ -1
[REDACTED]		-	-	22 ▲ +12
[REDACTED]	30	2,400	6,600	11
[REDACTED]	1	4,400	14,800	9 ▲ +3
[REDACTED]		12,100	40,500	-
[REDACTED]		1,000	2,900	100 ▼ -13
[REDACTED]	3	170	260	19 ▲ +7
[REDACTED]		880	2,400	75 ▲ +19
[REDACTED]	7	91	210	4
[REDACTED]		22,200	74,000	-
[REDACTED]	1	27,100	74,000	-
[REDACTED]		40,500	110,000	-

The SERP report shows keyword positions, number of visits in last 30 days & average monthly search volume. Note the number of page 1 positions & increasing rankings.



SERP Tracker Report

(continued)

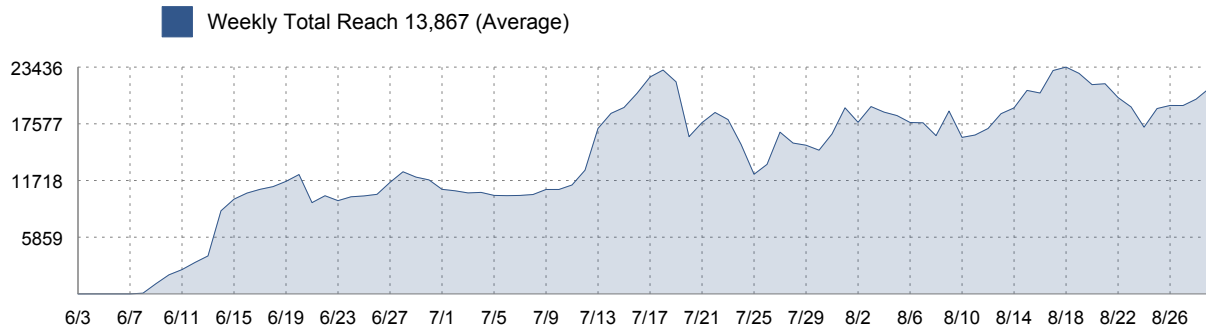
Keyword	GA Visits	Local Vol	Global Vol	Google	
[REDACTED]	1	110,000	368,000	13	-1 ▼
[REDACTED]	179	12,100	27,100	3	+4 ▲
[REDACTED]	16	1,900	2,900	5	+1 ▲
[REDACTED]	23	390	590	2	+1 ▲
[REDACTED]	6	1,300	1,900	5	+1 ▲
[REDACTED]	46	1,300	1,900	5	
[REDACTED]	2	18,100	60,500	20	-1 ▼
[REDACTED]	3	110	170	12	-1 ▼
[REDACTED]		22,200	49,500	-	▼
[REDACTED]		22,200	49,500	40	-1 ▼
[REDACTED]		3,350,000	9,140,000	-	
[REDACTED]		2,740,000	6,120,000	-	



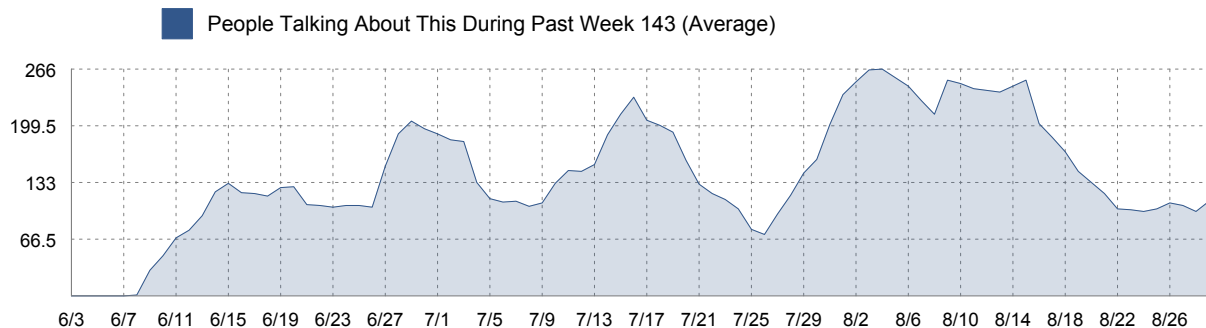
Facebook Management Report

Examplecompany.com

Weekly Total Reach



People Talking About This



KPI	Amount	Change from 3/5/2012-6/1/2012
Total Likes	1,940	663.78% ▲
Friends of Fans	1,312,396	530.83% ▲
People Talking About This During Past Week	111	0--
Weekly Total Reach	21,223	0--

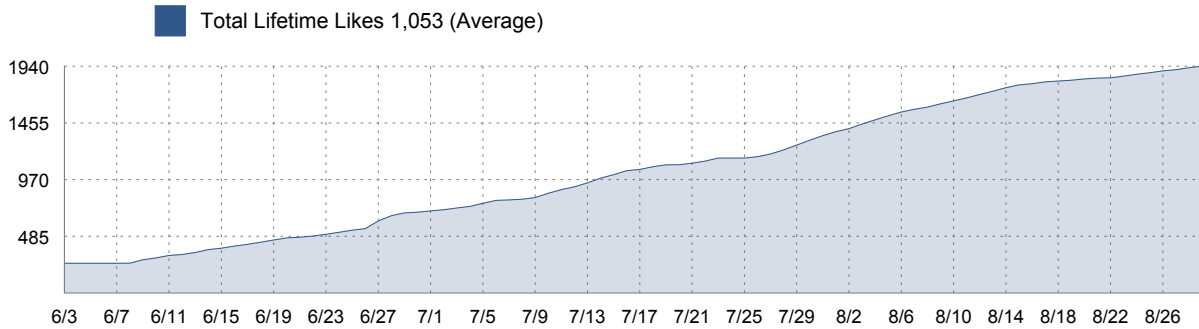
Social media is an important aspect of our SEO and SMO campaigns. Note the reach and impact of this Facebook page and the growth in number of Likes shown on the next page.



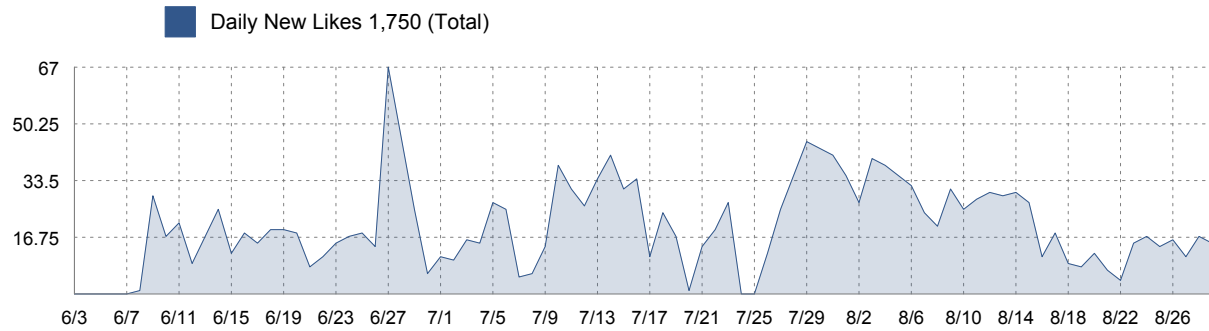
Facebook Management Report

(continued)

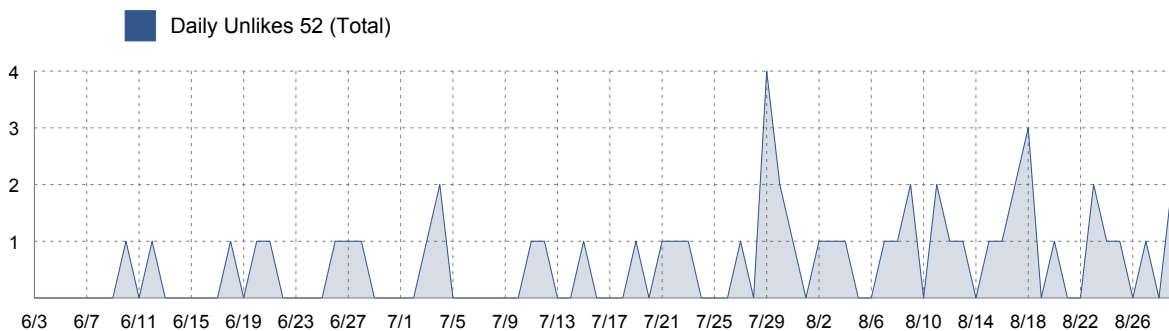
Total Lifetime Likes



Daily New Likes



Daily Unlikes

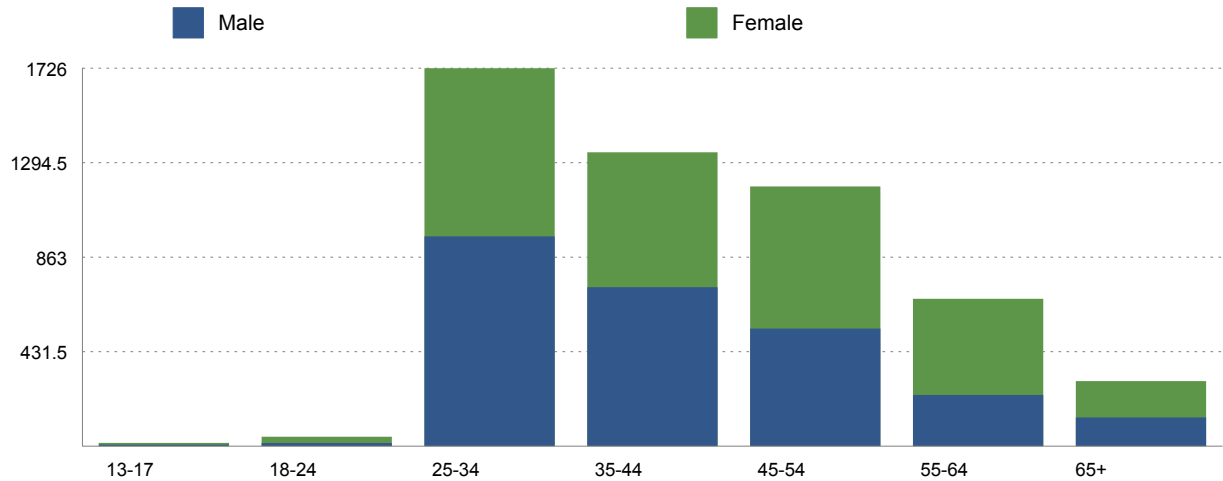




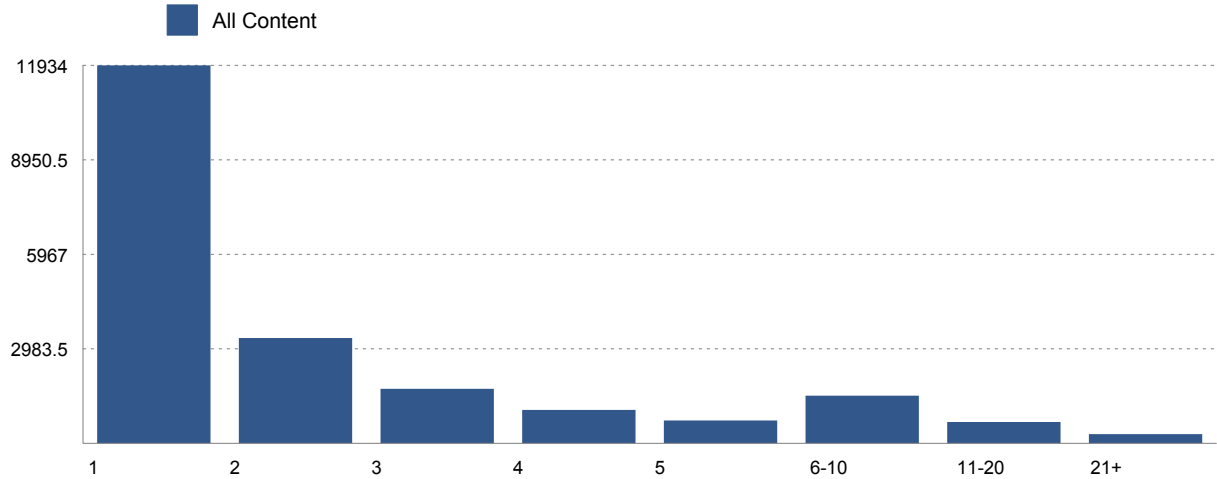
Facebook Management Report

(continued)

Who You Reached



How You Reached People



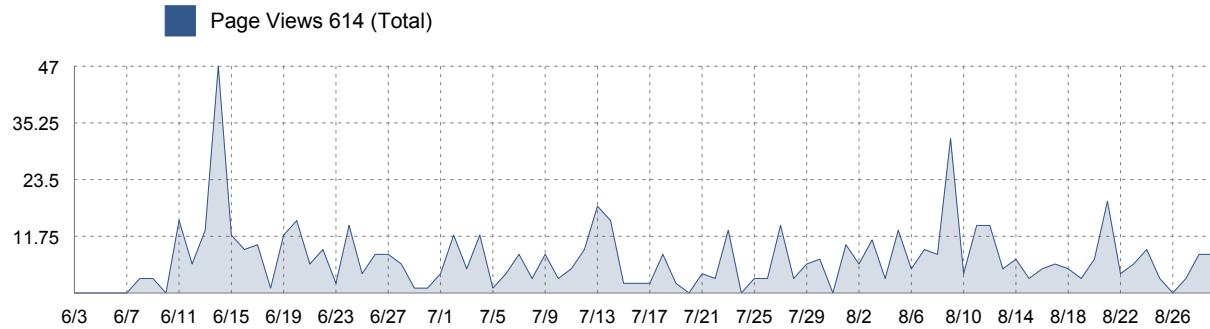
Many wrongly assume that Facebook is only for teens and twenty somethings. This Facebook page has a very active over 40 demographic and a surprising number of fans over 65.



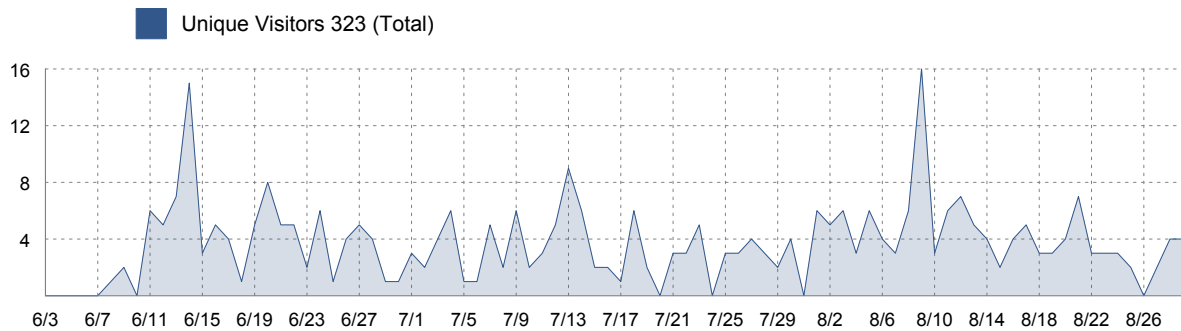
Facebook Management Report

(continued)

Page Views



Unique Visitors



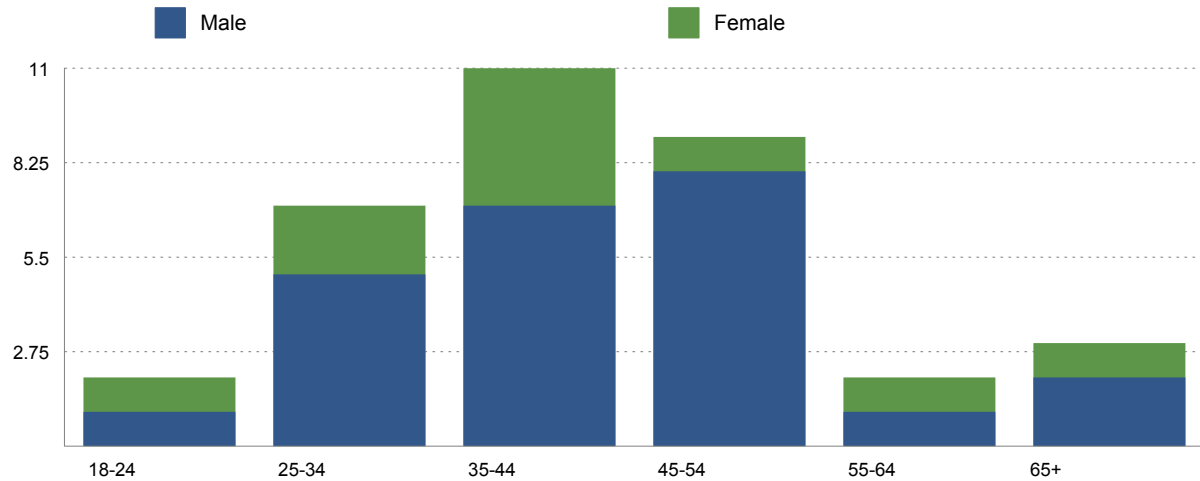
Tabs	Views
Timeline	322
Photos	78
Information	17
Likes	11
Installed Application	5
Page Insights	4
Message Inbox	2
Wall	1



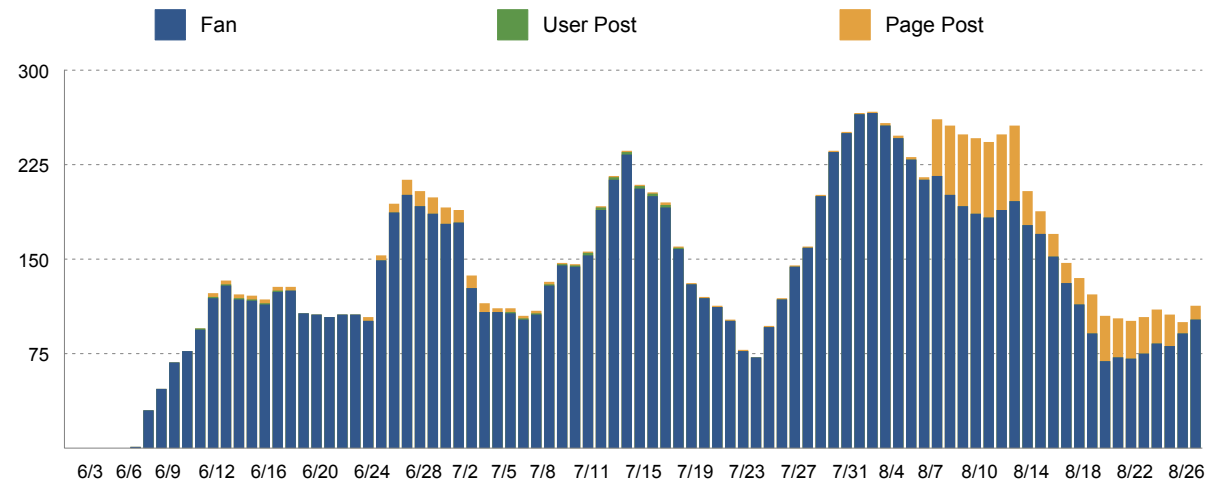
Facebook Management Report

(continued)

Who Is Talking About Your Page



How People Are Talking About Your Page

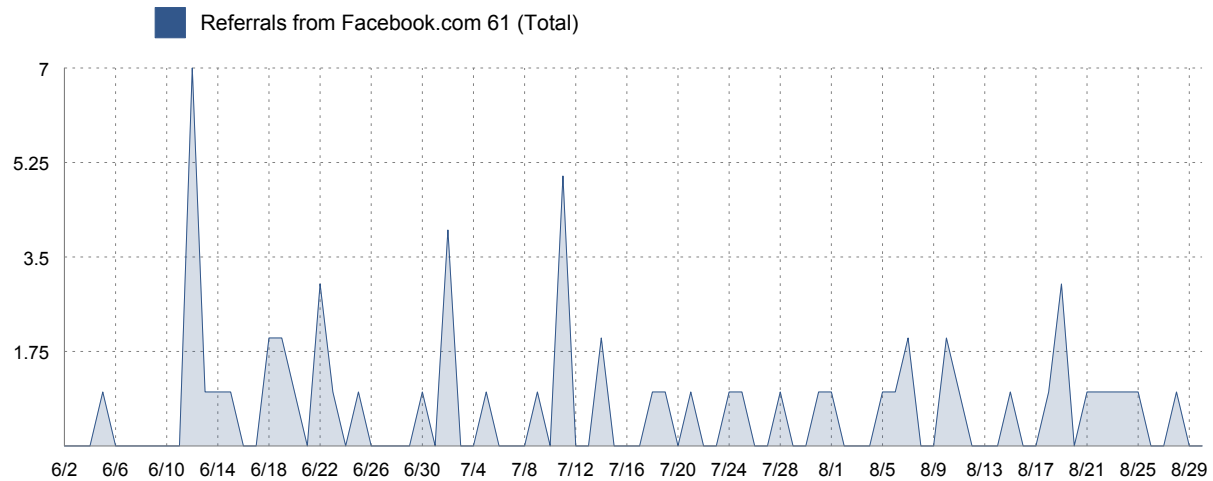




Facebook Management Report

(continued)

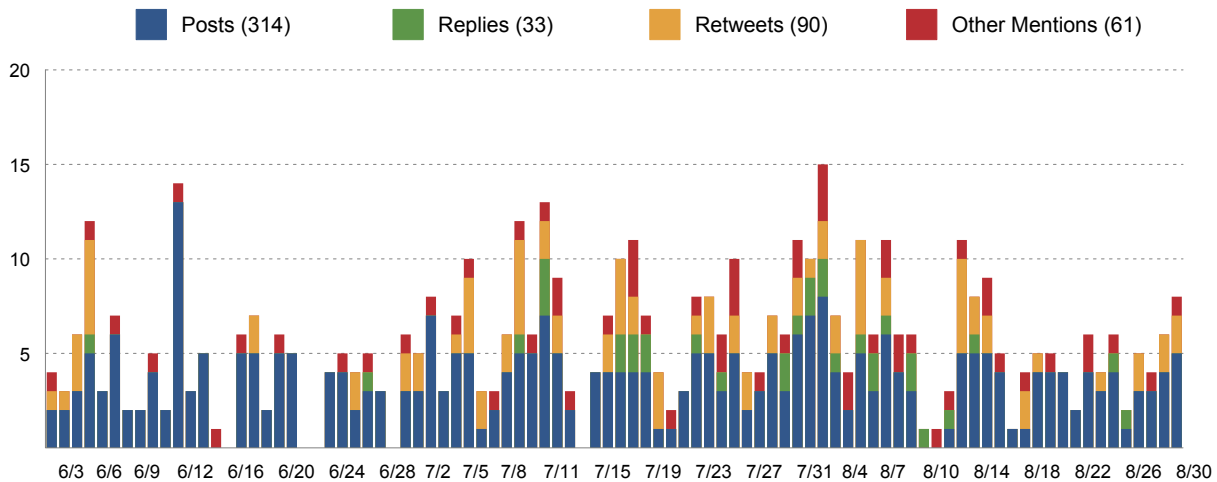
Referrals to examplecompany.com from Facebook.com





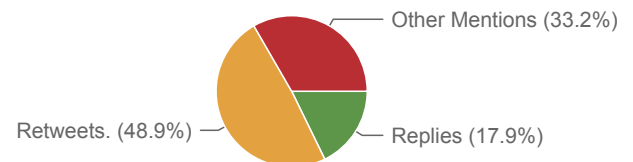
Twitter Management Report

Examplecompany.com



314 Posts
33 Replies
90 Retweets

4786 Followers
4292 Following
1.12 Follower/Following Ratio



KPI	Amount	Change from 3/5/2012-6/2/2012
Posts	314	24% ▲
Replies	33	120% ▲
Replies Reach	28,224	711% ▲
Retweets	90	120% ▲
Retweets Reach	88,307	382% ▲
Other Mentions	61	36% ▲
Following	4,292	-5% ▼
Followers	4,786	13% ▲