# 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.**
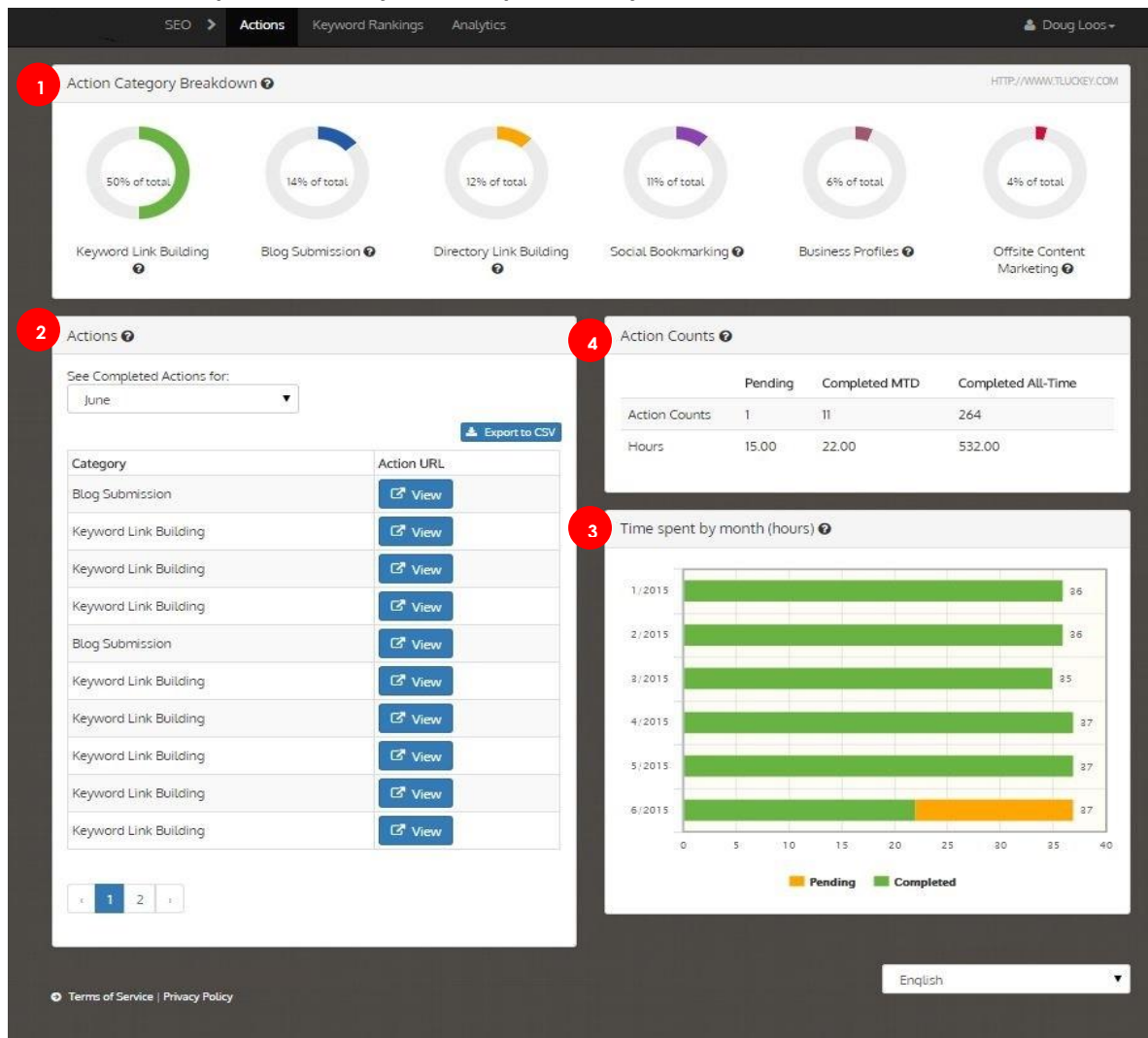
## Optimized and Tracking Keywords

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.**

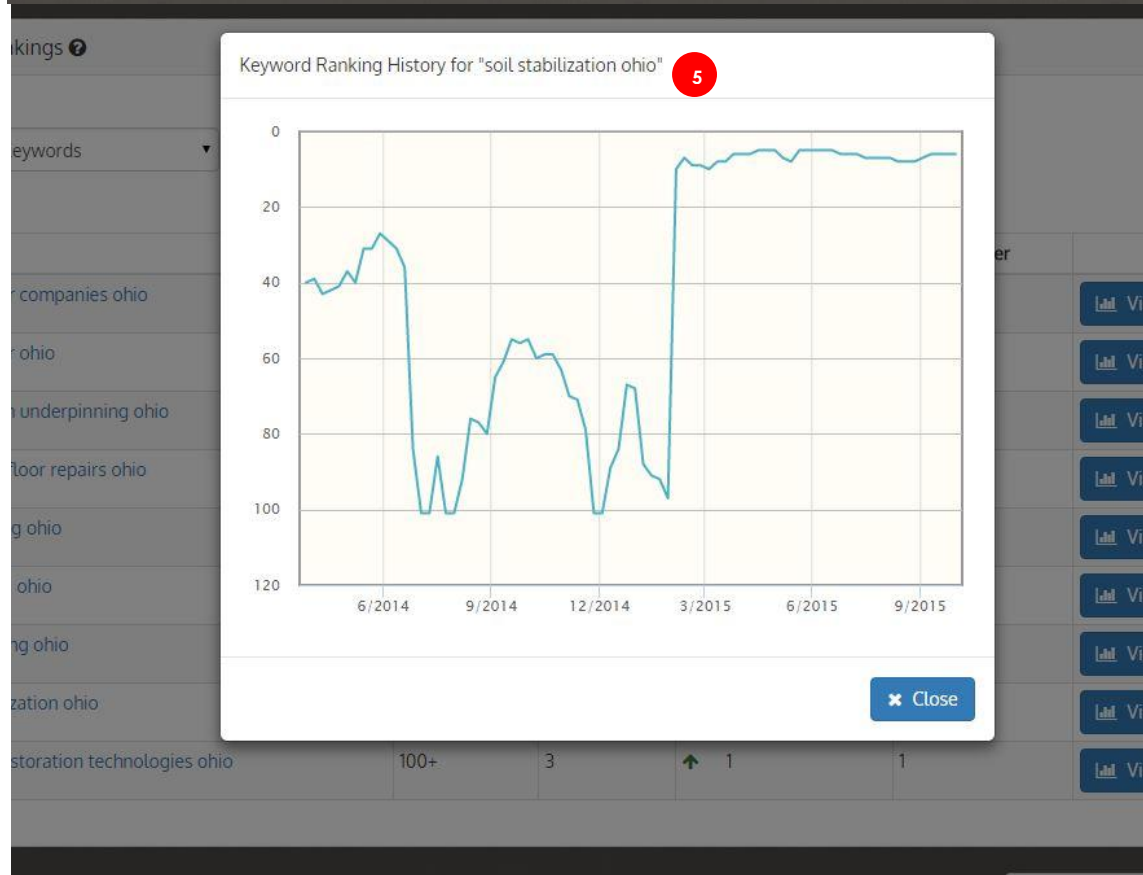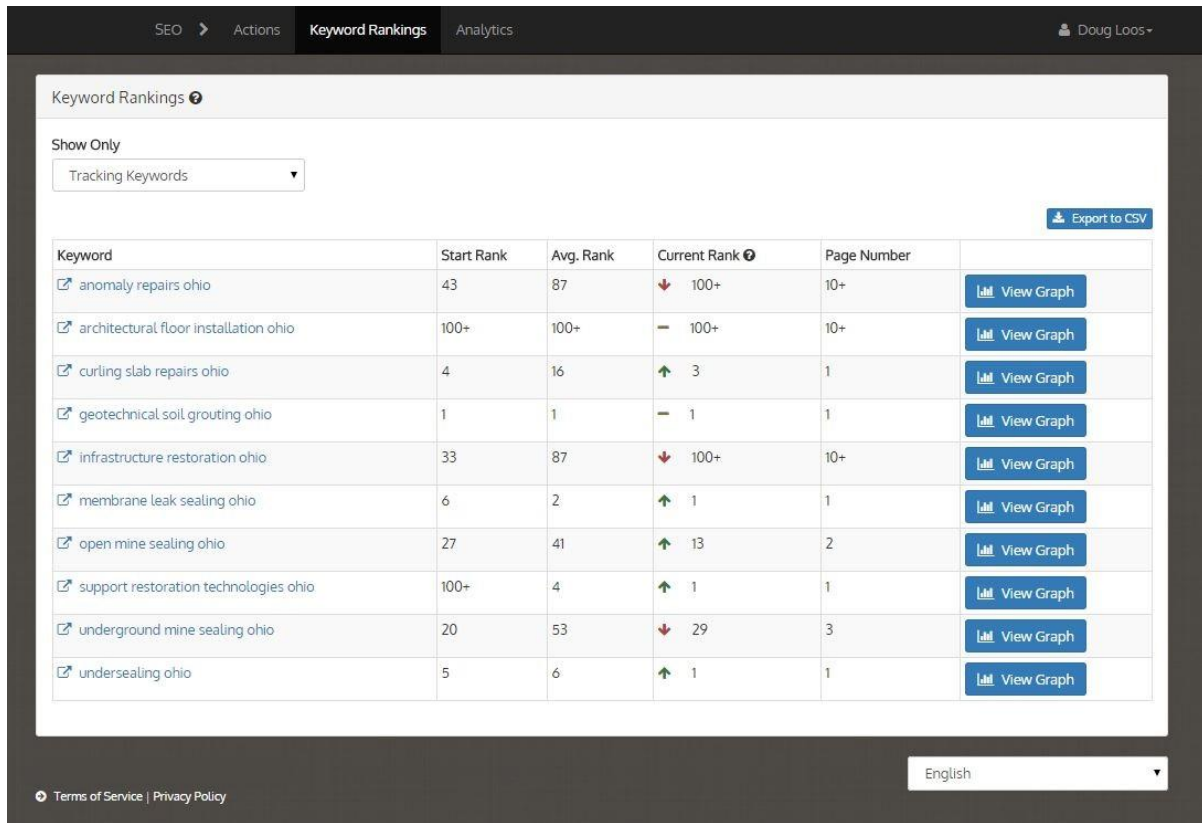SEO > Actions **Keyword Rankings** Analytics     👤 Doug Loos▾

## Keyword Rankings ❓

**Show Only**

Tracking Keywords ▾

⬇ Export to CSV

| Keyword | Start Rank | Avg. Rank | Current Rank ❓ | Page Number | |
|---|---|---|---|---|---|
| 🔗 anomaly repairs ohio | 43 | 87 | ⬇ 100+ | 10+ | 📊 View Graph |
| 🔗 architectural floor installation ohio | 100+ | 100+ | — 100+ | 10+ | 📊 View Graph |
| 🔗 curling slab repairs ohio | 4 | 16 | ⬆ 3 | 1 | 📊 View Graph |
| 🔗 geotechnical soil grouting ohio | 1 | 1 | — 1 | 1 | 📊 View Graph |
| 🔗 infrastructure restoration ohio | 33 | 87 | ⬇ 100+ | 10+ | 📊 View Graph |
| 🔗 membrane leak sealing ohio | 6 | 2 | ⬆ 1 | 1 | 📊 View Graph |
| 🔗 open mine sealing ohio | 27 | 41 | ⬆ 13 | 2 | 📊 View Graph |
| 🔗 support restoration technologies ohio | 100+ | 4 | ⬆ 1 | 1 | 📊 View Graph |
| 🔗 underground mine sealing ohio | 20 | 53 | ⬇ 29 | 3 | 📊 View Graph |
| 🔗 undersealing ohio | 5 | 6 | ⬆ 1 | 1 | 📊 View Graph |

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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.**