

AGENCY AND IN-HOUSE TEMPLATE

Monthly SEO Report Template

A report your client can read in two minutes, with the evidence underneath for anyone who wants to check.

Most SEO reports are either a tool export nobody reads or a one-line email nobody can trust. This template sits in the middle: a one-page summary on top, then outcomes, visibility, the pages that moved, the work shipped and the plan for next month. Fill it in the same way every month and your client learns exactly where to look.

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How to use this template

Fill it in the same order every month. Clients stop reading reports that change shape, and they start trusting the ones that don't.

- 1 **Agree the KPIs before the first report.** Three to five, each with a definition, a source and a starting number. Never change them because a month looks bad.
- 2 **Write the summary last.** Check every number first, then write the 3 to 5 sentences the client will actually read.
- 3 **Compare with last year, not only last month.** The year-on-year column is what stops a seasonal dip from reading like a failure.
- 4 **Show raw numbers next to percentages.** A 200% rise on a base of 3 leads is not a trend.
- 5 **Separate branded and non-branded searches.** Brand demand rises with ads and word of mouth, and it says very little about SEO.
- 6 **Walk the client through it for the first 3 months.** A short call catches the questions they would otherwise keep to themselves.

THE TWO-MINUTE TEST

Hand page 1 to someone who knows nothing about the account. If they cannot say whether the month was good, why, and what happens next, rewrite the summary before you send it.

The summary

CLIENT

REPORTING PERIOD

OVERALL STATUS

MAIN KPI THIS MONTH

SAME MONTH LAST YEAR

On track, at risk or off track

WHAT HAPPENED, WHY, AND WHAT IT MEANS (3 TO 5 SENTENCES)

BIGGEST WIN AND ITS REASON

BIGGEST LOSS AND ITS REASON

DECISION OR INPUT NEEDED FROM THE CLIENT, WITH A DATE

EXAMPLE SUMMARY FOR A MADE-UP PLUMBING COMPANY

Organic enquiries rose from 30 to 36, mostly from the 2 service pages rewritten in week 1. Clicks were flat because a seasonal dip hid a gain on non-branded searches. The contact form stopped recording for 4 days after the theme update, so the real number is likely higher. We need approval on the pricing page changes by the 15th.

Business outcomes

The 1 to 3 outcomes agreed at the start of the engagement, with the same definition every month.

KPI AND DEFINITION	THIS MONTH	LAST MONTH	SAME MONTH LAST YEAR	NOTE

WHERE THESE NUMBERS COME FROM

Leads and sales: GA4 key events, filtered to the Organic Search channel.
Local actions: calls, direction requests, website clicks and bookings from the Google Business Profile Performance report.

TRACKING CHECKED THIS MONTH?

KNOWN DATA GAPS

Key events still firing, no tag, form or consent changes

Search visibility

METRIC FROM SEARCH CONSOLE	THIS MONTH	LAST MONTH	SAME MONTH LAST YEAR	NOTE
Clicks, all queries				
Clicks, non-branded				
Impressions				
Click-through rate				
Average position				
AI Overviews and AI Mode impressions				

BRAND EXCLUSION PATTERN USED

Performance report, Query filter, Custom (regex), Doesn't match regex

EXPLAINING AVERAGE POSITION

Average position is an average across every query and every impression. When the site starts appearing for new searches deep in the results, the average gets worse even as traffic grows. Say so in one line whenever it moves.

Pages that moved

Biggest gainers

PAGE	CHANGE IN CLICKS	LIKELY REASON	NEXT ACTION

Biggest losers

PAGE	CHANGE IN CLICKS	LIKELY REASON	NEXT ACTION

THE REASON COLUMN IS THE POINT

"Down 40%" worries a client. "Down because Google now answers the question at the top of the page, and here is what we are doing about it" is something they can work with.

Work shipped

Everything done this month, mapped to the agreed scope. Every item should point to something the client can check.

TASK	SCOPE ITEM	STATUS	EVIDENCE OR LINK

WAITING ON THE CLIENT

Access, approvals, content, decisions

Next month

Three to five commitments, each with an owner and a date. A commitment without an owner tends to slide into the following month.

COMMITMENT	OWNER	DUE	DEPENDS ON

RISKS TO FLAG

DECISIONS NEEDED

Explaining a down month

Check the causes in this order. The first ones are the quickest to rule out.

- ☐ Seasonality: compared with the same month last year
- ☐ Tracking: key events still firing, no tag, form or consent changes
- ☐ Site changes: redesign, noindex, changed URLs, missing redirects, hosting
- ☐ Google updates: dates matched against the Search Status Dashboard
- ☐ Search results: steady rankings but a falling click-through rate
- ☐ Competitors: who took the positions, and what their page does better

WHAT DROPPED	WHERE	MOST LIKELY CAUSE	EVIDENCE	WHAT WE ARE DOING

REPLACE THIS SENTENCE EVERY TIME

"We will continue monitoring the situation." Write the specific action instead, and the date you will report back on it.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

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