SkillNewton

Monthly SEO Report Template

A monthly SEO KPI sheet for Search Console and GA4 metrics, with month-on-month change and space for actions.

This monthly SEO report template lists the core metrics most sites should track, where to find each one in Google Search Console or GA4, and space for this month, last month, the change and your notes. It suits in-house marketers, freelancers and agency trainees who report to a manager or client. Copy the numbers in at the start of each month, then write short commentary that explains the change and the next action.

How to use it

1. **Download the template.** Open the CSV in Excel or Google Sheets and keep the metric list as it is for consistency.
2. **Pull Search Console data.** Use the Performance, Pages and Core Web Vitals reports for the last full month and the month before.
3. **Pull GA4 and backlink data.** Add organic sessions and key events from GA4, and new referring domains from your backlink tool.
4. **Calculate the change.** Work out the percentage change for totals and the simple difference for averages such as CTR and position.
5. **Write notes and actions.** For each meaningful change, explain the likely cause and the next action, then add a short summary at the top.

Columns

Metric	The KPI being reported. Keep the same list every month so reports are comparable.
Source	Where the number comes from, including the report name, so anyone can repeat it.
This month	The value for the full calendar month just ended.
Last month	The value for the previous calendar month, taken from the same report with the same filters.
Change	Percentage change: (This month − Last month) ÷ Last month × 100. For averages such as CTR and position, show the difference instead.
Notes/actions	One line on why it changed and what you will do next.

Sheet (example rows, then blank rows to fill in)

Metric	Source	This month	Last month	Change	Notes/actions
Clicks	Search Console > Performance > Search results	(enter from Search Console)	(enter from Search Console)	(calculate)	Example: dip matches a seasonal drop in demand; compare with the same month last year.
Impressions	Search Console > Performance > Search results	(enter from Search Console)	(enter from Search Console)	(calculate)	Example: rise came from new blog posts appearing for more queries.
Average CTR	Search Console > Performance > Search results	(enter from Search Console)	(enter from Search Console)	(difference in percentage points)	Example: rewrite titles on high-impression pages with low CTR.
Average position	Search Console > Performance > Search results	(enter from Search Console)	(enter from Search Console)	(difference)	Example: averaged across all queries, so read it alongside clicks.
Organic sessions	GA4 > Reports > Acquisition > Traffic acquisition (Organic Search)	(enter from GA4)	(enter from GA4)	(calculate)	Example: check landing pages if this moves differently from clicks.
Key events (conversions)	GA4 key events report, filtered to Organic Search	(enter from GA4)	(enter from GA4)	(calculate)	Example: enquiry form submissions from organic visitors.
Indexed pages	Search Console > Indexing > Pages	(enter from Search Console)	(enter from Search Console)	(calculate)	Example: review "Not indexed" reasons if this falls unexpectedly.
Core Web Vitals pass	Search Console > Core Web Vitals (mobile and desktop)	(good URLs, from Search Console)	(good URLs, from Search Console)	(difference)	Example: fix the URL group flagged for INP on mobile.
New referring domains	Backlink tool (Search Console > Links lists linking sites but not when they were found)	(enter from your backlink tool)	(enter from your backlink tool)	(difference)	Example: two links from local food blogs after the bread guide outreach.

Collecting the numbers

Use full calendar months	Partial months distort the comparison. Search Console data is usually a few days behind, so pull it after the first week.
Keep filters identical every month	Same property, country, device and channel filters; otherwise changes may come from the filter, not the site.
Compare with the same month last year too	Many niches are seasonal. Search Console keeps 16 months of data, enough for a year-on-year check.
Note tracking changes	If GA4 tags, key events or site structure changed, record it so later readers understand jumps in the data.

Writing the commentary

Lead with a three-line summary	What went up, what went down and the single most important action for next month.
Explain the cause, not just the number	Link each change to something real: new pages, a fix, seasonality, a Google update or a tracking issue.
Separate facts from guesses	Say "likely" when a cause is a hypothesis, and say how you will confirm it.
End every note with an action	Each metric that moved meaningfully should have a next step with an owner.
Show business results before visibility metrics	Managers and clients care most about enquiries and sales; clicks and impressions explain how you got there.

Online version, with the matching free guide: skillnewton.com/resources/templates/seo-reporting-template/

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