

In-The-Trenches: How to Keep Clients with Monthly SEO Reports

Once a month, we have an internal team meeting to talk about all of our clients on recurring retainers to make sure they are happy, discuss how we can improve what we are doing, and how to best serve them.

My team members live around the globe. While it can be difficult to find a time that works for everyone due to vastly different time zones, these meetings are crucial to our sense of being on a team. It's a chance for us to quickly catch up, but more importantly, we get to touch base and provide clarity about the work we do together.

We often get to discuss exciting aspects about the progress our clients see because of the efforts we've put in for them. Sometimes we have to talk about challenging client relationships or the trouble we've had connecting with them. We discuss how to most efficiently spend budgets and the best ways we can increase the number of leads for our clients.

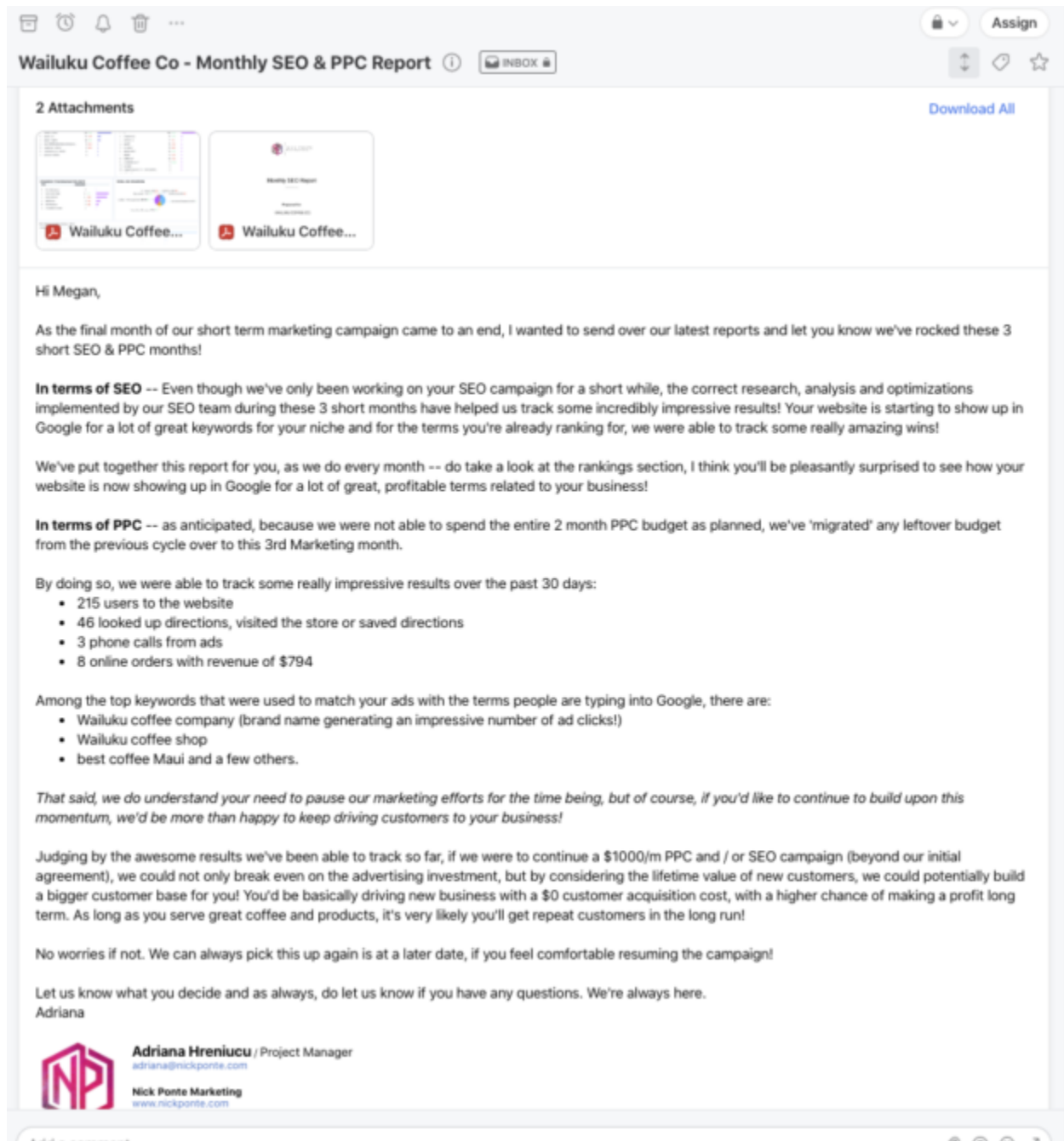
The Importance of SEO Reports

Your clients expect a monthly report on your efforts to show them exactly how your campaign works in their favor. Any SEO company worth their salt will put together this regular, tangible measurement. This includes an explanation of your strategies going into the month, the results, and any changes you plan to make going forward.

Take the opportunity to show the specific ways you provide a valuable service to the client. It also helps them to see how you will continue to benefit their company because the report clarifies the activities you need to do over the course of the next months.

By carefully demonstrating exactly how you give a boost to the company through your services, you retain clients more easily. Thus, you set yourself up

for further success because you gain a client's trust through your straightforward data.



Wailuku Coffee Co - Monthly SEO & PPC Report

2 Attachments [Download All](#)

Hi Megan,

As the final month of our short term marketing campaign came to an end, I wanted to send over our latest reports and let you know we've rocked these 3 short SEO & PPC months!

In terms of SEO -- Even though we've only been working on your SEO campaign for a short while, the correct research, analysis and optimizations implemented by our SEO team during these 3 short months have helped us track some incredibly impressive results! Your website is starting to show up in Google for a lot of great keywords for your niche and for the terms you're already ranking for, we were able to track some really amazing wins!

We've put together this report for you, as we do every month -- do take a look at the rankings section, I think you'll be pleasantly surprised to see how your website is now showing up in Google for a lot of great, profitable terms related to your business!

In terms of PPC -- as anticipated, because we were not able to spend the entire 2 month PPC budget as planned, we've 'migrated' any leftover budget from the previous cycle over to this 3rd Marketing month.

By doing so, we were able to track some really impressive results over the past 30 days:

- 215 users to the website
- 46 looked up directions, visited the store or saved directions
- 3 phone calls from ads
- 8 online orders with revenue of \$794

Among the top keywords that were used to match your ads with the terms people are typing into Google, there are:

- Wailuku coffee company (brand name generating an impressive number of ad clicks!)
- Wailuku coffee shop
- best coffee Maui and a few others.


That said, we do understand your need to pause our marketing efforts for the time being, but of course, if you'd like to continue to build upon this momentum, we'd be more than happy to keep driving customers to your business!

Judging by the awesome results we've been able to track so far, if we were to continue a \$1000/m PPC and / or SEO campaign (beyond our initial agreement), we could not only break even on the advertising investment, but by considering the lifetime value of new customers, we could potentially build a bigger customer base for you! You'd be basically driving new business with a \$0 customer acquisition cost, with a higher chance of making a profit long term. As long as you serve great coffee and products, it's very likely you'll get repeat customers in the long run!

No worries if not. We can always pick this up again is at a later date, if you feel comfortable resuming the campaign!

Let us know what you decide and as always, do let us know if you have any questions. We're always here.

Adriana

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You can see that the analytics include Pay Per Click [PPC] statistics, but in this blog, we want you to take note of the amazing SEO results we were able to gain through our campaign.

I set it up by sharing all the **high-level statistics** of note before launching into the report. This helps them see everything at a glance without having to comb through the longer version if they don't want to. Additionally, I like to include a hint that we'll be continuing the campaign unless they decide to pause it for any reason.

Wailuku Coffee Co - Monthly PPC Report

Attached to my email is my analytics report, typically from **Google Analytics** or **Ahrefs**. I include it in addition to the written report, because some personalities only want to look at the hard numbers. Others want to understand the "why" behind the decisions we made, so I include something for both. On top of this, when results come in, this is the *best way to showcase them* (at least in my opinion).

3 Essentials to Include in A Monthly Report

Want to know what you should include in a report? Check out these must-haves, from my real report.

1. Tell the client about specific actions you've taken and why.

Your client wants to see how you work for them. They want to know they are getting a **return on their investment**. Show them that you're worth the money they spend to hire you by giving them a visual of what you provide. Let them know how your efforts work in their favor.

Transparency with your client will help them to trust you to do the work you've promised. It will also help you to have the accountability you need to live up to the commitments you make as a consultant. The client knows what to expect because you've laid it out for them, and if you don't deliver, they will know.

2. Include the nitty-gritty analytics.

A picture is worth a thousand words, so don't forget to include the visuals! In your report, include screenshots from Ahrefs, Google Analytics, or both.

You help the client to see exactly what you're talking about when you provide a graph that shows their upward trends. They get to compare the results for themselves by taking a look at the statistics of where they started before they hired you and where they've managed to improve.

Plus, you give a projection of trends they can expect to continue with the momentum they've gained. This also helps you with client retention.

3. Highlight your biggest wins in whitepaper format.

Provide a document for your client that walks them through the details of your work, month-by-month. Break it down for them, so they can see all the details you've worked on. Check out this document I sent to a local coffee company:

[Wailuku Coffee Co - Monthly SEO Report](#)

While I included so many important details for the client to look at, the biggest win here is the result from improving **organic keywords**. We worked on the improvements and saw an incredible outcome.

Of course, we want the client to see the benefits, too, so we provided a write-up and gave them a visual. They could see how we went about achieving this outcome. This helped to ensure the client knew the gains we helped them to make within a month's time.

From this point, we will continue with the plan laid out for the client, which we've explained for them at the end. Our goal is to equip this coffee company for long-term success. We also want them to know they can trust us with their success in this area.

With our reports, they can pinpoint the **exact ways** we've helped them and look at the specific advantages we've afforded them. In the end, they will know we provide the highest quality service around, and they can confidently recommend our agency to others.