

## Example Search Engine Optimisation Report Septmeber 2009

### google.co.uk rank position

Keyword	Position	Last month	Change
Keyword 1	17	>100	NA
Keyword 2	37	>100	NA
Keyword 3	18	>100	NA
Keyword 4	80	>100	NA
Keyword 5	19	>100	NA
Keyword 6	7	>100	NA
Keyword 7	1	>100	NA
Keyword 8	1	>100	NA
Keyword 9	2	>100	NA

### Total traffic to site (01/08 - 31/08)

#### Visitors Overview

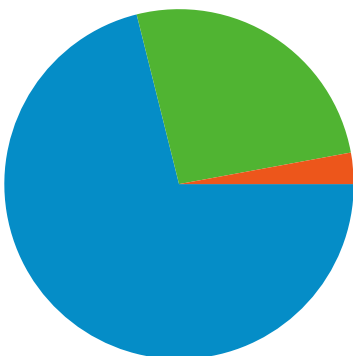
Aug 1, 2009 - Aug 31, 2009

Comparing to: Site



128 people visited this site

### Traffic Sources Overview



■ **Search Engines**  
123.00 (71.10%)

■ **Direct Traffic**  
45.00 (26.01%)

■ **Referring Sites**  
5.00 (2.89%)

## Traffic from google.co.uk

Keyword	Visits	Pages/Visit	Avg. Time on Site (secs)
Keyword 1	68	9.1	180
Keyword 2	13	6.2	78
Keyword 3	5	2.8	35
Keyword 4	4	9.0	282
Keyword 5	3	9.3	245
Keyword 6	2	6.0	30
Keyword 7	2	4.5	48
Keyword 8	2	23.5	432
Keyword 9	2	9.0	288
Keyword 10	2	1.0	0
Keyword 11	1	3.0	52
Keyword 12	1	16.0	255
Keyword 13	1	5.0	71
Keyword 14	1	1.0	0
Keyword 15	1	2.0	4
Keyword 16	1	12.0	40
Keyword 17	1	3.0	12
Keyword 18	1	7.0	25
Keyword 19	1	10.0	182
Keyword 20	1	14.0	86
Keyword 21	1	1.0	0
Keyword 22	1	4.0	88
Keyword 23	1	35.0	1125

The ranking position of the site has improved greatly over the last month, particularly the \*\*\*\*\* and \*\*\*\*\* keywords which are all on the first page of Google. We will now look to improve the \*\*\*\*\* keywords.

## Competition

The sites which are currently ranking well for the \*\*\*\*\* keywords are www.\*\*\*\*\*.co.uk, www.\*\*\*\*\*.co.uk, www.\*\*\*\*\*.com, www.\*\*\*\*\*.com and www.\*\*\*\*\*.co.uk. We are leading the way with the \*\*\*\*\* and \*\*\*\*\* keywords which is pleasing.

We will be looking to improve the other keywords in the coming months.

## Conclusion

After the summer we would like to see more traffic on the site coming from the \*\*\*\*\* and \*\*\*\*\* keywords.

## Top 10 viewed pages

### Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
<input type="text"/>	21	11	00:00:38	0.00%	9.52%	\$0.00
<input type="text"/>	19	13	00:00:31	0.00%	21.05%	\$0.00
<input type="text"/>	18	9	00:01:38	0.00%	11.11%	\$0.00
<input type="text"/>	15	10	00:00:27	0.00%	6.67%	\$0.00
<input type="text"/>	15	8	00:00:14	0.00%	0.00%	\$0.00
<input type="text"/>	14	12	00:00:14	0.00%	7.14%	\$0.00
<input type="text"/>	13	9	00:00:13	0.00%	0.00%	\$0.00
<input type="text"/>	12	7	00:00:24	100.00%	25.00%	\$0.00
<input type="text"/>	11	10	00:00:09	0.00%	0.00%	\$0.00
<input type="text"/>	11	10	00:00:15	0.00%	18.18%	\$0.00