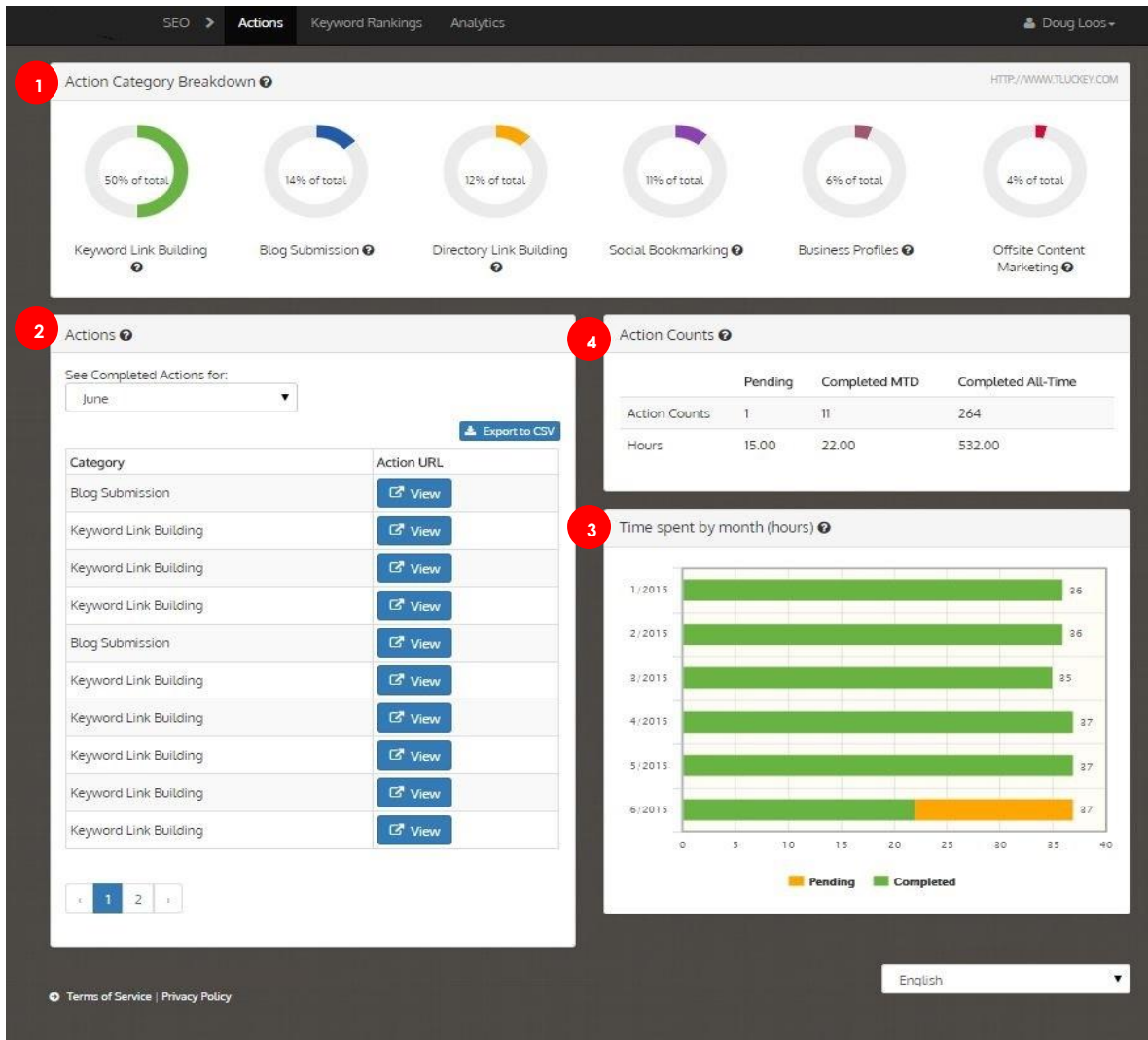


## SEO: Client Reporting Dashboard

### Actions

You can see that there is a breakdown of our actions in several different forms:

1. Category breakdown of work in percentages
  2. List of actions and a link to the work (Note that you can look at the actions for however many months the account has been active)
  3. Time spent per month (Note completed hours are in green, pending hours are in yellow)
  4. Action counts (Note that it lists the hours that are pending, completed month to-date, and all-time)
- One final thing to note: throughout our dashboard there are question marks that you can hover over that will give you a brief description of what the actions are. There are also several places where you can export what you see to an excel doc.



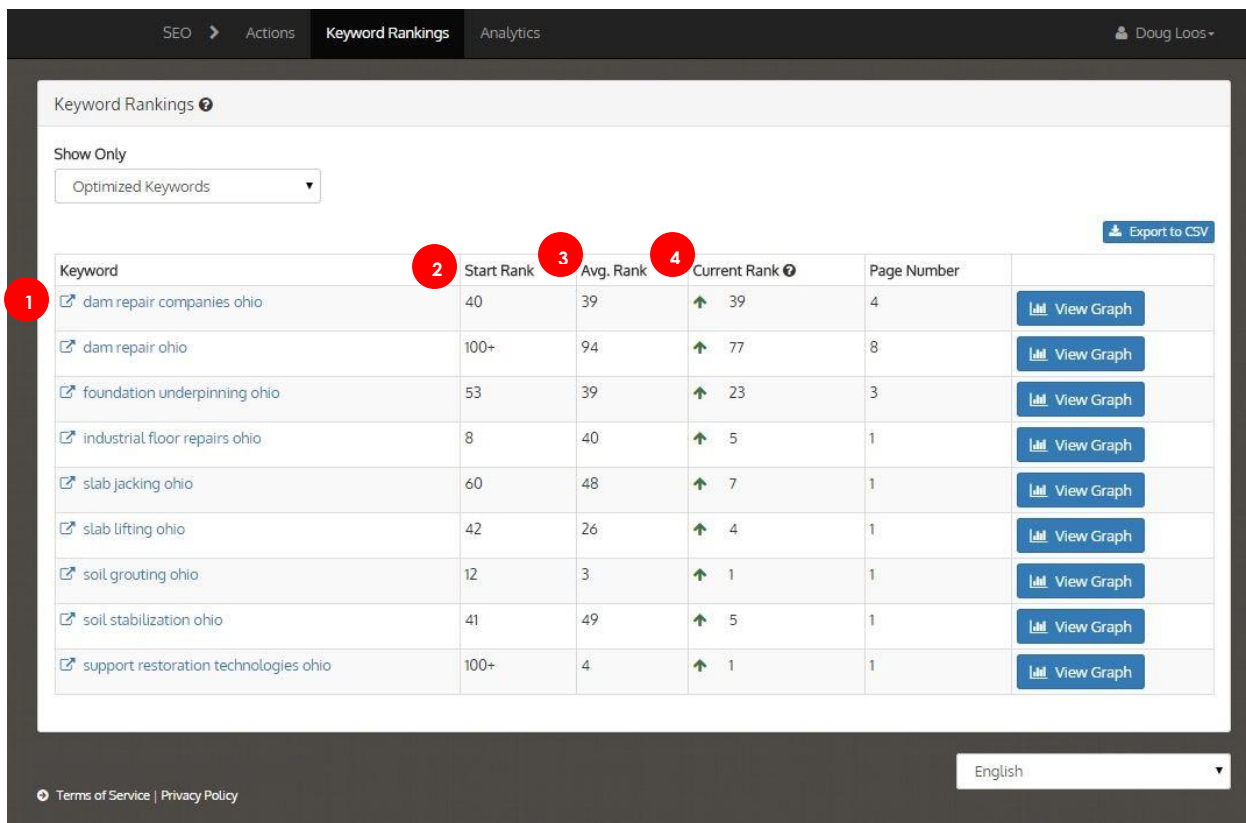
## Optimized and Tracking Keywords

Again, there is a breakdown of the keyword data, regardless of whether they're optimized or tracking keywords.

**NOTE:** Optimized keywords are what we're using the campaign budget and hours towards. Tracking keywords simply allow us to show where some chosen keywords are organically ranking; we're not using any budget towards these keywords.

Breakdown of what we show (from left to right):

1. Link to Google so you can see where the keyword is ranking in real-time
2. The start rank of the keyword since we put it in the campaign
3. The average ranking of the keyword
4. The current rank of the keyword—we pull the best ranking from the previous week
5. A graph that shows the history of the keyword since it's been entered into the campaign – see graph opened up below.



SEO > Actions **Keyword Rankings** Analytics Doug Loos

Keyword Rankings ⓘ

Show Only  
Optimized Keywords

[Export to CSV](#)

Keyword	Start Rank	Avg. Rank	Current Rank ⓘ	Page Number	
<a href="#">dam repair companies ohio</a>	40	39	↑ 39	4	<a href="#">View Graph</a>
<a href="#">dam repair ohio</a>	100+	94	↑ 77	8	<a href="#">View Graph</a>
<a href="#">foundation underpinning ohio</a>	53	39	↑ 23	3	<a href="#">View Graph</a>
<a href="#">industrial floor repairs ohio</a>	8	40	↑ 5	1	<a href="#">View Graph</a>
<a href="#">slab jacking ohio</a>	60	48	↑ 7	1	<a href="#">View Graph</a>
<a href="#">slab lifting ohio</a>	42	26	↑ 4	1	<a href="#">View Graph</a>
<a href="#">soil grouting ohio</a>	12	3	↑ 1	1	<a href="#">View Graph</a>
<a href="#">soil stabilization ohio</a>	41	49	↑ 5	1	<a href="#">View Graph</a>
<a href="#">support restoration technologies ohio</a>	100+	4	↑ 1	1	<a href="#">View Graph</a>

English

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SEO > Actions **Keyword Rankings** Analytics Doug Loos -

Keyword Rankings ?

Show Only  
Tracking Keywords

[Export to CSV](#)

Keyword	Start Rank	Avg. Rank	Current Rank ?	Page Number	
<a href="#">anomaly repairs ohio</a>	43	87	↓ 100+	10+	<a href="#">View Graph</a>
<a href="#">architectural floor installation ohio</a>	100+	100+	→ 100+	10+	<a href="#">View Graph</a>
<a href="#">curling slab repairs ohio</a>	4	16	↑ 3	1	<a href="#">View Graph</a>
<a href="#">geotechnical soil grouting ohio</a>	1	1	→ 1	1	<a href="#">View Graph</a>
<a href="#">infrastructure restoration ohio</a>	33	87	↓ 100+	10+	<a href="#">View Graph</a>
<a href="#">membrane leak sealing ohio</a>	6	2	↑ 1	1	<a href="#">View Graph</a>
<a href="#">open mine sealing ohio</a>	27	41	↑ 13	2	<a href="#">View Graph</a>
<a href="#">support restoration technologies ohio</a>	100+	4	↑ 1	1	<a href="#">View Graph</a>
<a href="#">underground mine sealing ohio</a>	20	53	↓ 29	3	<a href="#">View Graph</a>
<a href="#">undersealing ohio</a>	5	6	↑ 1	1	<a href="#">View Graph</a>

English

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Keyword Ranking History for "soil stabilization ohio" 5

[Close](#)

### Google Analytics Imported in SEO Analytics

If we're able to obtain access to the client's Google Analytics and Search Console, we will connect their GA Analytics to the dashboard.

Listed is traffic sources, trends, and what page viewers are going to. We can track the reporting from the last 30 days to the last 6 months.

