



# MONTHLY SEO REPORT

January 2021

\*\*\*SAMPLE\*\*\*



Prepared By:

**Rocket labs**

This sample report is a copy of one of the reports sent to our client. The client name and document links have been removed due to NDA and for privacy reasons. The rest of the information has not been modified and remained truthful.

## Report Contents

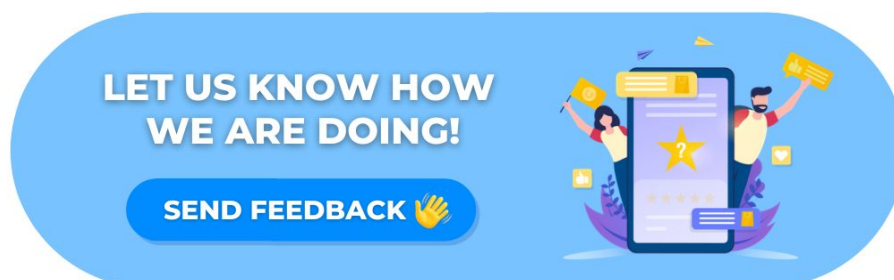
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## Summary

- In January, we were focusing on semantics and content SEO. Our SEO Strategist created several new clusters that have been pushed through to the copywriting team to prepare copies for the new and existing pages.

After publishing new copies on the website, creating tags, new pages, and other related tasks, we will receive additional entry points to the website, which will improve the visibility of the site and increase organic traffic. Ultimately, all this will bring new customers.

- Our copywriting team has created new content for the website based on the specifications provided by SEO Strategist. This report contains links to the files with copies that need to be approved.
- During the technical SEO, we came to the conclusion that the best option to improve page speed indicators is to replace the theme. Currently, we are preparing for the implementation.



*The link was removed to prevent spam submissions.*

## Keyword Research and On-page SEO

New keyword clusters for beds and bedrooms have been created and approved by the client.

- [Link to the file with new clusters](#)

Created tasks for copywriting team to create content for selected clusters.

- [Copywriting task for “black walnut bed frame” keyword](#)
- [Copywriting task for “bed modern furniture” keyword](#)
- [Copywriting task for “danish bed” keyword](#)
- [Copywriting task for “danish modern bed” keyword](#)

Created new clusters and used them for H1 tags

- [Link to the general website semantic core](#) (rows 238-274)

Eliminated duplicate title tags and created new ones.

- [File with new title tags](#)

Eliminated duplicate H1 tags and created new ones.

- [File with new H1 tags](#)

## Off-page SEO

Applied for the publication of listings in the following directories:

- [xtians.com](http://xtians.com)
- [yellowbot.com](http://yellowbot.com)
- [addbusiness.net](http://addbusiness.net)
- [informationcrawler.com](http://informationcrawler.com)
- [listsite.org](http://listsite.org)
- [addlinkzfree.com](http://addlinkzfree.com)
- [ranaf.com](http://ranaf.com)
- [websiteslist.com.ar](http://websiteslist.com.ar)
- [zexro.info](http://zexro.info)

Applications are under review, waiting for approval.

## Content SEO

Our copywriting team has completed tasks assigned by the SEO strategist.

- [Copy for “black walnut bed frame” keyword](#)
- [Copy for “bed modern furniture” keyword](#)
- [Copy for “bedroom bench with storage” keyword](#)
- [Copy for “danish bed” keyword](#)
- [Copy for “danish modern bed” keyword](#)

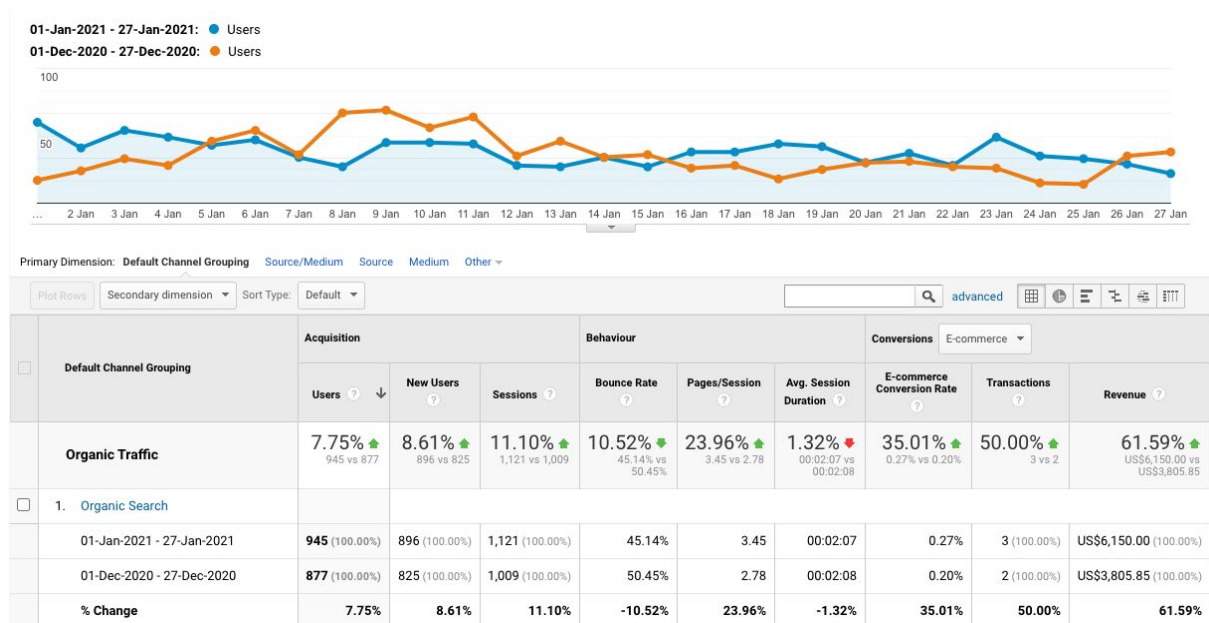
Once the texts are published on the newly created pages with appropriate tags, we will get more entry points to the website, which will improve site search visibility and increase organic traffic.

# Analytics

## Organic traffic

In December (for the same period as in January), the website was visited by 877 visitors from search engines. 825 were unique visitors with a total of 1,009 sessions.

In January, the website was visited by 945 visitors from search engines. 896 were unique visitors with a total of 1,121 sessions.



We can conclude that the organic search traffic grew by 7.75% compared to last month.

## Bounce rate

- Last month the bounce rate was 50.45%
- This month the rate is 45.14%

The bounce rate decreased by 10.52%, which means that it is becoming more valuable for the users, and they are closing it less often. An increase in this indicator will play a positive role in the future organic growth of the website.

## Search positions

The average website position has decreased over this month from 61 to 65. This is a negative factor, which we are taking into account for our future work plan.



The number of keywords in the top 10 hasn't changed and remained in the same state - 12 keywords.

## Key Performance Indicators

	Initial	Last month	This month	Change, %
Average Website Positions	59	62	65	+4.83%
Website Visibility in the United States	0	0	0	0.00%
Number of Top-10 Keywords In the United States	2	12	12	+500.00%
Organic Search Traffic Volume (Visits)	1,292	1,009	1,121	-13.23%

The "Change, %" column is showing the difference between "This month" and "Initial" values.

Since the start of our SEO work, the website positions have slightly decreased. We believe that it is related to issues encountered with Shopify's limited development tools. The primary problem is the website speed, which is currently being resolved by installing the new theme.



## Next steps

1. In February, we will keep working on website semantics and content. We will create a number of tags for optimization of existing and new pages and write more texts. Working on semantics has a crucial impact on the position of the site in the search. Therefore, this direction will allow the website to rank higher in search engines, thereby attracting more customers.
2. Additionally, we will continue to improve the technical side of the site. This is done so that search engines more accurately read and understand the website.
3. We will continue to work on placing the site in directories. This will increase the website's trust and search engine rankings. Having overtaken competitors in these parameters, we will improve the website's search positions.