trackpal

Monthly SEO Report	**Example Client**
Date	**16 November 2012**
Prepared by	**Scott Lawson**

Monthly SEO Report - October 2012

Contents

Thanks for using TrackPal's automated SEO and Analytics reporting template. Below is a brief explanation of the tabs and information in the reports, so you know exactly what you're looking at.

All tabs have graphed data and a comments box to allow you to draw your conclusions and analysis of the data that you can see. We've done the numbers, so that you can concentrate on telling your stories!

All reports have the following tabs hyperlinks to the tab you want to look at.:

Cover: Introduces the report and gives the client name and reporting date.

Contents: This page!

Executive summary: SEO conversion data trending for the last 12 months vs target (which you need to input please), as well as providing year on year comparison. Includes conversion rates.

Brand vs Non-Brand Keywords: Segments brand and non-brand keyword data in to visits, number of derivatives of terms used to find website and conversions. Gives percentage (%) splits.

Rankings: Positional data on keywords in Google, Bing and Yahoo! TrackPal queries the search engines on a weekly basis and reports back the best result to account for fluctuations.   Summarises the split of top 3 rankings, and top 3 pages (top 30 rankings). Gives monthly change percentage (% MoM Inc).

Rankings – Competitors: As above but for up to 6 key competitors (please tell us who they are).

Visits by Traffic Source: Details traffic by specific source:

"No referrer" – direct visits to the website through bookmarks or URL typed directly in to browser.
"SEO" – natural / organic search traffic from the search engines.
"PPC" – paid for traffic from the search engines.
"Referrer" – traffic from other domains linking to the client site.

Gives percentage split of contribution of traffic from the sources as well as year on year comparison.

Visits by Search Engine: Trend of top 10 traffic driving search engines (natural / organic traffic) with sub-totals as well as overall traffic from all engines. Gives percentage (%) splits.

Visits by Keyword: Trend of top 20 traffic driving keywords (natural / organic traffic) with sub-totals as well as overall traffic from all keywords. Gives percentage (%) splits.

Conversions by Traffic Source: Number of conversions by specific source. Gives percentage split of contribution of traffic from the sources as well as year on year comparison.

Revenue by Traffic Source: Financial revenue (£'s) by specific source. Gives percentage split of contribution of traffic from the sources as well as year on year comparison.

Conversions by Search Engine: Trend of top 10 conversion driving search engines (natural / organic traffic) with sub-totals as well as overall conversions from all engines. Gives percentage (%) splits.

Revenue by Search Engine: Financial revenue (£'s) by top 10 search engines (natural / organic traffic) with sub-totals as well as overall conversions from all engines. Gives percentage (%) splits.

Conversions by Keyword: Trend of top 20 conversion driving keywords (natural / organic traffic) with sub-totals as well as overall traffic from all keywords. Gives percentage (%) splits.

Revenue by Keyword: Financial revenue (£'s) by top 20 keywords (natural / organic traffic) with sub-totals as well as overall traffic from all keywords. Gives percentage (%) splits.

Monthly SEO Report - October 2012

Executive Summary

comments

Performance against targets

Year on Year comparisons

SEO Sales / month	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Total
2012 SEO conversions	32	39	37	45	58	44	62	62	64	69			512
2012 SEO target	35	35	40	40	45	45	50	50	55	55			450
Performance %	-8.6%	11.4%	-7.5%	12.5%	28.9%	-2.2%	24.0%	24.0%	16.4%	25.5%	NA	NA	13.8%
2011 SEO conversions	12	15	13	8	11	20	22	27	25	24	30	34	241
% difference	166.7%	160.0%	184.6%	462.5%	427.3%	120.0%	181.8%	129.6%	156.0%	187.5%			112.4%

SEO performance vs target and year on year comparison

Legend: 2012 SEO conversions, 2012 SEO target, 2011 SEO conversions
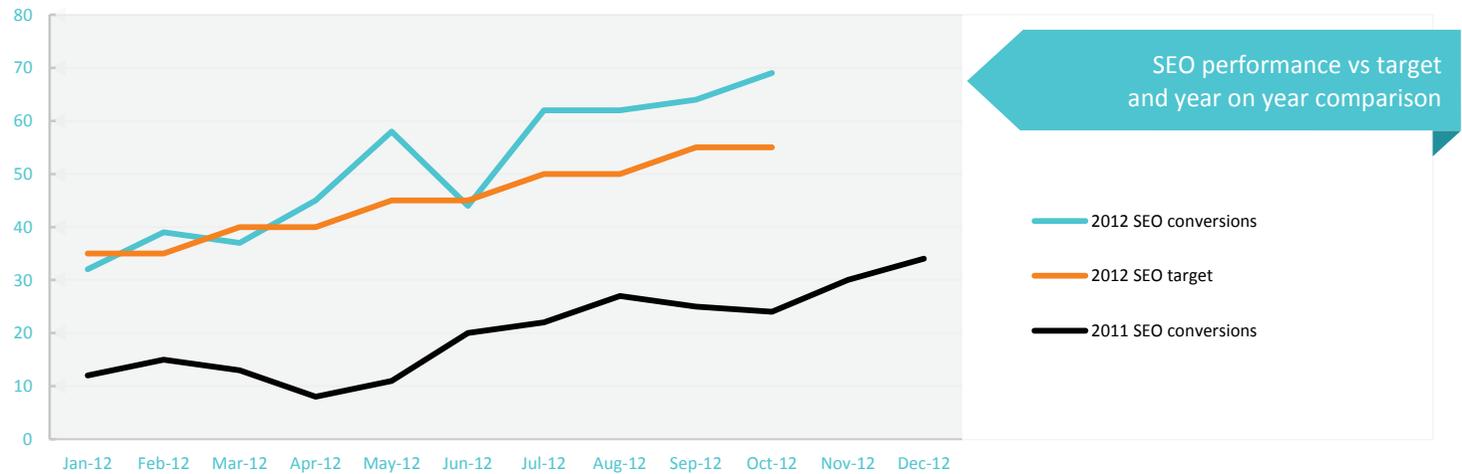
SEO conversion rate	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
Traffic	1,196	850	1,433	1,454	1,150	1,303	1,304	999	1,249	1,071	879	1,061	13949
Sales	61	57	84	90	88	57	44	44	62	46	36	42	711
Conversion %	5.1%	6.7%	5.9%	6.2%	7.7%	4.4%	3.4%	4.4%	5.0%	4.3%	4.1%	4.0%	5.1%

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Brand vs Non-Brand Keywords

comments

Traffic
Search Engines

Split / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
Brand	246	191	224	169	139	151	1120
Non-brand	642	808	1,025	902	1,161	910	5448
Total	888	999	1249	1071	1300	1061	6568
% Brand	27.7%	19.1%	17.9%	15.8%	10.7%	14.2%	17.1%
% Non-brand	72.3%	80.9%	82.1%	84.2%	89.3%	85.8%	82.9%

Brand vs non brand search engine traffic
- Non-brand
- Brand

Number of derivatives of Keywords used to find website
Search Engines

Split / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
Brand	32	27	29	27	22	19	156
Non-brand	368	504	601	472	589	510	3044
Total	400	531	630	499	611	529	3200
% Brand	8.0%	5.1%	4.6%	5.4%	3.6%	3.6%	4.9%
% Non-brand	92.0%	94.9%	95.4%	94.6%	96.4%	96.4%	95.1%
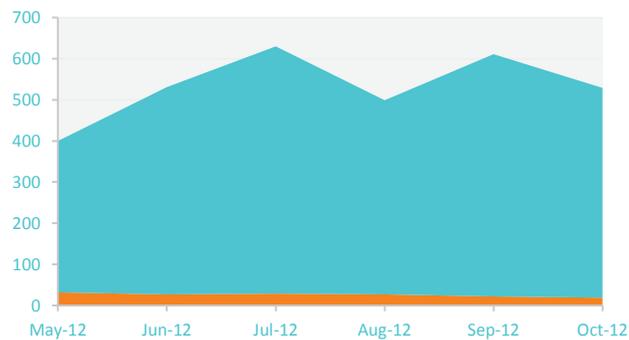
Number of Keywords used to find website
- Non-brand
- Brand

Conversions
Search Engines

Split / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
Brand	20	21	23	16	18	8	106
Non-brand	38	23	39	46	46	61	253
Total	58	44	62	62	64	69	359
% Brand	34.5%	47.7%	37.1%	25.8%	28.1%	11.6%	29.5%
% Non-brand	65.5%	52.3%	62.9%	74.2%	71.9%	88.4%	70.5%
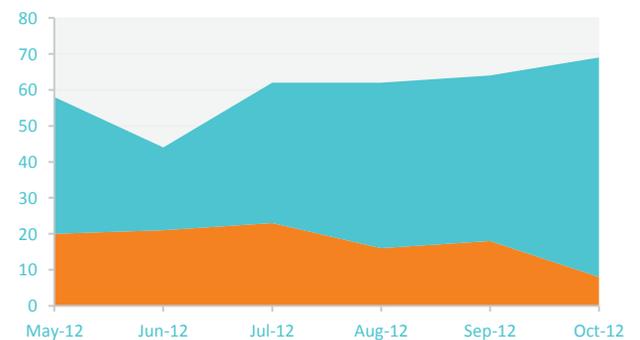
Brand vs non-brand conversion split
- Non-brand
- Brand

Monthly SEO Report - October 2012

Search Engine Rankings

comments

Top 30 rankings trends

■ Position 3
■ Position 2
■ Position 1
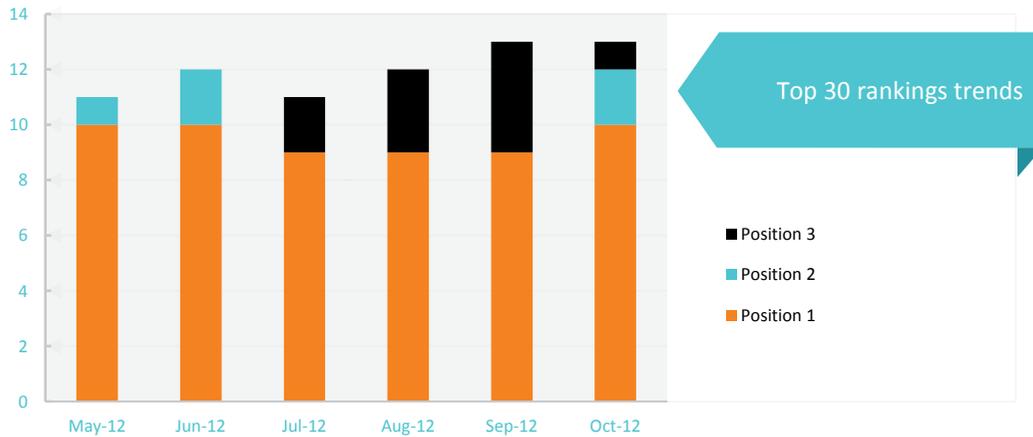
Summary Top 3 Results

Traffic Source / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	% MoM Inc.
Position 1	10	10	9	9	9	10	11.1%
Position 2	1	2	0	0	0	2	N/A
Position 3	0	0	2	3	4	1	-75.0%
Total Positions (1-3)	11	12	11	12	13	13	0.0%

Top 30 rankings trends

■ Page 3 (11-30)
■ Page 2 (11-20)
■ Page 1 (1-10)
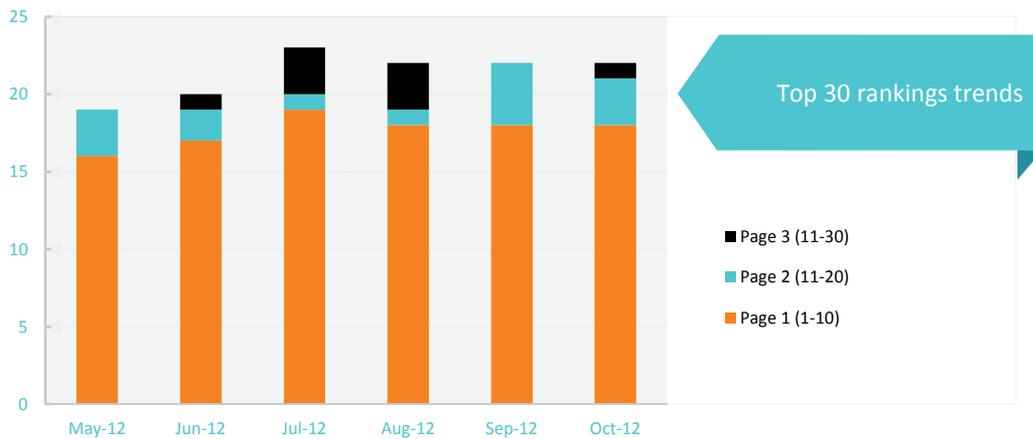
Summary Top 30 Results

Traffic Source / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	% MoM Inc.
Page 1 (1-10)	16	17	19	18	18	18	0.0%
Page 2 (11-20)	3	2	1	1	4	3	-25.0%
Page 3 (11-30)	0	1	3	3	0	1	N/A
Total positions, pages 1-3	19	20	23	22	22	22	0.0%

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Search Engine Rankings

Rankings by specific search engine and search term

Search engine	Keywords	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12
Google	Keyword 1	-	-	-	-	-	-
Google	Keyword 2	-	-	-	-	-	-
Google	Keyword 3	-	-	-	-	-	-
Google	Keyword 4	-	-	-	-	-	-
Google	Keyword 5	-	-	-	-	-	-
Google	Keyword 6	-	-	-	-	-	-
Google	Keyword 7	-	-	-	-	-	-
Google	Keyword 8	-	-	-	-	-	-
Google	Keyword 9	-	-	-	-	-	-
Google	Keyword 10	-	-	-	-	-	-
Google	Keyword 11	-	-	-	-	-	-
Google	Keyword 12	-	-	29	-	-	-
Google	Keyword 13	-	31	29	42	32	29
Google	Keyword 14	-	-	-	-	-	-
Google	Keyword 15	7	7	10	10	11	10
Google	Keyword 16	-	-	-	-	-	-
Google	Keyword 17	-	-	-	-	-	-
Google	Keyword 18	-	-	-	-	-	-
Google	Keyword 19	-	-	-	-	-	-
Google	Keyword 20	16	15	16	15	18	15
Google	Keyword 21	1	1	1	1	1	1
Google	Keyword 22	1	1	1	1	1	1
Google	Keyword 23	4	5	10	8	3	3
Google	Keyword 24	5	1	5	3	3	1
Google	Keyword 25	-	-	-	-	-	-
Google	Keyword 26	-	-	-	-	-	-
Google	Keyword 27	-	-	-	-	-	-

Google	Keyword 28	-	-	-	-	-	-
Google	Keyword 29	-	-	-	-	-	-
Google	Keyword 30	-	-	-	-	-	-
Google	Keyword 31	-	-	-	-	-	-
Google	Keyword 32	1	1	1	1	1	1
Bing	Keyword 1	-	-	-	-	-	-
Bing	Keyword 2	-	-	-	-	-	-
Bing	Keyword 3	-	-	-	-	-	-
Bing	Keyword 4	-	-	-	-	-	-
Bing	Keyword 5	-	-	-	-	-	-
Bing	Keyword 6	-	-	-	-	-	-
Bing	Keyword 7	-	-	-	-	-	-
Bing	Keyword 8	-	-	-	-	-	-
Bing	Keyword 9	-	-	-	-	-	-
Bing	Keyword 10	-	-	-	-	-	-
Bing	Keyword 11	-	-	-	-	-	-
Bing	Keyword 12	47	-	-	-	18	16
Bing	Keyword 13	12	10	8	9	6	5
Bing	Keyword 14	-	-	-	-	-	-
Bing	Keyword 15	35	-	8	28	7	33
Bing	Keyword 16	-	-	-	-	-	-
Bing	Keyword 17	-	-	-	-	-	-
Bing	Keyword 18	-	-	-	-	-	-
Bing	Keyword 19	-	-	-	-	-	47
Bing	Keyword 20	32	-	-	32	-	32
Bing	Keyword 21	1	1	1	1	1	1
Bing	Keyword 22	1	1	1	1	1	1
Bing	Keyword 23	7	6	6	6	4	5
Bing	Keyword 24	1	2	3	3	3	2
Bing	Keyword 25	-	-	-	-	-	-
Bing	Keyword 26	-	-	-	-	-	-
Bing	Keyword 27	-	-	-	-	-	-

Bing	Keyword 28	-	-	-	-	-	-
Bing	Keyword 29	-	-	-	-	-	-
Bing	Keyword 30	-	-	-	-	-	-
Bing	Keyword 31	-	-	-	-	-	-
Bing	Keyword 32	1	1	1	1	1	1
Yahoo!	Keyword 1	-	-	-	-	-	-
Yahoo!	Keyword 2	-	-	-	-	-	-
Yahoo!	Keyword 3	-	-	-	-	-	-
Yahoo!	Keyword 4	-	-	-	-	-	-
Yahoo!	Keyword 5	-	-	-	-	-	-
Yahoo!	Keyword 6	-	-	-	-	-	-
Yahoo!	Keyword 7	-	-	-	-	-	-
Yahoo!	Keyword 8	-	-	-	-	-	-
Yahoo!	Keyword 9	-	-	-	-	-	-
Yahoo!	Keyword 10	-	-	-	-	-	-
Yahoo!	Keyword 11	-	-	-	-	-	-
Yahoo!	Keyword 12	47	42	39	42	17	18
Yahoo!	Keyword 13	12	11	8	10	6	5
Yahoo!	Keyword 14	-	-	-	-	-	-
Yahoo!	Keyword 15	35	29	30	27	33	33
Yahoo!	Keyword 16	-	-	-	-	-	-
Yahoo!	Keyword 17	-	-	-	-	-	-
Yahoo!	Keyword 18	-	-	-	-	-	-
Yahoo!	Keyword 19	-	-	-	-	-	-
Yahoo!	Keyword 20	32	33	33	26	31	31
Yahoo!	Keyword 21	1	1	1	1	1	1
Yahoo!	Keyword 22	1	1	1	1	1	1
Yahoo!	Keyword 23	7	6	5	6	5	4
Yahoo!	Keyword 24	2	2	3	3	3	2
Yahoo!	Keyword 25	-	-	-	-	-	-
Yahoo!	Keyword 26	-	-	-	-	-	-
Yahoo!	Keyword 27	-	-	-	-	-	-

Yahoo!	Keyword 28	-	-	-	-	-	-
Yahoo!	Keyword 29	-	-	-	-	-	-
Yahoo!	Keyword 30	-	-	-	-	-	-
Yahoo!	Keyword 31	-	-	-	-	-	-
Yahoo!	Keyword 32	1	1	1	1	1	1

comments

Competitor Top 3 rankings trends

- Position 1
- Position 2
- Position 3
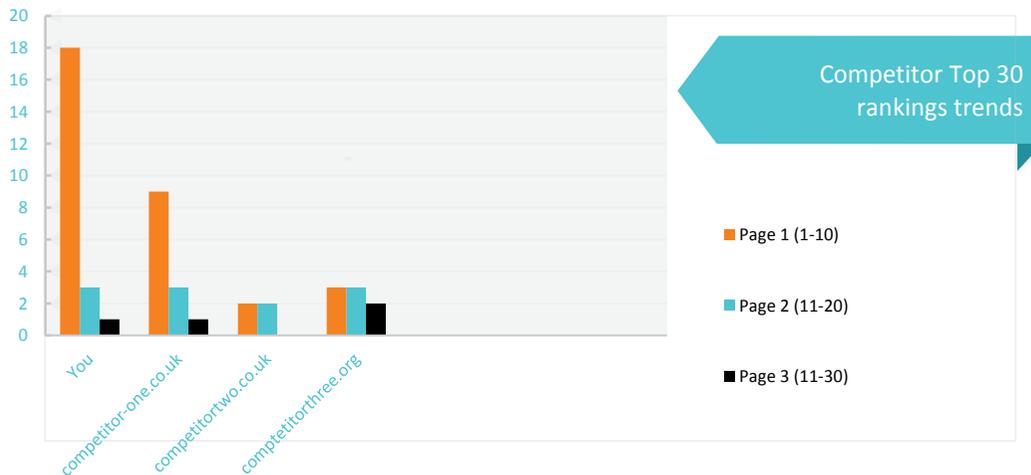
Summary Top 3 Results

Ranking	You	competitor-one.co.uk	competitortwo.co.uk	comptetitorthree.org
Position 1	10	4	0	0
Position 2	2	1	0	0
Position 3	1	2	0	0
Total Positions (1-3)	13	7	0	0

Competitor Top 30 rankings trends

- Page 1 (1-10)
- Page 2 (11-20)
- Page 3 (11-30)

Summary Top 30 Result

Ranking	You	competitor-one.co.uk	competitortwo.co.uk	comptetitorthree.org
Page 1 (1-10)	18	9	2	3
Page 2 (11-20)	3	3	2	3
Page 3 (11-30)	1	1	0	2
Total positions, pages 1-3	22	13	4	8

Search Engine Rankings - Competitors

Rankings by specific search engine and search term

Search engine	Keywords	You	competitor-one.co.uk	competitortwo.co.uk	comptetitorthree.org
Google	Keyword 1	-	-	-	-
Google	Keyword 2	-	-	-	-
Google	Keyword 3	-	3	-	-
Google	Keyword 4	-	-	-	-
Google	Keyword 5	-	-	-	-
Google	Keyword 6	-	1	-	-
Google	Keyword 7	-	-	-	-
Google	Keyword 8	-	-	-	-
Google	Keyword 9	-	2	-	-
Google	Keyword 10	-	-	-	20
Google	Keyword 11	-	-	-	-
Google	Keyword 12	-	-	-	-
Google	Keyword 13	29	28	20	22
Google	Keyword 14	-	-	-	-
Google	Keyword 15	10	8	7	5
Google	Keyword 16	-	-	-	-
Google	Keyword 17	-	-	-	-
Google	Keyword 18	-	-	-	-
Google	Keyword 19	-	-	-	-
Google	Keyword 20	15	12	13	11
Google	Keyword 21	1	-	-	-
Google	Keyword 22	1	-	-	-
Google	Keyword 23	3	-	-	-

Google	Keyword 24	1	-	-	-
Google	Keyword 25	-	1	-	-
Google	Keyword 26	-	-	-	-
Google	Keyword 27	-	-	-	-
Google	Keyword 28	-	-	4	-
Google	Keyword 29	-	-	-	-
Google	Keyword 30	-	-	-	-
Google	Keyword 31	-	-	-	-
Google	Keyword 32	1	-	-	-
Bing	Keyword 1	-	-	-	-
Bing	Keyword 2	-	-	-	-
Bing	Keyword 3	-	-	-	-
Bing	Keyword 4	-	-	-	-
Bing	Keyword 5	-	-	-	-
Bing	Keyword 6	-	-	-	-
Bing	Keyword 7	-	-	-	5
Bing	Keyword 8	-	-	-	-
Bing	Keyword 9	-	-	-	-
Bing	Keyword 10	-	-	-	-
Bing	Keyword 11	-	-	-	-
Bing	Keyword 12	16	-	-	40
Bing	Keyword 13	5	-	-	-
Bing	Keyword 14	-	-	-	-
Bing	Keyword 15	33	-	-	-
Bing	Keyword 16	-	-	-	-
Bing	Keyword 17	-	-	-	-
Bing	Keyword 18	-	-	-	-
Bing	Keyword 19	47	-	-	32
Bing	Keyword 20	32	20	-	-
Bing	Keyword 21	1	-	-	-
Bing	Keyword 22	1	-	-	-
Bing	Keyword 23	5	-	-	-

Bing	Keyword 24	2	-	-	-
Bing	Keyword 25	-	-	-	-
Bing	Keyword 26	-	-	-	-
Bing	Keyword 27	-	-	-	40
Bing	Keyword 28	-	1	-	-
Bing	Keyword 29	-	-	-	-
Bing	Keyword 30	-	-	-	-
Bing	Keyword 31	-	-	-	-
Bing	Keyword 32	1	-	-	-
Yahoo!	Keyword 1	-	-	-	-
Yahoo!	Keyword 2	-	-	-	-
Yahoo!	Keyword 3	-	-	-	-
Yahoo!	Keyword 4	-	-	-	-
Yahoo!	Keyword 5	-	-	-	-
Yahoo!	Keyword 6	-	-	-	24
Yahoo!	Keyword 7	-	-	-	-
Yahoo!	Keyword 8	-	-	-	-
Yahoo!	Keyword 9	-	1	-	-
Yahoo!	Keyword 10	-	-	-	-
Yahoo!	Keyword 11	-	-	-	-
Yahoo!	Keyword 12	18	-	-	39
Yahoo!	Keyword 13	5	-	-	-
Yahoo!	Keyword 14	-	-	-	-
Yahoo!	Keyword 15	33	-	-	-
Yahoo!	Keyword 16	-	-	-	-
Yahoo!	Keyword 17	-	-	-	-
Yahoo!	Keyword 18	-	-	-	-
Yahoo!	Keyword 19	-	-	-	33
Yahoo!	Keyword 20	31	20	-	-
Yahoo!	Keyword 21	1	-	-	-
Yahoo!	Keyword 22	1	-	-	-
Yahoo!	Keyword 23	4	-	-	-

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Search Engine Rankings - Competitors

Yahoo!	Keyword 24	2	-	-	-
Yahoo!	Keyword 25	-	-	-	5
Yahoo!	Keyword 26	-	-	-	-
Yahoo!	Keyword 27	-	-	-	-
Yahoo!	Keyword 28	-	-	-	-
Yahoo!	Keyword 29	-	3	-	-
Yahoo!	Keyword 30	-	-	-	13
Yahoo!	Keyword 31	-	-	-	-
Yahoo!	Keyword 32	1	4	-	-

Monthly SEO Report - October 2012

Visits by Traffic Source

comments

Visit trend by traffic source

- No referrer
- SEO
- PPC
- Referrer

Year on year traffic comparison

- 2011 traffic
- 2012 traffic
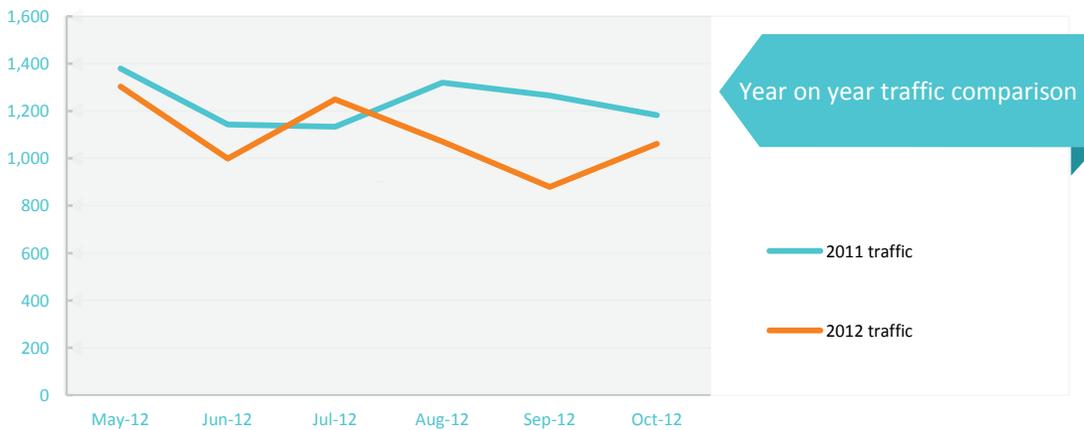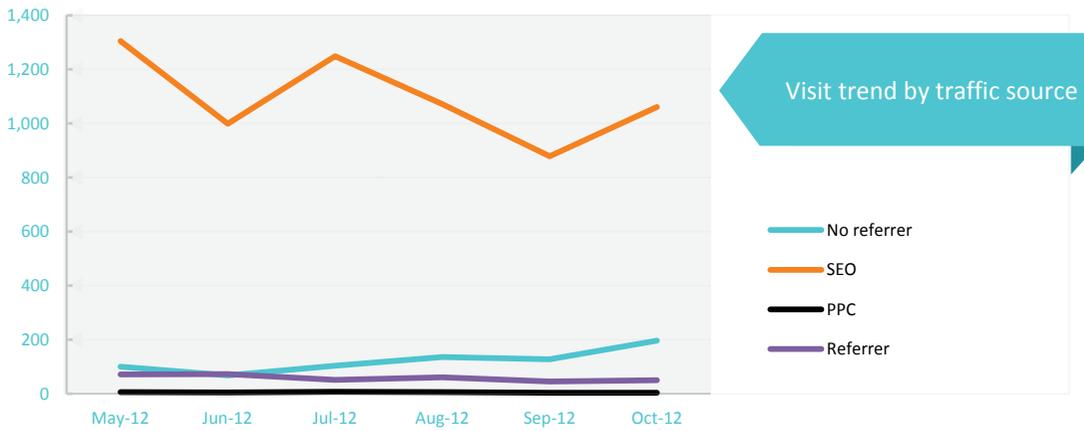
Traffic Source

Traffic Source / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	100	68	104	136	128	197	733
SEO	1,304	999	1,249	1,071	879	1,061	6563
PPC	6	5	7	6	4	4	32
Referrer	72	73	52	61	45	50	353
Total	1482	1145	1412	1274	1056	1312	7681

% Contribution

Traffic Source / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	6.7%	5.9%	7.4%	10.7%	12.1%	15.0%	9.5%
SEO	88.0%	87.2%	88.5%	84.1%	83.2%	80.9%	85.4%
PPC	0.4%	0.4%	0.5%	0.5%	0.4%	0.3%	0.4%
Referrer	4.9%	6.4%	3.7%	4.8%	4.3%	3.8%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Natural Search traffic YoY comparison

Year / month	May	Jun	Jul	Aug	Sep	Oct	Total
2011 traffic	1,380	1,143	1,134	1,320	1,265	1,183	7425
2012 traffic	1,304	999	1,249	1,071	879	1,061	6563
% diff	-5.5%	-12.6%	10.1%	-18.9%	-30.5%	-10.3%	-11.6%

Visits by Search Engine

comments

Visits by top 10 search engines

Search Engine / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
Google	1,100	843	1,035	899	723	831	5431	82.8%
Bing	68	85	102	73	59	91	478	7.3%
Yahoo	64	38	61	51	49	77	340	5.2%
Search-Results	22	5	5	12	21	33	98	1.5%
Ask	14	11	15	13	9	13	75	1.1%
Conduit	10	3	7	7	8	9	44	0.7%
AOL	8	4	9	5	7	4	37	0.6%
AVG	7	4	7	5	2	1	26	0.4%
Babylon	8	5	6	6	0	1	26	0.4%
Comcast	0	0	1	0	1	1	3	0.0%
Sub-Total	1301	998	1248	1071	879	1061	6558	99.9%
Total	1304	999	1249	1071	879	1061	6563	
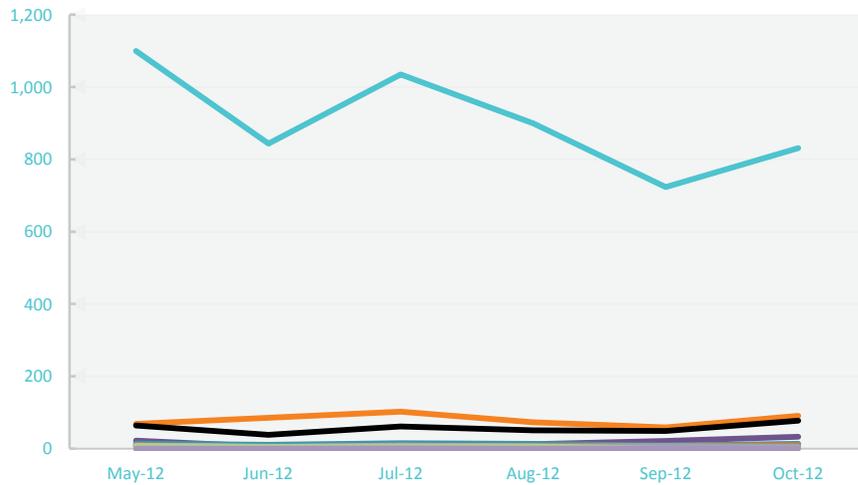
Visits trend by top 10 search engines

Google   Bing   Yahoo   Search-Results
Ask   Conduit   AOL   AVG
Babylon   Comcast

Visits by Keyword

comments

Visits by top 20 Keywords

Keyword / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
(not provided)	135	108	143	143	144	156	829	12.6%
keyword 1	167	145	173	123	98	108	814	12.4%
keyword 2	53	51	77	63	38	28	310	4.7%
keyword 3	0	0	0	3	19	28	50	0.8%
keyword 4	2	0	4	3	5	20	34	0.5%
keyword 5	25	3	10	10	10	15	73	1.1%
keyword 6	7	7	10	9	7	12	52	0.8%
keyword 7	2	10	3	7	2	11	35	0.5%
keyword 8	2	3	3	0	3	11	22	0.3%
keyword 9	9	3	10	27	10	8	67	1.0%
keyword 10	5	5	8	6	0	8	32	0.5%
keyword 11	6	9	7	8	6	8	44	0.7%
keyword 12	8	4	9	13	0	8	42	0.6%
keyword 13	33	12	5	3	5	7	65	1.0%
keyword 14	4	3	2	8	4	6	27	0.4%
keyword 15	15	3	3	5	4	6	36	0.5%
keyword 16	10	8	7	7	6	6	44	0.7%
keyword 17	0	1	2	0	2	5	10	0.2%
keyword 18	6	7	6	9	8	5	41	0.6%
keyword 19	0	0	3	0	2	5	10	0.2%
Sub Total	489	382	485	447	373	461	2637	40.2%
Total	1304	999	1249	1071	879	1061	6563	

Visits trend by top 20 Keywords

Legend:
- (not provided)
- keyword 1
- keyword 2
- keyword 3
- keyword 4
- keyword 5
- keyword 6
- keyword 7
- keyword 8
- keyword 9
- keyword 10
- keyword 11
- keyword 12
- keyword 13
- keyword 14
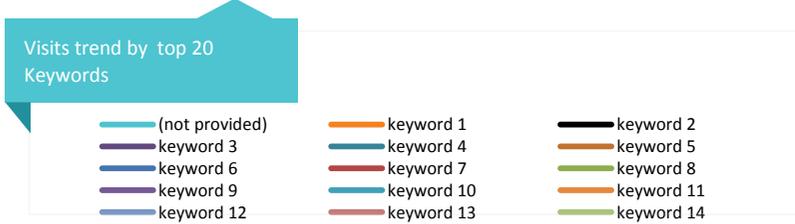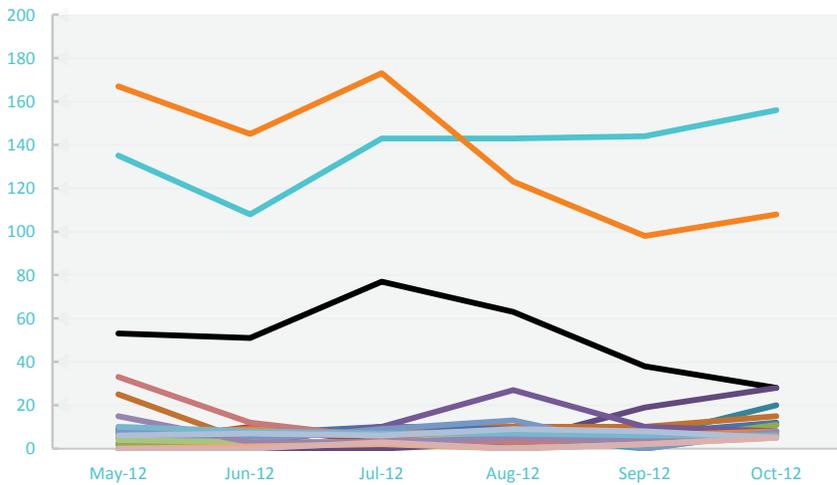
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Conversions by Traffic Source

comments
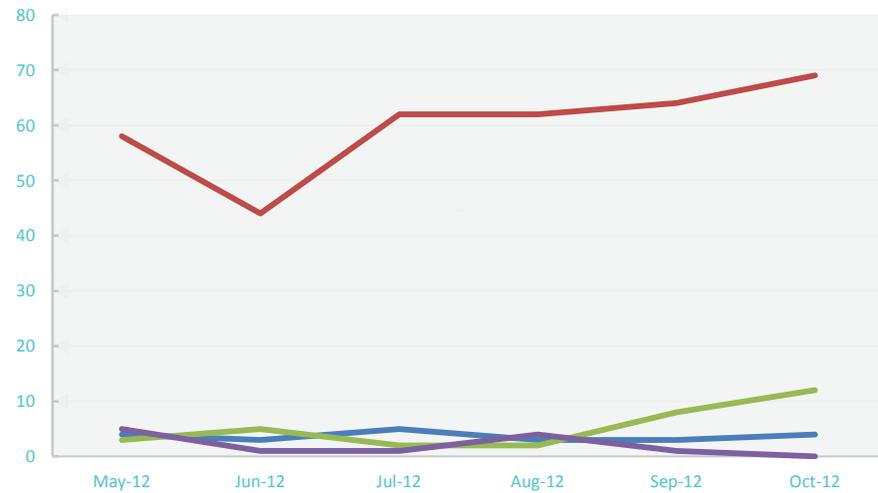
Conversions trend by traffic source

Legend: No referrer — SEO — PPC — Referrer

Conversions

Traffic Source / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	4	3	5	3	3	4	22
SEO	58	44	62	62	64	69	359
PPC	3	5	2	2	8	12	32
Referrer	5	1	1	4	1	0	12
Total	70	53	70	71	76	85	425

SEO Sales / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
Actual SEO sales	58	44	62	62	64	69	359
SEO target	30	30	30	35	35	35	195
Performance against target%	193.3%	146.7%	206.7%	177.1%	182.9%	197.1%	18410.3%

% Contribution

Traffic Source / date	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	5.7%	5.7%	7.1%	4.2%	3.9%	4.7%	5.2%
SEO	82.9%	83.0%	88.6%	87.3%	84.2%	81.2%	84.5%
PPC	4.3%	9.4%	2.9%	2.8%	10.5%	14.1%	7.5%
Referrer	7.1%	1.9%	1.4%	5.6%	1.3%	0.0%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Revenue by Traffic Source

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comments

Revenue

Traffic Source / date	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	£60.00	£45.00	£75.00	£45.00	£45.00	£60.00	£330.00
SEO	£660.00	£660.00	£930.00	£690.00	£540.00	£630.00	£4,110.00
PPC	£65.00	£55.00	£65.00	£70.00	£90.00	£95.00	£440.00
Referrer	£75.00	£15.00	£15.00	£60.00	£15.00	£0.00	£180.00
Total	£860.00	£775.00	£1,085.00	£865.00	£690.00	£785.00	£5,060.00
SEO ROI*							

% Contribution

Traffic Source / date	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total
No referrer	7.0%	5.8%	6.9%	5.2%	6.5%	7.6%	6.5%
SEO	76.7%	85.2%	85.7%	79.8%	78.3%	80.3%	81.2%
PPC	7.6%	7.1%	6.0%	8.1%	13.0%	12.1%	8.7%
Referrer	8.7%	1.9%	1.4%	6.9%	2.2%	0.0%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Revenue trend by traffic source

No referrer   SEO   PPC   Referrer
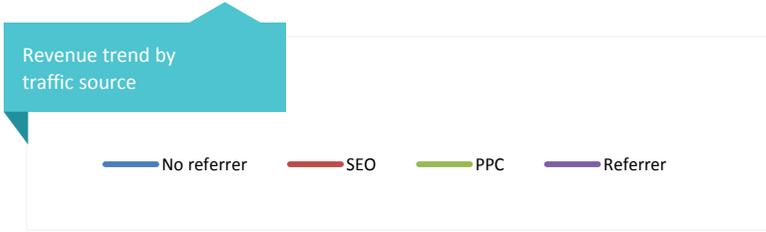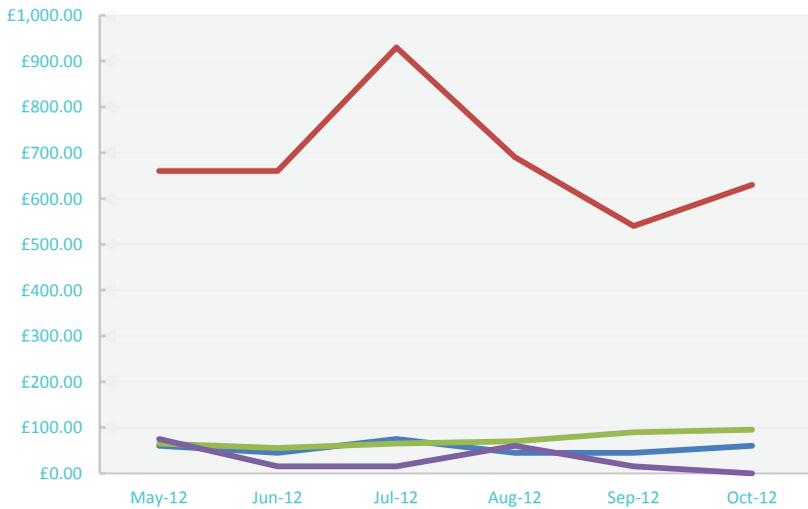
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Conversions by Search Engine

comments

Conversions by top 10 search engines

Search Engine / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
Google	38	39	51	36	28	28	220	61.3%
Bing	2	3	5	4	4	6	24	6.7%
Yahoo	0	2	2	3	1	4	12	3.3%
Search-Results	3	0	1	3	1	3	11	3.1%
Ask	0	0	1	0	1	1	3	0.8%
Conduit	0	0	0	0	0	0	0	0.0%
AOL	1	0	0	0	0	0	1	0.3%
AVG	0	0	1	0	1	0	2	0.6%
Babylon	0	0	1	0	0	0	1	0.3%
Comcast	0	0	0	0	0	0	0	0.0%
Sub-Total	44	44	62	46	36	42	274	76.3%
Total	58	44	62	62	64	69	359	
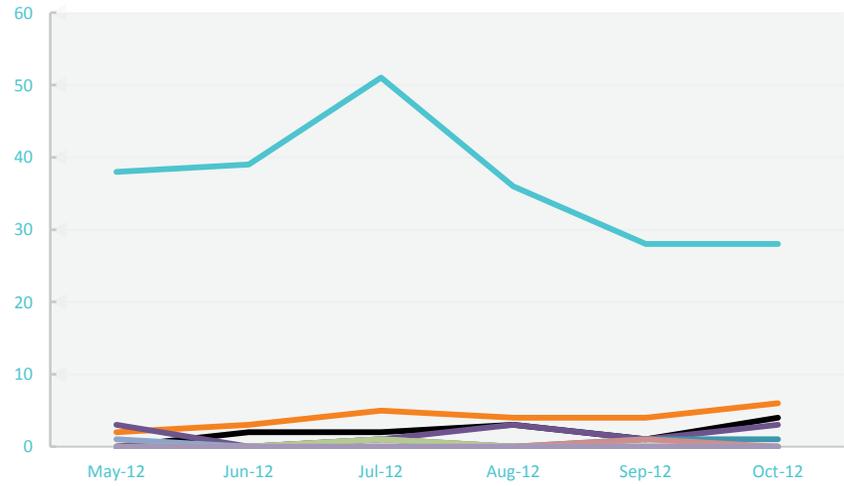
Conversions trend by top 10 search engines

Legend: Google, Bing, Yahoo, Search-Results, Ask, Conduit, AOL, AVG, Babylon, Comcast

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Revenue by Search Engine

comments

Revenue by top 10 search engines

Search Engine / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
Google	£570.00	£585.00	£765.00	£540.00	£420.00	£420.00	£3,300.00	80.3%
Bing	£30.00	£45.00	£75.00	£60.00	£60.00	£90.00	£360.00	8.8%
Yahoo	£0.00	£30.00	£30.00	£45.00	£15.00	£60.00	£180.00	4.4%
Search-Results	£45.00	£0.00	£15.00	£45.00	£15.00	£45.00	£165.00	4.0%
Ask	£0.00	£0.00	£15.00	£0.00	£15.00	£15.00	£45.00	1.1%
Conduit	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%
AOL	£15.00	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	0.4%
AVG	£0.00	£0.00	£15.00	£0.00	£15.00	£0.00	£30.00	0.7%
Babylon	£0.00	£0.00	£15.00	£0.00	£0.00	£0.00	£15.00	0.4%
Comcast	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%
Sub-Total	£660.00	£660.00	£930.00	£690.00	£540.00	£630.00	£4,110.00	100.0%
Total	£660.00	£660.00	£930.00	£690.00	£540.00	£630.00	£4,110.00	

Revenue trend by top 10 search engines

Google
Bing
Yahoo
Search-Results
Ask
Conduit
AOL
AVG
Babylon
Comcast
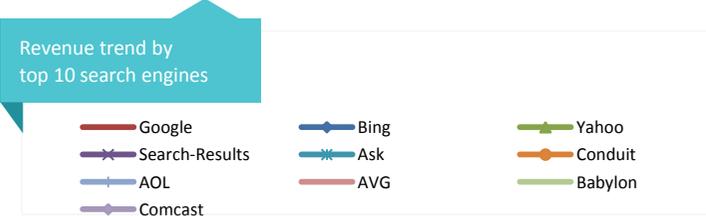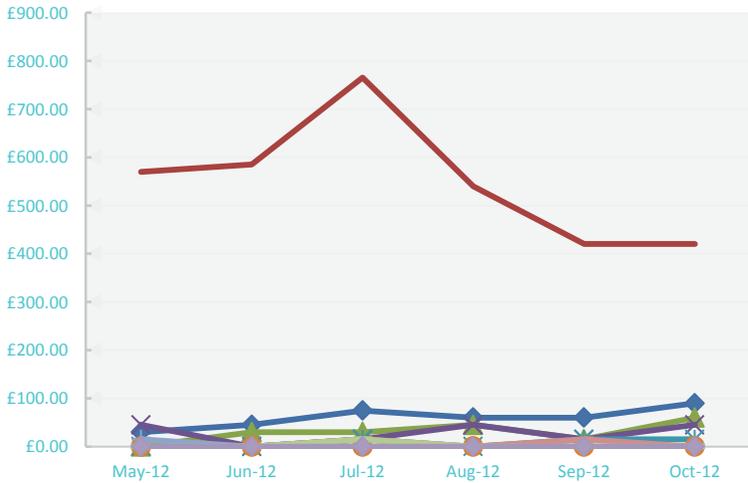
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Conversions by Keyword

comments

Conversions trend by top 20 Keywords

(not provided)	Keyword 1	Keyword 2
Keyword 3	Keyword 4	Keyword 5
Keyword 6	Keyword 7	Keyword 8
Keyword 9	Keyword 10	Keyword 11
Keyword 12	Keyword 13	Keyword 14

Conversions by top 20 Keywords

Search term / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
(not provided)	6	5	5	3	4	7	30	8.4%
Keyword 1	20	17	19	15	14	7	92	25.6%
Keyword 2	0	0	0	0	1	3	4	1.1%
Keyword 3	1	0	0	1	1	2	5	1.4%
Keyword 4	1	0	0	0	1	2	4	1.1%
Keyword 5	0	0	0	0	0	1	1	0.3%
Keyword 6	0	0	0	1	0	1	2	0.6%
Keyword 7	1	2	0	0	0	1	4	1.1%
Keyword 8	0	0	0	0	1	1	2	0.6%
Keyword 9	0	0	0	0	0	1	1	0.3%
Keyword 10	0	0	0	0	0	1	1	0.3%
Keyword 11	0	0	0	0	0	1	1	0.3%
Keyword 12	0	0	0	0	0	1	1	0.3%
Keyword 13	0	0	0	0	0	1	1	0.3%
Keyword 14	0	0	0	0	0	1	1	0.3%
Keyword 15	0	0	0	0	0	1	1	0.3%
Keyword 16	0	0	0	0	0	1	1	0.3%
Keyword 17	0	0	0	0	0	1	1	0.3%
Keyword 18	0	0	0	0	0	1	1	0.3%
Keyword 19	0	0	0	0	0	1	1	0.3%
Sub-Total	29	24	24	20	22	36	155	43.2%
Total	58	44	62	62	64	69	359	
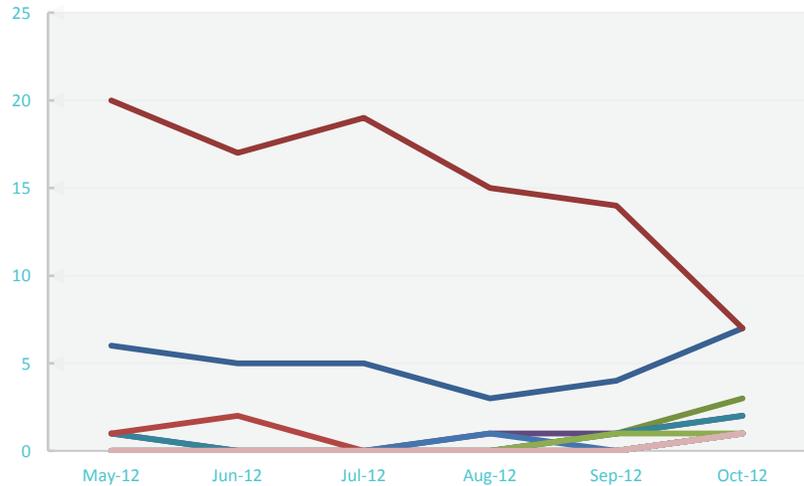
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Revenue by Keyword

comments

£350.00
£300.00
£250.00
£200.00
£150.00
£100.00
£50.00
£0.00

May-12 Jun-12 Jul-12 Aug-12 Sep-12 Oct-12

Revenue trend by top 20 Keywords

— (not provided) — Keyword 1
— Keyword 2 — Keyword 3
— Keyword 4 — Keyword 5
— Keyword 6 — Keyword 7
— Keyword 8 — Keyword 9

Revenue by top 20 Keywords

Search term / month	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Total	%
(not provided)	£90.00	£75.00	£75.00	£45.00	£60.00	£105.00	£450.00	10.9%
Keyword 1	£300.00	£255.00	£285.00	£225.00	£210.00	£105.00	£1,380.00	33.6%
Keyword 2	£0.00	£0.00	£0.00	£0.00	£15.00	£45.00	£60.00	1.5%
Keyword 3	£15.00	£0.00	£0.00	£15.00	£15.00	£30.00	£75.00	1.8%
Keyword 4	£15.00	£0.00	£0.00	£0.00	£15.00	£30.00	£60.00	1.5%
Keyword 5	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 6	£0.00	£0.00	£0.00	£15.00	£0.00	£15.00	£30.00	0.7%
Keyword 7	£15.00	£30.00	£0.00	£0.00	£0.00	£15.00	£60.00	1.5%
Keyword 8	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	£30.00	0.7%
Keyword 9	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 10	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 11	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 12	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 13	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 14	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 15	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 16	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 17	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 18	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Keyword 19	£0.00	£0.00	£0.00	£0.00	£0.00	£15.00	£15.00	0.4%
Sub-Total	£ 435.00	£ 360.00	£ 360.00	£ 300.00	£ 330.00	£ 540.00	£ 2,325.00	56.6%
Total	£ 660.00	£ 660.00	£ 930.00	£ 690.00	£ 540.00	£ 630.00	£ 4,110.00	