FREE TEMPLATE · MASLONLABS

Monthly SEO Report Template

Fill in one copy per month. Data sources: Google Search Console, Google Analytics 4 and your rank or AI visibility tracker.

Website: _____ **Reporting period:** _____

Prepared for: _____ **Prepared by:** _____

1. Executive Summary

Three to five sentences: what changed, why, and what you will focus on next month. Write it last.

What happened this month · Biggest win · Biggest risk · Focus for next month

2. KPI Scorecard

Compare with the previous month and the same month last year (seasonality). Keep the same KPIs every month.

KPI	This month	Last month	Change	Same month last year	Source
Organic clicks					GSC
Impressions					GSC
Average CTR					GSC
Non-branded clicks					GSC
Organic sessions					GA4
Organic key events (leads, sales)					GA4
Organic revenue / lead value					GA4 / CRM
AI referral sessions					GA4
Indexed pages					GSC
Referring domains					Backlink tool

3. Search Performance

Top queries	Clicks	Impr.	Position	Change

Top landing pages	Clicks	Key events	Change	Note

4. Rankings and AI Visibility

Track a fixed set of priority keywords and prompts. Note AI Overview / AI Mode appearances and citations in ChatGPT, Perplexity or Gemini.

Keyword or prompt	Position / cited?	Last month	Ranking URL

5. Technical Health

Check	Status	Notes / action
Page indexing: new "not indexed" issues		
Core Web Vitals (LCP, INP, CLS)		
Crawl errors / server errors (5xx)		
Broken links and redirect chains		
Sitemap submitted and processed		
Manual actions / security issues		

6. Links and Mentions

New referring domains / mentions	Linking page	Target page

7. Work Completed This Month

Published / updated content · Technical fixes · Links earned · Experiments started

8. Plan for Next Month

Priority task	Expected impact	Owner	Due

FILLED-IN EXAMPLE

Example: October 2026 Report

A fictional local bakery website ("Example Bakery"), so you can see how a finished report reads. All numbers are made up.

1. Executive Summary

Organic clicks grew 18% month over month, mainly from the new "custom birthday cakes" page, which now ranks in the top 5. Online cake orders from organic search rose from 41 to 52. Impressions dipped on two old blog posts after a Google update; we will refresh both in November. Next month's focus: Christmas order pages and fixing slow image loading on mobile.

2. KPI Scorecard

KPI	Oct 2026	Sep 2026	Change	Oct 2025	Source
Organic clicks	3,420	2,900	**+18%**	2,610	GSC
Impressions	96,800	99,100	**-2%**	71,300	GSC
Average CTR	3.5%	2.9%	**+0.6 pts**	3.7%	GSC
Non-branded clicks	1,980	1,560	**+27%**	1,240	GSC
Organic sessions	3,610	3,050	**+18%**	2,790	GA4
Organic key events (orders)	52	41	**+27%**	33	GA4
Organic revenue	$3,380	$2,640	**+28%**	$2,050	GA4
AI referral sessions	64	38	**+68%**	9	GA4
Indexed pages	48	46	+2	39	GSC
Referring domains	71	68	+3	55	Backlink tool

8. Plan for Next Month

Priority task	Expected impact	Owner	Due
Publish "Christmas cake pre-orders" page	Seasonal clicks and orders	Content	Nov 10
Compress hero images, fix LCP on mobile	Core Web Vitals pass	Developer	Nov 15
Refresh two declining blog posts	Recover impressions	Content	Nov 24