SEO Performance Report Template for In-House Teams

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This is a practical reporting template for in-house marketing and SEO teams to help develop an understanding of what's working, what isn't and how to prioritize next steps.

Reporting Period:

Website:

Prepared By:

Date:

1. Executive Summary

Briefly summarize overall SEO performance. Highlight the biggest wins, challenges and priorities.

Overall Performance:

Key Challenges:

Next Steps:

Key Wins:

2. Organic Traffic and Search Visibility

Use Google Analytics 4 and Google Search Console to track traffic and search performance. Compare results with the previous reporting period.

Key Takeaway:

Metric	Current Period	Previous Period
Organic Sessions		
Search Clicks		
Search Impressions		
Average CTR		
Average Position		

3. Content Performance

Identify your strongest-performing pages and content that may need improvement. Consider traffic, engagement and conversions.

Page/URL	Performance Highlight	Recommended Action

Key Takeaway:

4. Backlink Profile

Use your preferred SEO tool to review changes in backlinks and referring domains. **Focus on link quality and relevance.**

Metric	Current Period	Previous Period
Total Backlinks		
Referring Domains		

Key Takeaway:

5. Technical SEO

Use Google Search Console or an SEO audit tool to identify important technical issues affecting visibility or user experience.

Technical Area	Status/Key Finding

Priority Fix:

6. AI Search Visibility

If you have access to AI visibility tools, summarize where your brand or content appears in AI-generated search results. Use consistent measurement methods.

AI Platforms / Tools Monitored:

AI Referral Traffic:

Brand Mentions and Citations:

Key Takeaway:

7. Performance Insights and Recommendations

Bring your findings together. Identify the most important actions for the next reporting period and explain their expected impact.

Key Finding	Recommended Action	Priority

Primary Goal for Next Period:

Before You Share Your Report

Make sure your report answers three questions:

- What changed? Highlight meaningful performance trends.
- Why does it matter? Connect the results to business goals.
- What should we do next? Recommend clear, actionable priorities.

Need help improving your SEO performance?

Brafton's SEO experts can help you identify opportunities, build a strategy and turn search and AI visibility into measurable business results.

Learn more: **www.brafton.com**