

## EXAMPLE SEO REPORT

Note that this report is taken from an actual report from one of the client sites, and was accurate at the time of publication. Typical monthly reports you will receive reflect the following.

### OVERVIEW

#### VISITOR STATISTICS



1,328 [Visits](#)



9,225 [Pageviews](#)



6.95 [Pages/Visit](#)



29.44% [Bounce Rate](#)



00:03:10 [Avg. Time on Site](#)



80.30% [% New Visits](#)

#### Last Months Results

- Visitors Last Month 928
- Average pages viewed per visit: 5.9
- Average time spent on site: 3min 20
- Overall Bounce rate\* 33%

Visits are increasing again due to the upcoming seasonal search trends for your products. During the spring and summer months we expect this to be nearer the 4000 mark. The increased positioning in the search engines has also driven more visitors.

#### TRAFFIC BREAKDOWN



11.67% [Direct Traffic](#)



2.33% [Referring Sites](#)



85.99% [Search Engines](#)

Search engine percentages have increased due to improvements outlined below, and search engine referrals are now double what they were at this time last year.

*The top referring sites were:*

homeimprovements4all.co.uk  
debbysgardenlinks.co.uk  
salvoweb.com

**Google Pagerank : PR2**

**SEO Score on domaintools.com: 93% (excellent)**

## PAGES STATISTICS

### MOST VIEWED PAGES

URL	Pageviews	Time on Page	Bounce Rate	% Exit
1. <a href="#">/</a>	700	00:00:35	22.19%	28.00%
2. <a href="#">/garden-lampposts-c-25.html</a>	365	00:00:36	26.79%	25.48%
3. <a href="#">/post-boxes-c-63.html</a>	334	00:00:41	25.42%	24.25%
4. <a href="#">/victorian-fireplaces-c-27.html</a>	329	00:00:17	10.53%	19.45%
5. <a href="#">/garden-benches-c-1.html</a>	270	00:00:20	28.40%	19.26%
6. <a href="#">/easymap.php</a>	173	00:00:54	20.00%	13.87%
7. <a href="#">/floorboards-c-83.html</a>	151	00:00:43	40.91%	27.15%
8. <a href="#">/one-off-items-c-49.html</a>	150	00:00:29	33.33%	6.00%
9. <a href="#">/victorian-bedroom-fireplaces-c-27_28.html</a>	126	00:00:22	0.00%	5.56%
10. <a href="#">/railway-sleepers-c-22.html</a>	124	00:00:44	55.56%	23.39%
11. <a href="#">/roof-finials-c-65.html</a>	122	00:00:21	0.00%	8.20%
12. <a href="#">/contact_us.php</a>	116	00:01:21	40.00%	19.83%
13. <a href="#">/victorian-pavers-c-81.html</a>	107	00:00:20	9.09%	14.95%
14. <a href="#">/garden-ornaments-c-39.html</a>	104	00:00:20	50.00%	5.77%
15. <a href="#">/chimney-pots-c-38.html</a>	103	00:00:20	13.33%	13.59%
16. <a href="#">/prestige-items-c-66.html</a>	100	00:00:16	50.00%	7.00%
17. <a href="#">/victorian-combination-fireplaces-c-27_29.html</a>	96	00:00:18	0.00%	3.12%
18. <a href="#">/signs-plaques-c-59.html</a>	88	00:00:30	0.00%	10.23%
19. <a href="#">/garden-statues-c-39_48.html</a>	86	00:00:15	20.00%	5.81%
20. <a href="#">/four-seater-garden-benches-c-1_5.html</a>	84	00:00:15	0.00%	5.95%

Most pages have excellent results, and have had increased views over last month. The visitors are staying on the site once arriving, and progressing to the product pages. The 'Prestige items' page doesn't seem to be working, and this shows on all reports. I think people are landing on this page, seeing the higher prices, and leaving. It may be better to have a 'contact us for pricing' instead (set the price to zero in the admin panel for all products in this page).

## MOST VIEWED PRODUCT PAGES

This month we have included a breakdown of product pages. The results show that most pages are performing well. However, the Meon Fire place is the most viewed product page, yet is failing to retain visitors from the search engines. The leaf garden bench page is also suffering. Personally I think this is down to the pictures showing rust (bench) or shading marks (meon). Note that the white fleur-de-le garden bench shows no rust marks, and the page performs much better.

URL	Pageviews	Time on Page	Bounce Rate	% Exit
23. <a href="#">/meon-fire-place-p-71.html</a>	78	00:00:49	75.00%	11.54%
32. <a href="#">/large-cast-iron-post-p-58.html</a>	63	00:00:44	0.00%	19.05%
36. <a href="#">/10ft-cast-iron-lamp-post-p-163.html</a>	56	00:00:59	16.67%	12.50%
39. <a href="#">/cast-iron-wall-mounted-post-p-89.html</a>	53	00:01:05	0.00%	15.09%
52. <a href="#">/cast-iron-garden-lampposts-p-23.html</a>	37	00:01:23	0.00%	2.70%
55. <a href="#">/reclaimed-pine-boardng-p-155.html</a>	36	00:00:58	0.00%	19.44%
57. <a href="#">/11ft-cast-iron-garden-lampposts-p-50.html</a>	33	00:01:42	0.00%	6.06%
59. <a href="#">/leaf-garden-bench-p-160.html</a>	32	00:00:28	100.00%	15.62%
62. <a href="#">/welsh-slate-p-20.html</a>	32	00:01:13	0.00%	9.38%
63. <a href="#">/chimney-pots-p-42.html</a>	31	00:00:26	0.00%	9.68%
66. <a href="#">/fleur-garden-bench-p-6.html</a>	29	00:01:00	0.00%	13.79



## KEYWORDS

### TOP 20 OF 504 REFERRING KEYWORDS FROM SEARCH ENGINES.

Keyword	Visits	Pages/Visit	Avg. Time on Site	Bounce Rate
1. <a href="#">reclaimed materials</a>	35	7.23	00:02:41	8.57%
2. <a href="#">cast iron post boxes</a>	32	6.88	00:03:51	12.50%
3. <a href="#">cast iron post box</a>	31	4.94	00:03:23	19.35%
4. <a href="#">reclaimed</a>	28	9.79	00:05:06	14.29%
5. <a href="#">reclaimed garden furniture</a>	25	10.44	00:02:41	36.00%
6. <a href="#">cast iron lamp posts</a>	21	5.19	00:02:29	23.81%
7. <a href="#">cast iron garden furniture</a>	18	5.56	00:01:43	33.33%
8. <a href="#">cast iron lamp post</a>	15	6.73	00:03:18	26.67%
9. <a href="#">cast iron garden benches</a>	12	7.00	00:01:08	16.67%
10. <a href="#">cast iron lampposts</a>	12	9.42	00:02:58	25.00%
11. <a href="#">reclaimed chimney pots</a>	12	11.92	00:03:58	0.00%
12. <a href="#">reclaimed furniture</a>	10	10.30	00:03:44	30.00%
13. <a href="#">victorian edging tiles</a>	10	9.20	00:04:32	30.00%
14. <a href="#">reclaimed building materials</a>	9	5.22	00:00:55	44.44%
15. <a href="#">reclaimed fireplaces</a>	9	4.44	00:00:38	11.11%
16. <a href="#">reclaimed lamp posts</a>	9	7.00	00:02:22	44.44%
17. <a href="#">reclaimed ridge tiles</a>	9	12.22	00:04:03	11.11%
18. <a href="#">reclaimed victorian fireplaces</a>	7	9.29	00:07:22	14.29%
19. <a href="#">reclaimed victorian tiles</a>	7	21.43	00:18:29	0.00%
20. <a href="#">cast iron garden bench</a>	6	9.83	00:02:36	33.33%

All time spent on sites from the referring keywords is excellent, with bounce rates and PPV within target.

KEYWORD REVIEW

KEYWORD OR TARGETTED PHRASE	Results in Search Engines					
						
	Top 100		Top 100		Top 50	
	posn	change	posn	change	posn	change
Reclaimed lampposts	3	-	1	-	1	+49
Reclaimed garden lampposts	1	-	1	-	1	+49
Reclaimed cast iron lampposts	1	-	1	-	1	+49
Cast iron LampPosts	5	-1	1	-	1	+49
Reclaimed benches	1	-	1	-	5	+8
Reclaimed bricks	-	-	10	+2	19	+30
Railway sleepers	-	-	-	-	44	+6
Garden benches	-	-	29	+71	-	-
Cast Iron Garden Benches	5	+2	2	+3	1	+1
Garden lampposts	12	+1	2	-1	1	+49
Victorian fireplaces	85	-15	-	-62	25	+25
Victorian Cast iron Fireplaces	44	-6	-	-84	17	+33
Reclaimed Victorian fireplaces	16	-	5	-1	2	+9
Reclaimed slates	-	-	-	-	37	+13
Cast Iron Post Boxes	4	+1	12	+2	1	+4
Reclaimed post box	3	-	1	+1	1	+3
<b>NEW SEARCHES TO BE OPTIMISED</b>						
Reclaimed Garden Fountains	3	+2	1	-	1	+2
Garden Fountains	-	-	-	-	24	+26
Reclaimed Garden Ornaments	1	-	1	+1	1	-
Garden Ornaments	-	-	-	-	-	-
Roof Finials	40	-14	-	-	2	+48
Cast Iron Garden Statues	25	-11	2	+98	3	+47
Reclaimed garden statue	14	-13	1	+99	3	+47
<b>RANDOM NEW SEARCHES FOR LOCAL TRAFFIC</b>						
lampposts burton on trent	1	-	1	-	1	+49
reclaimed building materials burton on trent	1	-	1	-	1	+49
victorian fireplaces burton on trent	1	-	1	-	1	+49
garden benches burton on trent	1	-	1	-	1	+49
Garden benches derby	6	-3	3	+3	5	+10
Oak Floorboards Derby	2	-1	2	1	-	-
Garden lampposts derby	1	-	1	-	1	+49
reclaimed building materials derby	7	-	1	-	2	-
Victorian fireplaces derby	3	-	12	-9	2	+13

**TOTALS:**

Google            **-58**  
 Yahoo             **+124**  
 MSN/Live        **+815**

MSN has seen a huge increase this month, but as normal when this happens the other search engines can drop for certain terms, as google has done. This should only be temporary. All remaining pages are being filtered out of the supplemental index, and the recent URL amendment is ensuring duplicate pages are being thinned out.

## OPTIMISING DONE IN JANUARY

- Minor tweaks to wording on header tags.
- Commented text at top of document was incorrectly formatted and causing the rest of the code to throw errors. Now rectified.
- Link to garden benches pages put on relevant thread on moneysavingexpert.com
- Temporary and experimental menu added to promote even pagerank and get deeper pages listed better.
- Meta tags system revised to latest version.
- W3C formatting rechecked.
- \*Improved top title in the header, now displays category headings as well as category title. If the two are the same only the category title is displayed. This increases the keyterms for any one page.
- New improved Trust logo installed in bottom right corner of the site. This version of the logo is said to improve sales by up to 20%.

## SUGGESTIONS STRONGLY RECOMMENDED.

You now need more incoming links to the site from good quality similar websites to your own. These help search engine results massively and is one of the reason bygone is listed so well. You will need to start thinking about paid advertisements and inclusions. We recommend the following.

- Site listing enhanced on <http://www.reclaimbuildingsupply.com/staffs.htm> . Upgrade to paid listing at £20/year. This will help further with your listings and referrals.
- Site to be added to <http://www.salvo.co.uk/staffordshire/directory.html> (2p per day) .

We can manage and arrange these for you if required. Notification asap if you would like to go ahead.