

# SEO Client Report

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Client: [Client Name]

Reporting Period: [Start Date] – [End Date]

Prepared by: [Your Name or Agency Name]

## Highlights

- [Example: Rankings improved for 4 out of 6 tracked keywords]
- [Example: 2 new blog posts published, 1 service page updated]
- [Example: Organic traffic increased by 12%]

## Keyword Performance

Keyword	Previous Rank	Current Rank	Notes
[example keyword 1]			
[example keyword 2]			
[example keyword 3]			

## What We Did

- [Added internal links to blog posts]
- [Optimized homepage title and meta description]
- [Fixed mobile usability issues]
- [Published article: "10 Tips for Local SEO"]

## What's Working

- [Example: Refreshing old blog posts is leading to steady ranking climbs]
- [Example: Internal linking appears to help deeper service pages rank]
- [Example: Faster page load times improved engagement and time on site]

## What's Next

- [Update FAQ schema on key landing pages]
- [Push internal links to priority blog posts]
- [Start backlink outreach for main service pages]