PPWD

PRO PRODUCTS WEB DEVELOPMENT

SAMPLE SEO REPORT

www.ppwd.com

Overview

In this report, you will find Google Pay Per Click performance, as well as important Google Analytics statistics. If you have any questions when reviewing this data, please feel free to call us for clarification.

Google Pay Per Click Statistics

The information included in this section was gathered from Google Adwords reporting. Below you will find the total number of impressions, clicks, average cost per click, conversions, average cost per conversion, and the total amount spent. Under each item will show the percentage increase or decrease when compared to the same time period last year.

IMPRESSIONS
EXAMPLE

82,705

↑ 18%

CLICKS
EXAMPLE

861

↑ 18%

AVG. CPC
EXAMPLE

$ 3.86

↑ 64%

CONVERSIONS
EXAMPLE

16

↓ 5.9%

COST / CONV.
EXAMPLE

$ 207.53

↑ 105%

COST (PREVIOUS MONTH)
PAST 1 MONTH: EXAMPLE

$ 3,320.50

↑ 92%

KEYWORDS PERFORMANCE (PAY-PER-CLICK)
EXAMPLE

Keyword	Clicks	Impr.	CTR	Avg. CPC	Avg. position
Keyword 1	418	68,370	0.61%	$5.60	3.4
Keyword 2	87	6,119	1.42%	$4.68	4.1
Keyword 3	54	596	9.06%	$1.65	1.8
Keyword 4	48	617	7.78%	$1.83	1.6
Keyword 5	42	703	5.97%	$1.72	1.8
Keyword 6	40	816	4.90%	$0.99	1.9
Keyword 7	37	242	15.29%	$1.53	1.4
Keyword 8	29	290	10%	$0.28	1.8
Keyword 9	21	384	5.47%	$2.02	1.6
Keyword 10	20	1,679	1.19%	$1.89	3.7
	796	**79,816**	**1%**	**$4.00**	**3.4**

Analytics Statistics

The information included in this section was gathered from Google Analytics reporting. Below you will find the total number of pageviews, sessions, bounce rate, users, new visitors, returning visitors, and goal tracking. Under each item will show the percentage increase or decrease when compared to the same time period last year.

PAGEVIEWS
WWW.EXAMPLE.COM

PAGEVIEWS
WWW.EXAMPLE.COM

11,618

↑ 10%

SESSIONS
WWW.EXAMPLE.COM

3,565

↑ 7.8%

BOUNCE RATE
WWW.EXAMPLE.COM

46.48%

↓ 2.4%

USERS
WWW.EXAMPLE.COM

2,391

↓ 5.5%

NEW VISITORS
WWW.EXAMPLE.COM

2,188

↓ 6.6%

RETURNING VISITORS
WWW.EXAMPLE.COM

1,377

↑ 43%

Goal / Conversion Tracking

Each of the main goals/conversions are listed below, with the percent increase or decrease when compared to the same time period last year. Total Goal Completions include the users that went to the form pages, as well as those who completed them. Listed separately are the users who completed specific forms (Individual goal 1, Individual goal 2, Individual goal 3, Individual goal 4).

GOAL COMPLETIONS (TOTAL)
WWW.EXAMPLE.COM

457

↑ 136%

GOAL CONVERSION RATE
WWW.EXAMPLE.COM

14.64%

↑ 10%

INDIVIDUAL GOAL 1
WWW.EXAMPLE.COM

32

↑ 52%

INDIVIDUAL GOAL 2
WWW.EXAMPLE.COM

10

↑ ∞

INDIVIDUAL GOAL 3
WWW.EXAMPLE.COM

6

↓ 25%

INDIVIDUAL GOAL 4
WWW.EXAMPLE.COM

0

↓ 100%

Top Keywords / Pages

Below you will find the top landing pages for EXAMPLE.com, as well as the top keywords, both based on sessions.

TOP LANDING PAGES
WWW.EXAMPLE.COM

Landing page	New users	Sessions	Bounce rate	Avg. session duration	Pages / session	% exit
/	1,554	2,367	41.28%	1m 57s	4	28.49%
/locations	124	299	34.11%	3m 18s	3	30.57%
/contact.html	28	33	48.48%	1m 51s	4	23.08%
/latest_news.html	20	25	76%	1m 4s	2	60.98%
/about.html	12	24	58.33%	3m 54s	2	44.44%
	2,738	**3,565**	**46.48%**	**2m 12s**	**3**	**30.58%**

TOP KEYWORDS
WWW.EXAMPLE.COM

Keyword	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate
Sample keyword	427	367	1,359	3	1m 32s	38.88%
Sample keyword 2	186	175	684	4	1m 14s	31.48%
Sample keyword 3	62	43	188	3	1m 34s	45.16%
Sample keyword 4	61	51	203	3	1m 21s	29.51%

Glossary

% NEW SESSIONS: An estimate of the percentage of first time visits.

AVG. CPC: Average cost-per-click (CPC) is the average amount that you've been charged for a click on your ad.

AVG. POSITION: This metric shows your ad's position relative to those of other advertisers.

BOUNCE RATE: Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

CLICKS: When a user clicks your ad.

CONVERSIONS: Conversions are how many times your ads led customers to an action defined as valuable, such as sales or leads.

COST: Cost is the sum of your cost-per-click (CPC) spend and cost-per-thousand impressions (CPM) spend during this period.

CTR: Clickthrough rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown. Example: If you have five clicks and 1000 impressions, then your CTR is 0.5%

IMPRESSIONS: An impression is counted each time your ad is shown on a search result page or other site on the Google Display Network.

NEW VISITORS: A visitor who did not have Google Analytics cookies when they hit the first page in this visit. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor.

PAGES / SESSION: Pages/Session is the average number of pages viewed during a session. Repeated views of a single page are counted.

PAGEVIEWS: Pageviews are the total number of pages viewed. Repeated views of a single page are counted.

RETURNING VISITORS: A visitor with existing Google Analytics cookies from a previous visit.

SESSION DURATION: The average length of a session.

SESSIONS: A session is the period of time a user is actively engaged with your website. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

USERS: Users that have had at least one session within the selected date range. Includes both new and returning users.