

SEO Report – Sample PDF

Client: Example Company Inc.

Report Period: Q4 2024 (October – December)

Prepared by: SEO Team

Date: January 15, 2025

Executive Summary

Organic traffic increased by 32% compared to Q3 2024.

Total keywords ranking in top 10 positions grew from 145 to 218.

Domain Rating improved from 42 to 47.

Key Metrics

Organic Sessions: 28,450 (+32% QoQ)

Organic Clicks: 19,820 (+28% QoQ)

Impressions: 312,000 (+41% QoQ)

Average CTR: 6.3% (+0.4%)

Average Position: 8.2 (improved from 11.4)

Domain Rating (DR): 47 (up from 42)

Top Performing Pages

1. /blog/how-to-optimize-pdf/ – 4,210 sessions

2. /sample-pdf-download/ – 3,890 sessions

3. /free-pdf-tools/ – 2,650 sessions

4. /pdf-converter/ – 2,100 sessions

Keyword Rankings

New keywords in top 3: 12

New keywords in top 10: 31

Keywords lost (>10): 4

Backlink Summary

New referring domains: 18

Lost referring domains: 3

Total backlinks: 1,240

Total referring domains: 312

Recommendations for Q1 2025

1. Publish 4 long-form blog posts targeting Easy KD keywords
2. Fix 14 broken internal links identified in crawl
3. Improve page speed on mobile (current LCP: 4.2s, target: <2.5s)
4. Build 10 additional backlinks via outreach campaign

Next Report

Q1 2025 report will be delivered by April 15, 2025.