Your Agency

SAMPLE REPORT, INVENTED DATA

Monthly SEO report September 2026

northwind-teams.example, organic search

Period: 1 to 30 September 2026, compared with August 2026 and September 2025

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1. Summary

> WHAT THIS SECTION IS FOR
> The one page a busy client reads. Lead with the result that matters most, good or bad, then say what happened and what you will do. Three numbers, three reasons, three next steps.

Organic clicks

12,480

+9% vs August, +31% vs Sep 2025

Demo requests from organic

64

+12% vs August (57)

Average position

12.8

up from 14.2 in August

What happened

- **The refreshed pricing guide drove most of the growth.** It was updated on 4 September and gained 1,020 clicks, mostly from searches it already ranked for on page two.
- **Click-through rate fell on the "team chat" guide.** It still ranks third, but an AI Overview now answers the question above it, so it got 22% fewer clicks.
- **Demand is seasonal.** Impressions for planning searches always rise in September, so part of the gain is the season, not our work. Compared with September 2025, clicks are still up 31%.

What we will do next month

- Rework the "team chat" guide so it is the source the answer cites: a short direct answer first, then a comparison table.
- Fix the 14 pages that redirect from internal links (found in the indexing report).
- Publish two new guides on searches where we already appear on page two.

2. Scorecard

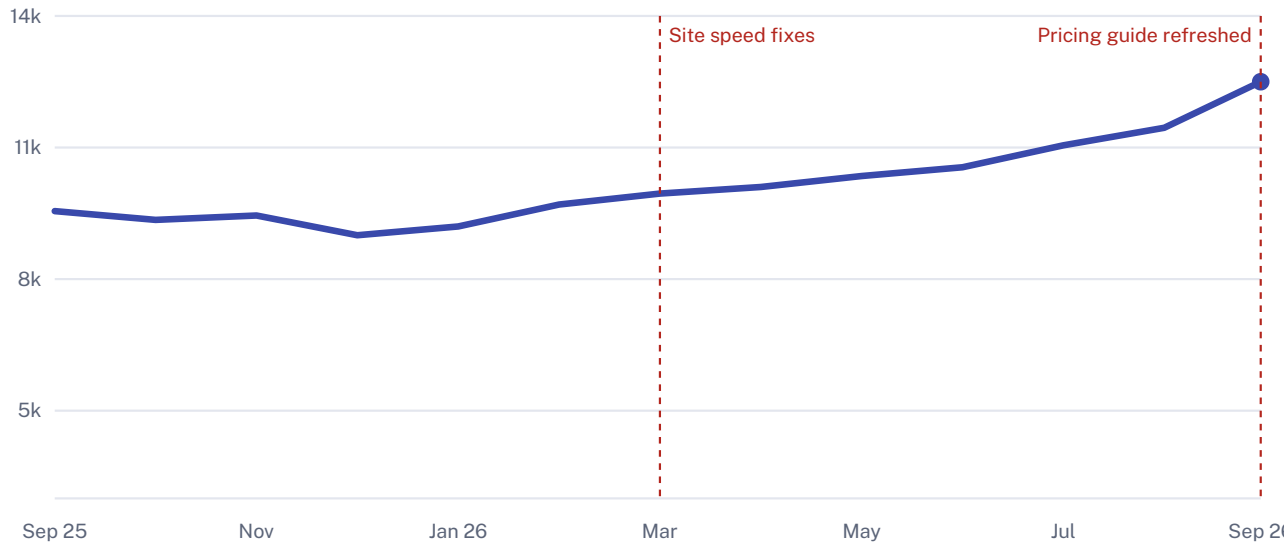
> **WHAT THIS SECTION IS FOR**
> The same table every month, so the client can compare at a glance. Show the previous month and the same month last year: the year comparison removes most seasonal swings.

Metric	Sep 2026	Aug 2026	Change	Sep 2025	Change
Organic clicks (Search Console)	12,480	11,450	+9.0%	9,530	+31.0%
Impressions (Search Console)	402,100	366,800	+9.6%	331,400	+21.3%
Click-through rate	3.1%	3.1%	0.0 pt	2.9%	+0.2 pt
Average position	12.8	14.2	1.4 better	15.6	2.8 better
Organic sessions (GA4)	10,940	10,120	+8.1%	8,310	+31.6%
Demo requests from organic (GA4 key event)	64	57	+12.3%	41	+56.1%
Pages with at least one click	286	271	+15	214	+72

Search Console clicks and GA4 sessions never match exactly: they count different things. Watch whether the gap between them changes, not the gap itself.

3. Clicks over 13 months

> **WHAT THIS SECTION IS FOR**
> One chart that shows the direction of travel, with the changes you made marked on it. It answers "is this working?" before anyone asks.



Monthly organic clicks from Search Console. Red lines mark changes we made, so you can see what followed them. A change needs two to three weeks before its effect is readable.

4. Pages that moved

> WHAT THIS SECTION IS FOR
> Where the change came from. A site-wide number hides the cause; a handful of pages usually explain most of it. Give each one a reason, not just a number.

Gained the most clicks

Page	Clicks	Change	Why
/guides/team-pricing-compared	2,310	+1,020	Refreshed on 4 Sep; moved from 11th to 4th for its main search
/templates/meeting-agenda	1,180	+240	Seasonal: planning searches rise every September
/blog/async-standups	640	+190	New FAQ section now shows in People Also Ask

Lost the most clicks

Page	Clicks	Change	Why
/guides/team-chat-apps	870	−250	Still 3rd, but an AI Overview answers above it; rework planned
/blog/remote-onboarding	310	−95	Slipped from 5th to 9th; two competitors updated their pages
/features/calendar	120	−40	Internal links now point to a redirect; fix scheduled

5. Searches that moved

> WHAT THIS SECTION IS FOR
> The searches behind the pages. Show what reached page one, and the "striking distance" searches just off it: those are next month's cheapest wins.

Reached page one this month

Search	Position	Was	Clicks
team pricing comparison	4	11	540
async standup template	7	13	120
meeting agenda examples	6	10	210

Striking distance: positions 11 to 20 with real demand

Search	Position	Impressions	Page to improve
remote onboarding checklist	12	9,400	/blog/remote-onboarding
best team chat for small business	14	7,800	/guides/team-chat-apps
project kickoff agenda	16	5,100	/templates/meeting-agenda

Positions are Search Console averages for the month. Average position is weighted by impressions, so check single searches like these rather than the site average.

6. Technical health

> WHAT THIS SECTION IS FOR
> Proof that nothing is quietly broken. Keep it short when all is well, and turn anything wrong into a line on next month's plan.

Check (Search Console)	Result	Action
Indexing > Pages	412 indexed, 38 not indexed	14 "Page with redirect" from internal links: fix the links
Core Web Vitals (mobile)	92% of URLs good, 8% need improvement	Compress hero images on 6 template pages
Manual actions	No issues detected	None
Security issues	No issues detected	None
Sitemaps	Read successfully on 29 Sep	None

Why pages are not indexed

Reason	Pages	Needs work?
Page with redirect	14	Yes: update internal links
Crawled, currently not indexed	11	Review: thin tag pages
Excluded by "noindex" tag	9	No: intended (account pages)
Not found (404)	4	Yes: redirect two old guides

7. Work done and next month

> WHAT THIS SECTION IS FOR
> Connects the numbers to the work the client pays for. List what shipped with its date, so next month's report can show what each change did.

Done in September

- 4 Sep: refreshed /guides/team-pricing-compared (new prices, comparison table, FAQ)
- 11 Sep: added an FAQ to /blog/async-standups
- 18 Sep: published /templates/project-kickoff
- 25 Sep: fixed 9 broken internal links

Planned for October

- Rework /guides/team-chat-apps: direct answer first, comparison table
- Update /blog/remote-onboarding to win "remote onboarding checklist"
- Fix the 14 redirecting internal links and two 404s
- Two new guides on page-two searches

Decisions we need from you

- Approve the new comparison table on the team chat guide (draft shared on 28 Sep).
- Confirm the October product launch date, so the launch page is ready a week before.

8. What each number means

> WHAT THIS SECTION IS FOR
> A glossary the client can come back to, so nobody has to ask what "impressions" means on the call.

Term	Meaning
Clicks	Times someone clicked through to the site from Google Search results (Search Console).
Impressions	Times a page appeared in someone's search results, whether or not it was seen or clicked.
Click-through rate (CTR)	Clicks divided by impressions. It falls when something above the result (such as an AI Overview) answers the question.
Average position	The average top position of the site's results, weighted by impressions. Lower is better; 1 is the top.
Organic sessions	Visits that GA4 attributes to organic search. Close to clicks, never identical.
Key event	An action GA4 counts as valuable, here a demo request.
Striking distance	Searches where the site ranks just off page one (about 11 to 20), where a small improvement can bring clicks.
Indexed	Pages Google has stored and can show in results.

This is a sample from useflowra.com. The site, the agency and every number are invented. Use the structure for your own reports.