

5 Elements of a Useful SEO Report

1. What Rankings and Traffic Don't Tell You

Rankings and traffic belong in an SEO report, but the number by itself doesn't tell the whole story. Look at what pages are gaining visibility, what searches are driving that visibility, and what people do after they arrive.





2. The Metrics That Show Real Business Impact

For a local business, 150 extra visitors that lead to eight new calls could be worth far more than 2,000 visitors who read a blog post and leave. The report should help connect that traffic to calls, forms, bookings, or sales.

3. What Your Agency's Report Should Document

A useful report should show the work that could affect your results. If they rewrote a service page, fixed something on your site, or updated your Google Business Profile, those changes should be included, along with why they were made.





4. Reporting Should Shape What's Next

The report should give you a sense of what the agency is seeing and how that affects the next round of work. New data can change which pages deserve attention, which problems need fixing first, and where the next opportunity is.

5. What Good Reporting Gives You

You should have a clear idea of what your SEO company is doing. If you can't tell what the agency worked on, why it mattered, or where the campaign is headed, ask. SEO takes time, and a good report keeps you in the loop.



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