

MONTHLY SEO CLIENT REPORT

[Client Name]

Reporting period: [Month DD, YYYY – Month DD, YYYY]

Prepared by: [Agency / SEO Team]

SEO performance, completed work, blockers, and next growth plan

1. Executive summary

Use this section to give the client the context they need before reviewing the detailed data. Summarize the main performance changes, important work completed, issues that need attention, and the focus for the next period.

Executive summary

[Write a concise summary of the month here.]

Key highlights

- [Performance highlight]
- [Important SEO work completed]
- [Business outcome or conversion highlight]
- [Key issue, blocker, or opportunity]
- [Priority for the next 30 days]

2. Current SEO state

Use the tables below to compare the current period with the previous 28 to 30 days.

Metric	Previous period	Current period	Change	Context / note
Organic clicks	[]	[]	[]	[Explain change]
Organic impressions	[]	[]	[]	[Explain change]
AI impressions	[]	[]	[]	[If available]
Leads / primary conversions	[]	[]	[]	[Explain change]

2.1 Clicks by page type

[Add a chart or table showing clicks for commercial, service/product, and informational pages.]

Page type	Previous period	Current period	Change	Context
Commercial / service pages	[]	[]	[]	[]
Product pages	[]	[]	[]	[]
Informational / blog pages	[]	[]	[]	[]

2.2 Impressions by page type

[Add a chart or table showing impressions by page type.]

Page type	Previous period	Current period	Change	Context
Commercial / service pages	[]	[]	[]	[]
Product pages	[]	[]	[]	[]
Informational / blog pages	[]	[]	[]	[]

2.3 AI impressions and AI citations

Metric	Previous period	Current period	Change	Source
AI impressions	[]	[]	[]	Google Search Console
AI citations	[]	[]	[]	Ahrefs / SEO tool
AI referral traffic	[]	[]	[]	Google Analytics 4

3. Leads and business conversions

Use the conversion metric that matches the business model. For example, track leads for a service business, sales and add to carts for ecommerce, or product demos for SaaS.

Conversion	Previous period	Current period	Change	Context / note
Leads	[]	[]	[]	[]
Other primary conversion	[]	[]	[]	[]

Conversion context

[Explain the main change in conversions and any relevant relationship with organic performance.]

4. Google Business Profile performance

[Use this section for businesses with a local presence.]

Metric	Previous period	Current period	Change	Context
Website clicks	[]	[]	[]	[]
Calls	[]	[]	[]	[]
Direction requests	[]	[]	[]	[]

5. Why did performance change?

Explain the main reasons behind significant increases, declines, or unexpected changes. Connect performance changes with the SEO work completed during the reporting period.

Change observed	Likely / confirmed reason	SEO action or factor	Next action
[Example: clicks increased]	[Reason]	[Work / strategy]	[Action]
[Example: service page impressions declined]	[Reason]	[Work / factor]	[Action]

6. Key SEO tasks completed in the last 28 to 30 days

Focus on measurable deliverables completed during the reporting period.

SEO task	Planned	Completed	Status	Notes
Blog articles published	[]	[]	[]	[]
Service pages created	[]	[]	[]	[]
Product pages created	[]	[]	[]	[]
Existing articles refreshed	[]	[]	[]	[]
Backlinks acquired	[]	[]	[]	[]
Linkable assets produced	[]	[]	[]	[]
Other major SEO task	[]	[]	[]	[]

7. Blockers and pending actions

Document anything that is slowing or limiting SEO progress. Explain the issue, why it is happening, and how it can be resolved.

Blocker / pending task	Why it is happening	Impact on SEO	Recommended solution	Owner
[]	[]	[]	[]	[]
[]	[]	[]	[]	[]

8. Next 30 day growth plan

Include the regular SEO activities as well as activities that are different from the normal monthly workflow. Clearly identify ownership and any action required from the client.

Planned activity	Type	Owner	Expected outcome	Client action required
Publish [] blog articles	Regular	[]	[]	[]
Acquire [] backlinks	Regular	[]	[]	[]
Create [] service/product pages	Regular	[]	[]	[]
[New PR activity]	Additional	[]	[]	[]
[UGC / social activity]	Additional	[]	[]	[]
[Review generation activity]	Additional	[]	[]	[]
[Other growth initiative]	Additional	[]	[]	[]

9. SEO resources and working documents

Add links to the working documents the client may need to review during the month.

Resource	Purpose	Link
Master SEO sheet	Central access point for SEO documents	[Insert link]
Content inventory	Content planned, in progress, and published	[Insert link]
Backlink inventory	Link building activity and placements	[Insert link]
SEO task tracker	Weekly SEO tasks and status	[Insert link]
Other report / document	[Purpose]	[Insert link]

10. Monthly discussion points

Use this section during the monthly SEO review meeting to guide the discussion.

- What changed this month?
- What caused the major changes?
- Which completed activities contributed to progress?
- What blockers need client attention?
- What is different in the next 30 day plan?
- What decisions or approvals are needed from the client?