[Customer Name] Ltd
Monthly SEO Report - February 2025

How to Use This Report

In this SEO report we've included the information that we think you'll find most useful to gauge your website's performance over time. Unless otherwise indicated, the data refers to organic traffic only (i.e. it won't include traffic from PPC, social media, referrals etc.).

If there is other data that is important to you, or if we can improve this report in any way, please let us know; your feedback is important to us.

You can find out more information about the data in this report, and an explanation of some of the terms we've used, on this Google doc, which you can read here.

If you still need help to interpret this report, please call Mandy Cochrane on 01935 434734 or email mandy.cochrane@kontrolit.net.

Our Summary

February brought positive visibility gains, particularly for "hire" keywords with local intent (e.g. radio hire Manchester, Liverpool), which improved by 3.6%.

SEMRush has identified a **new local competitor** in the hire sector (https://manchester-radio-hire.uk/), but this appears to be a small-scale operation and doesn't currently pose a threat to your visibility. However, we will keep them on our radar.

For all tracked keywords, [Customer Name] saw a small net gain in visibility, while your competitor [Competitor Name] lost ground to [Competitor Name], who themselves saw an increase in visibility.
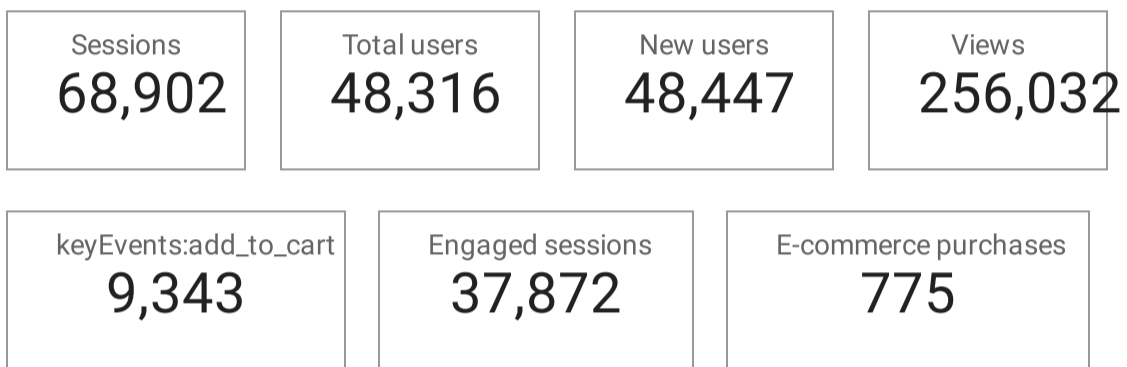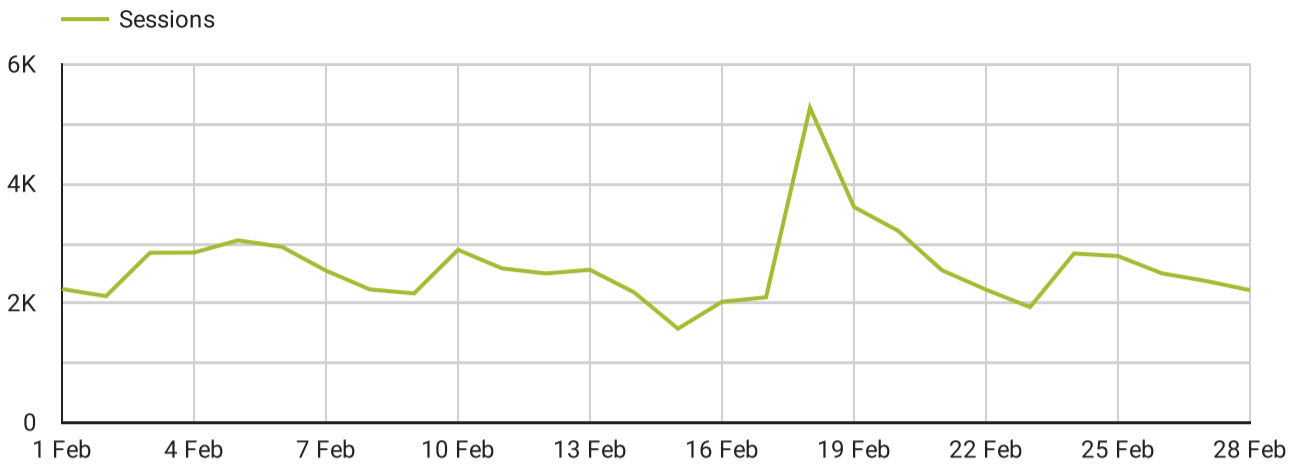
Despite February being a shorter month, **performance remained strong**, with traffic, impressions, and the average number of search queries in top 10 positions all increasing over the previous two months.

Conversions Breakdown:

- Total Conversions: 325
  - Ecommerce Transactions: 25 purchases (**£5,019.52 revenue**)
  - Phone Number Clicks: 39
  - Enquiry Form Submissions: 38
  - Email Address Clicks: 25
  - File Downloads: 198

To summarise: steady progress, with continued gains in visibility and engagement.

Overview for last month - Organic Traffic

Legend: — Sessions

Sessions	Total users	New users	Views
68,902	48,316	48,447	256,032

keyEvents:add_to_cart	Engaged sessions	E-commerce purchases
9,343	37,872	775

Breakdown of organic sessions by device category last month

Device category	Total users ▾	Engagement rate	Total revenue
desktop	40,913	57.02%	$106,017.02
mobile	15,188	52.12%	$6,928.71
tablet	821	49.71%	$67.12

Trend over time for organic sessions

A session can be thought of as a single person viewing your website. During the session the person may view multiple pages and carry out multiple actions. If they leave the site and come back within 30 minutes, it's still counted as the same session.


Legend: ■ Sessions
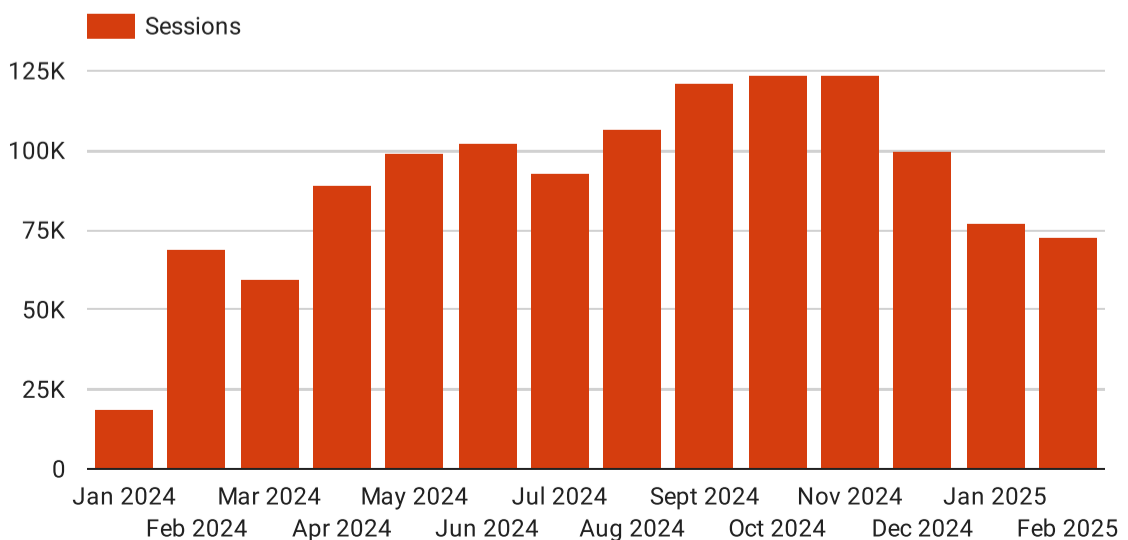
Top organic pages in this reporting period

The top 10 most viewed pages on the website this month.

	Page path	Sessions ▼
1.	/	45,712
2.	(not set)	34,861
3.	/shop/new	7,436
4.	/shop/lifestyle/bags	5,511
5.	/shop/apparel	5,358
6.	/shop/apparel/mens	5,088
7.	/shop/clearance	5,053
8.	/shop/collections/emoji	3,665
9.	/shop/lifestyle/drinkware	3,506
10.	/search	3,377

Impressions trend over time

An impression is counted each time Google shows a link to your website in search results in response to a user's search, even if it does not result in a click. Rising impressions are an indication that your website is getting increased visibility in search results.
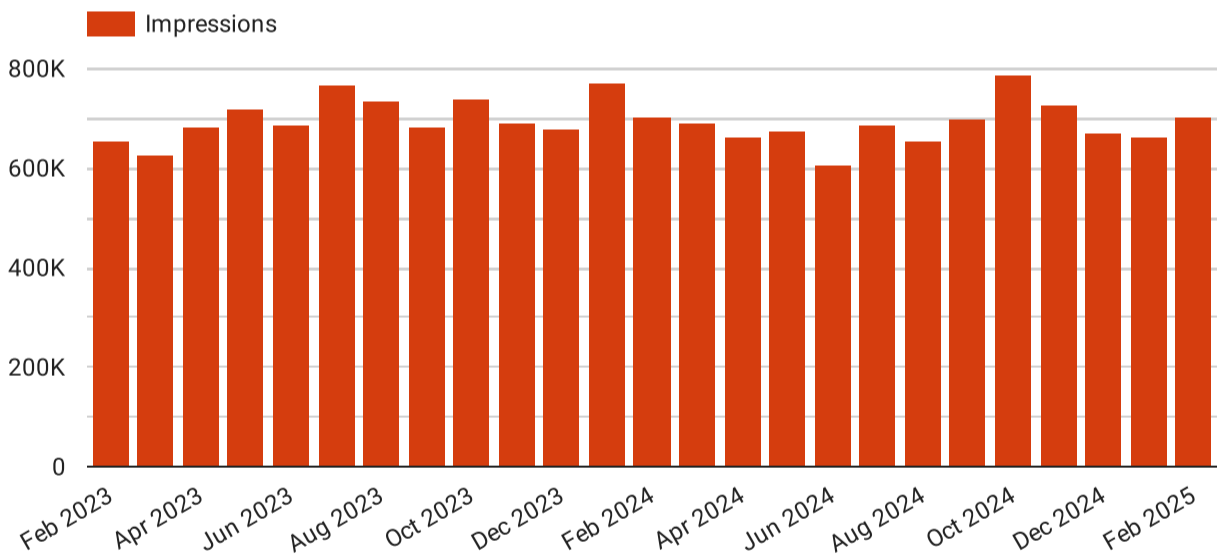
Link-building

Your website's link profile is an important ranking factor. We take time each month to research opportunities for new links to your site and then reach out to third party websites to acquire them.

Period ▼	Links Added	Links Pending
Feb 2025	2	59
Jan 2025	3	61
Dec 2024	0	61
Nov 2024	1	59
Oct 2024	1	56
Sept 2024	2	58
Aug 2024	1	59
Jul 2024	1	57

Important search query data

A search query is the actual phrase that a user types (or speaks) into a search engine to request information from the internet.

Over time, it's useful to track data relating to how many unique search queries Google associates with your website, how often your site is shown for those queries (impressions), and how many of those queries have a good (average) ranking position on page 1.

In June, a Google Search Console issue means data is currently only available up to 29th June 2024.

| Period ▾	Search Queries	Impressions	No. of Search Queries with Avg. Position in Top 10
Feb 2025	18,482	701,864	8,881
Jan 2025	20,796	661,645	8,243
Dec 2024	22,224	673,307	8,364
Nov 2024	21,394	727,869	9,283
Oct 2024	21,825	787,886	10,517
Sept 2024	22,144	699,056	9,368
Aug 2024	22,560	656,507	8,119
Jul 2024	21,982	686,710	7,682
Jun 2024	20,584	605,847	7,242
May 2024	22,320	676,824	7,399
Apr 2024	21,198	661,787	7,020
Mar 2024	22,353	690,884	7,373
Feb 2024	22,265	703,794	7,266
Jan 2024	22,503	773,674	7,334
Dec 2023	23,727	679,429	6,923
Nov 2023	21,941	692,276	7,600
Oct 2023	21,587	741,496	7,808
Sept 2023	20,021	681,959	6,572
Aug 2023	20,476	735,368	7,384
Jul 2023	20,406	769,512	7,015
Jun 2023	19,526	687,272	6,185
May 2023	19,635	719,187	6,427
Apr 2023	19,465	682,067	6,389
Mar 2023	19,846	628,763	6,674
Feb 2023	18,953	655,721	6,010

Top Search Queries for this reporting period

This chart shows more information about the top 10 search queries that result in clicks from search results to your website in this reporting month.

	Query	Clicks ▾	Impressions	Site CTR	Average Position
1.	google prize portal	57	94	60.64%	1.16
2.	google merchandise store	15	4,887	0.31%	1.27
3.	google cloud certification merchandise	7	118	5.93%	6.7
4.	google cloud certification perks webstore	5	164	3.05%	4.1
5.	google merchandise	5	694	0.72%	13.35
6.	google merchandise store india	5	42	11.9%	5.07
7.	google cloud perks portal	4	8	50%	1.38
8.	google swag store	4	246	1.63%	4.78
9.	track google merchandise order	4	28	14.29%	6.21
10.	shop.google merchandise store	2	32	6.25%	5.47

Tracking organic interactions with your website

When visitors browse your website, we want them to take desirable conversion actions such as contacting you by phone or email, downloading brochures, signing up for your newsletter, clicking on calls to action etc.

We've set up tracking to enable Google Analytics to record these events.
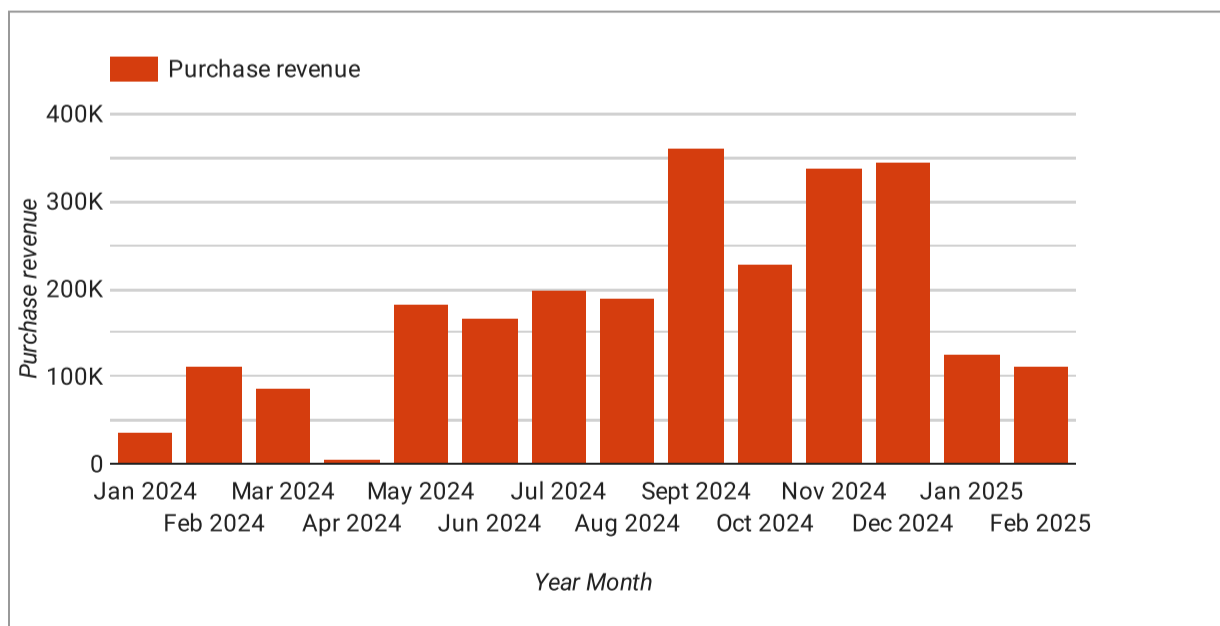
Ecommerce Reports

The following organic transaction and revenue charts are as accurate as data from Google Analytics allows. You should keep in mind that conversions often occur after a user has visited the site several times from a combination of paid, organic and referral channels.
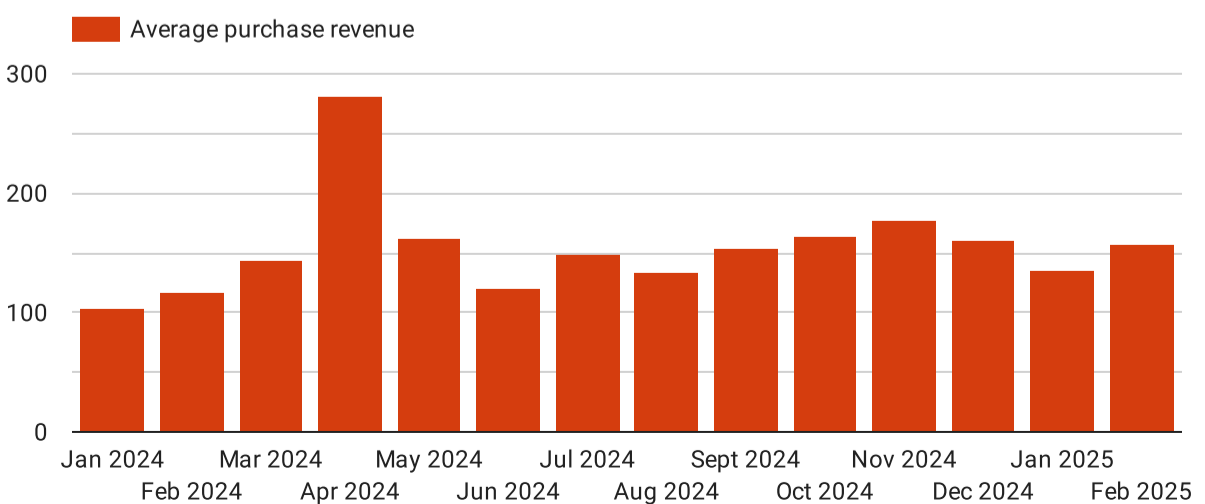
Transaction Trend from Organic Search
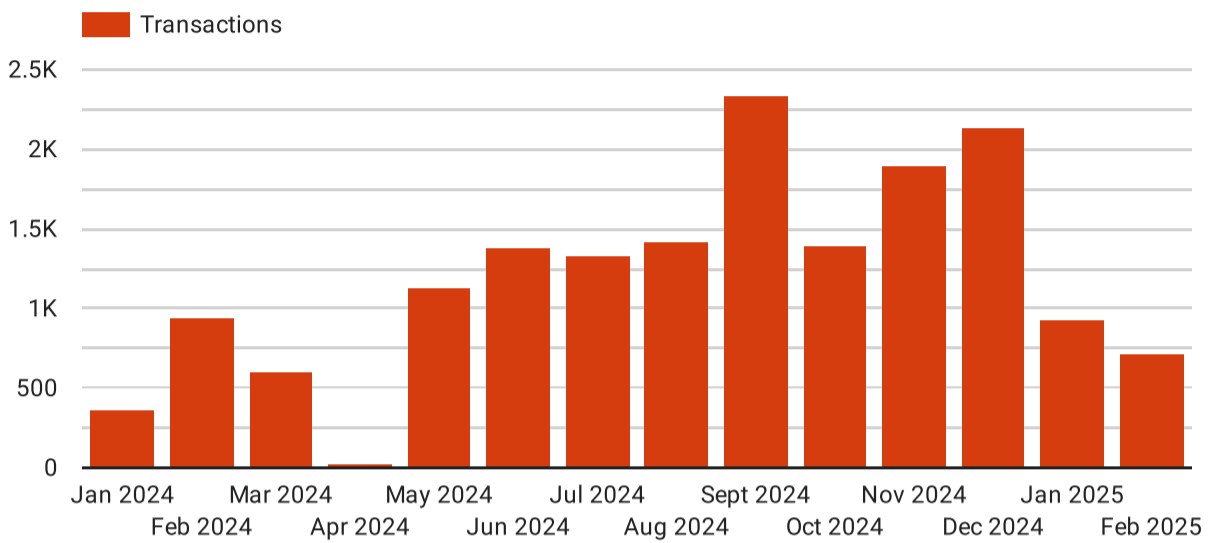
Revenue Trend from Organic Search
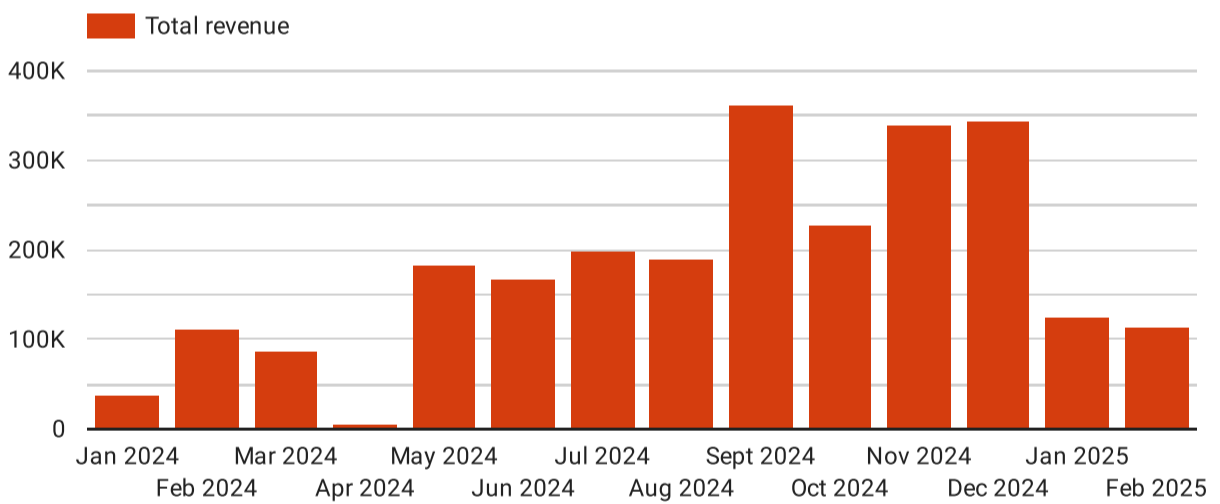
Average Purchase Revenue Per User (Organic)

A Summary of Ecommerce Data from Organic Search

Year Month ▾		Transactions	Total revenue	averagetransactionrevenue
Feb 2025		25	£5,020	£201
Jan 2025		32	£4,441	£139
Dec 2024		25	£3,828	£153
Nov 2024		53	£15,451	£292
Oct 2024		40	£12,216	£305
Sept 2024		39	£7,464	£191
Aug 2024		36	£5,444	£151
Jul 2024		56	£11,533	£206
Jun 2024		34	£8,972	£264
May 2024		41	£11,393	£278
Apr 2024		38	£17,381	£457
Mar 2024		31	£3,949	£127
Feb 2024		34	£5,413	£159
Jan 2024		43	£39,628	£922

Product pages with too little unique text

When pages on your website don't contain enough unique text, they look like "thin" content to search engines, with low value to a user. This can damage their ability to show in search results. When a high proportion of pages on a website are considered low value, it can damage the reputation of the whole website. We run a script each month to discover how many pages have little or no text on your website.

Data Export Date ▾	Number of Products	No Description	Products Less Than 100 Characters	Products Less Than 300 Characters	Products Less Than 500 Characters	Products Less Than 1000 Characters
3 Mar 2025	1,334	56	47	387	701	927
3 Feb 2025	1,335	56	47	388	702	921
6 Jan 2025	1,312	56	48	389	700	897
2 Dec 2024	1,303	56	48	389	700	896
4 Nov 2024	1,298	56	47	389	698	892
1 Oct 2024	1,300	56	47	389	698	892
2 Sept 2024	1,299	57	47	391	698	890
5 Aug 2024	1,292	57	47	390	697	889
1 Jul 2024	1,308	58	48	388	693	888
3 Jun 2024	1,306	58	49	387	691	887
1 May 2024	1,321	59	51	396	702	899
4 Apr 2024	1,317	58	52	394	700	896
1 Mar 2024	1,309	59	52	397	696	890
1 Feb 2024	1,323	56	52	402	698	875
2 Jan 2024	1,318	55	53	393	643	774

Activity Log for this reporting period

Check SEMRush audit for technical issues.
Looked into audit warning about unused vs used JS code and potential to improve page speed.
Analysed performance of old articles, started updating and making improvements.
Asked customer for product recommendations to update 2021 article about XXXXXX
Optimise AI-written meta information and product descriptions for 18 pages.
Fixed 1 broken link
Investigated options to suggest ex-VAT pricing more strongly in search results and liaised with customer with potential solution.
Checked technical audit for redirect chains.
Ran report for over-long meta-descriptions (where full product description has been pasted into meta description field) - started fixing.
Investigate admin panel error for products marked "include in eBay" with developers. Notify customer.
Update AI generated product info, too-long meta descriptions.
Checked for payment processor referral domains to add to referral exclusion list
Query product content for XXXXXXX with customer, where it currently describes the incorrect product.
Dev update: made all parts as "not included" on eBay so it no longer attempts any eBay service logic, which was causing errors. Also disconnected the eBay services in the admin settings.
Link-building: audit and look into leading competitor backlink profile.
Optimise 6 product pages for portable carry cases.
Hreflang code removed from website, as agreed.
Monthly report and internal project review

Project timeline

An overview of the major milestones in this project over the last 18 months. The comments may reflect major changes to your website, or notable Google algorithm updates. Any of these may affect your website's performance, and should be taken into account when viewing graphs and tables in this report.

Date	Item
19 Dec 2024	December 2024 spam update was started, finished on 26/12/24
12 Dec 2024	December 2024 core update started rolling out, finished on 18/12/24
11 Nov 2024	Google began rolling out November Core Update
15 Aug 2024	August Core Update. Google states this update considers recent feedback from content creators to showcase high-quality content from diverse sources, including smaller, independent websites.
20 Jun 2024	June 2024 Spam Update begins - expected to take a week to roll out
6 May 2024	Google's site reputation abuse update started
5 Mar 2024	Google is releasing the March 2024 core update and a number of spam updates
8 Nov 2023	Reviews Update started rolling out
2 Nov 2023	November Core Update announced
11 Oct 2023	Design and layout changes to product details pages and shopping cart made live.
5 Oct 2023	Google rolls out October core algorithm update
14 Sept 2023	Google starts to push out update to its helpful content system. Should take about 2 weeks to fully roll out.
22 Aug 2023	Google Launches August 2023 Core Update - may take weeks to complete.
15 Mar 2023	Google starts rolling out March core update