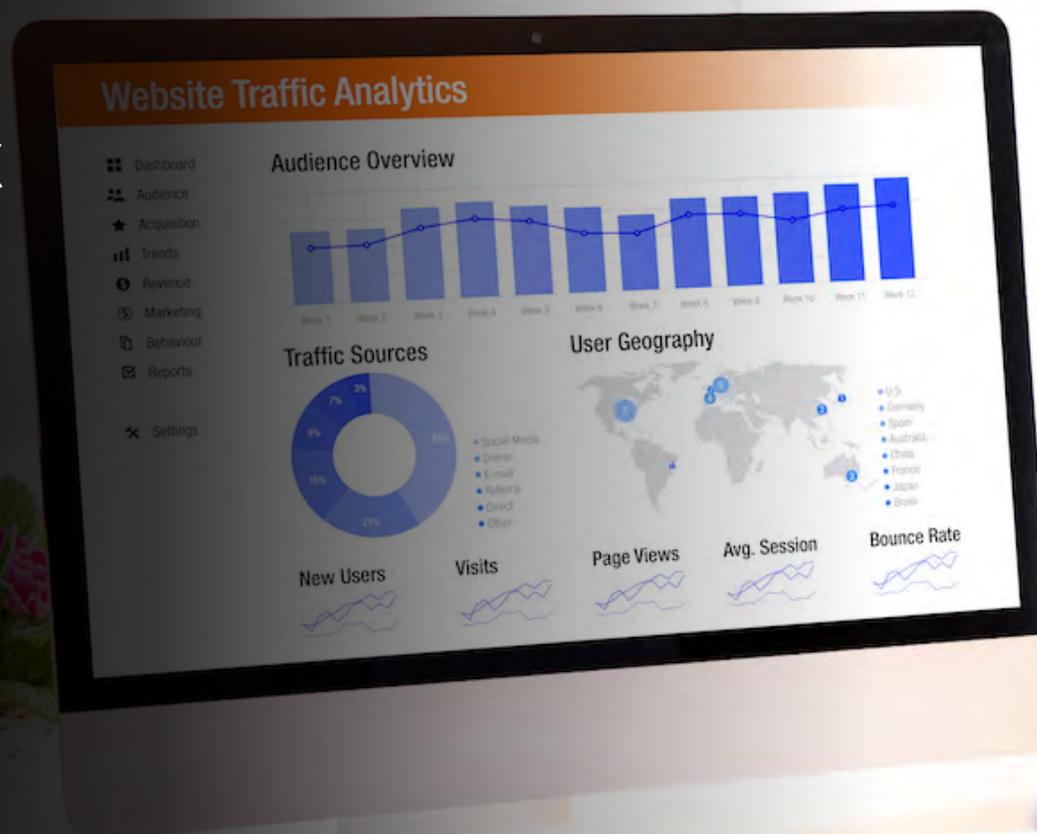


TRACK YOUR WEBSITE'S RANKINGS: SET YOURSELF APART FROM THE PACK

PART 6

Your Local and Organic SEO Strategy
for 2022 Mini-Series



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About Jimmy Newson

Founder: Moving Forward Small Business | Jimmy Newson Consulting

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



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SIX-PART MINI-SERIES

01

Performing an In-Depth Website Audit

02

How to Find Thousands of Keyword Ideas in Seconds

03

Understanding Backlinks and How to Build a Strong Backlink Profile

SIX-PART MINI-SERIES

04

Analyze Your Competitors' Websites – Focus on What Matters Most

05

The Content Marketing Strategy That Works – Analyzing Your Competitors' Content

06

Track Your Website's Rankings: Set Yourself Apart from The Pack

BONUS SESSION



ASK ME ANYTHING

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In Today's
Session, We
Will Discuss:

- What is an SEO report?
- What should an SEO report contain?
- KPIs, Organic Traffic Metrics & Backlink Growth
- SEO Health Overview



What is an SEO Report?

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What Is an SEO Report?

An SEO report is an overview of important SEO metrics reflecting business growth, performance in search engines, backlink portfolio strength, and website health.



What Should an SEO Report Contain?

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- **SEO KPIs** – Evaluate SEO metrics that are closely tied to revenue growth.

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- **Backlink growth** – See new, valuable referring pages that drive traffic and/or pass link equity.
- **SEO health** – Know that the website is doing well from the technical SEO perspective.



How Long Should It
Take to Create Report?

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On Average:
30 min to a
Few Hours



How Long Should It Take to Create Report?

- Your responsibilities in the project
- Complexity of the project
- Your SEO experience and knowledge
- Your data analytics experience and knowledge
- Reporting format you and your clients prefer



SEO REPORT

August 2022

<https://yourwebsite.com>

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Highlights

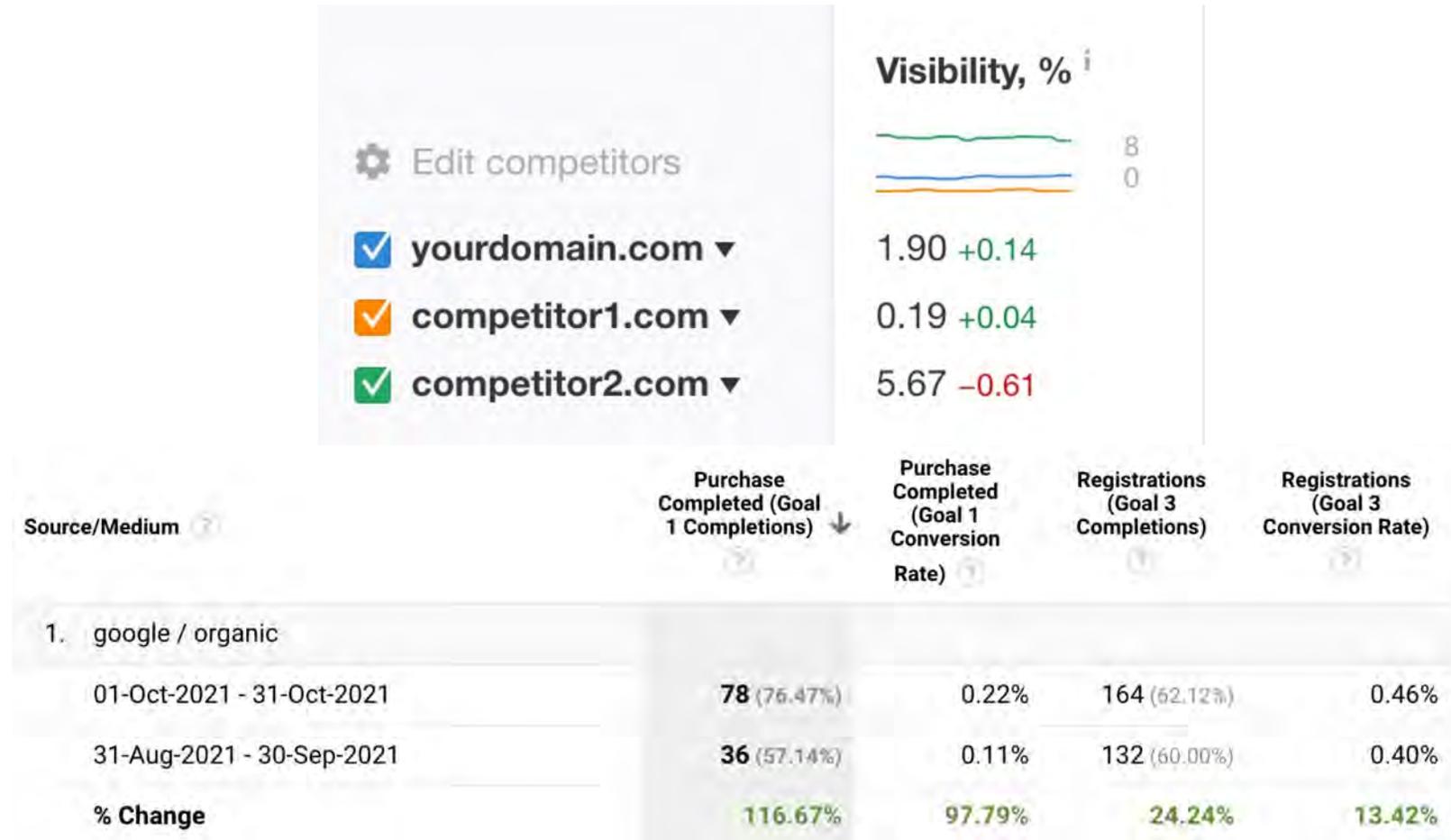
- Search visibility is +0.14 MoM, which is an 8% increase.
- Organic sales conversions increased by 117% MoM to 78 in total.
- Got great backlinks from Forbes, The Verge, and NBC News.
- Approaching the final stage of fixing technical SEO issues. Only some minor issues with hreflang remain. Those are assigned to your dev team.



SEO KPIs

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Progress of search visibility + conversions



While our organic traffic hasn't skyrocketed, organic (and other) conversions did. We have more organic traffic to high-value pages. But most of this should be attributed to the recent UX and CRO updates on the website.



Organic Traffic Metrics

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Ranking progress per keyword segments

| Tag | Visibility, % | Avg. pos. | Traffic ↓ | SERP features | Keywords | #1-3 | #4-10 | #11-50 | #51-100 | #101+ | Pages |
|-------------------|---------------|---------------|------------|---------------|-----------|-------|-------|--------|---------|-------|-------|
| keyword segment 1 | 8.97 +3.63 | 5.47 ▲ 0.23 | 1,517 +583 | 5 /66 | 19 -1 /22 | 9 | 9 | 1 -1 | 0 | 3 +1 | 22 |
| keyword segment 2 | 1.92 +0.16 | 7.56 ▲ 1.22 | 864 +9 | 6 /96 +3 | 27 /29 | 13 +3 | 10 -2 | 3 -1 | 1 | 2 | 29 |
| keyword segment 3 | 23.81 | 1.00 | 142 | 1 /4 | 1 /1 | 1 | 0 | 0 | 0 | 0 | 1 |
| keyword segment 4 | 2.95 -0.34 | 11.00 ▲ 2.00 | 34 -4 | 0 /9 | 3 /3 | 0 | 1 | 2 | 0 | 0 | 3 |
| keyword segment 5 | 0.08 -0.77 | 29.40 ▼ 14.40 | 34 +30 | 0 /26 +23 | 5 +4 /8 | 0 | 2 +2 | 2 +1 | 1 +1 | 3 +3 | 5 |

- Biggest winner is [keyword segment 1], where we've got some of the keywords to jump from #2 or #3 to position #1.
- There isn't an actual drop for [keyword segment 5]. The drop in visibility is due to the addition of more important keywords that we didn't track before, so the visibility metric is now more diluted.

Money keywords ranking overview

- Our top positions remain fairly stable. Competition hasn't done that well.
- [comments about significant keyword changes]
- [link to Ahrefs or spreadsheet with the whole report]

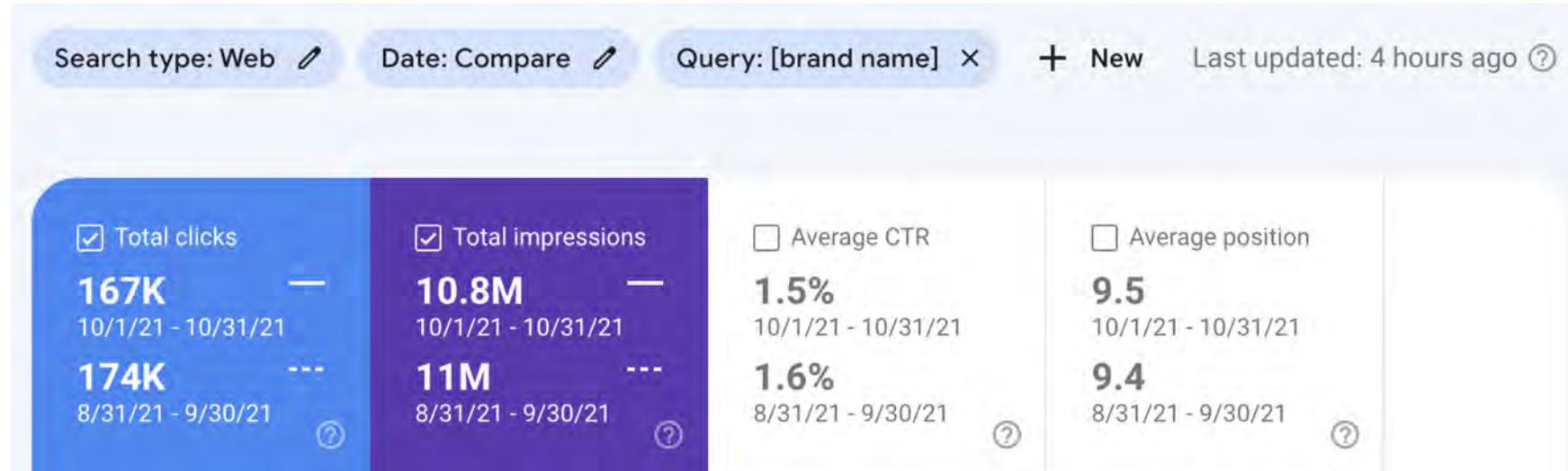
| Keyword | ahrefs.c... ↓ | semrush... | moz.com | backlinko... | Volume | KD |
|---|---------------|------------|---------|--------------|--------|----|
| free backlink checker money keywords | 1 | 5 ▼ 2 | 4 | >100 ▼ | 800 | 87 |
| check backlinks money keywords | 1 | 3 | 8 ▲ 1 | >100 ▼ | 1,600 | 85 |
| keyword generator money keywords | 1 | 6 ▼ 1 | >100 ▼ | >100 ▼ | 2,300 | 94 |
| backlink checker money keywords | 1 | 9 ▼ 4 | 5 ▼ 1 | >100 ▼ | 5,100 | 87 |
| free keyword research tool money keywords | 2 ▼ 1 | 9 ▼ 2 | 10 | >100 ▼ | 2,800 | 97 |
| youtube keyword tool money keywords | 2 | 6 | >100 ▼ | >100 ▼ | 1,900 | 62 |
| site audit money keywords | 3 | 1 | >100 ▼ | 6 ▼ 1 | 1,000 | 78 |
| seo audit money keywords | 4 ▼ 2 | 9 ▼ 1 | >100 ▼ | >100 ▼ | 2,800 | 76 |
| seo tips money keywords | 4 | 2 ▲ 1 | >100 ▼ | 3 ▲ 4 | 1,600 | 75 |
| seo tools money keywords | 5 | 9 ▲ 6 | 1 | 4 ▼ 1 | 5,100 | 82 |
| how to get backlinks money keywords | 6 | 3 ▼ 1 | >100 ▼ | 2 ▲ 1 | 700 | 70 |

Non-branded organic traffic progress

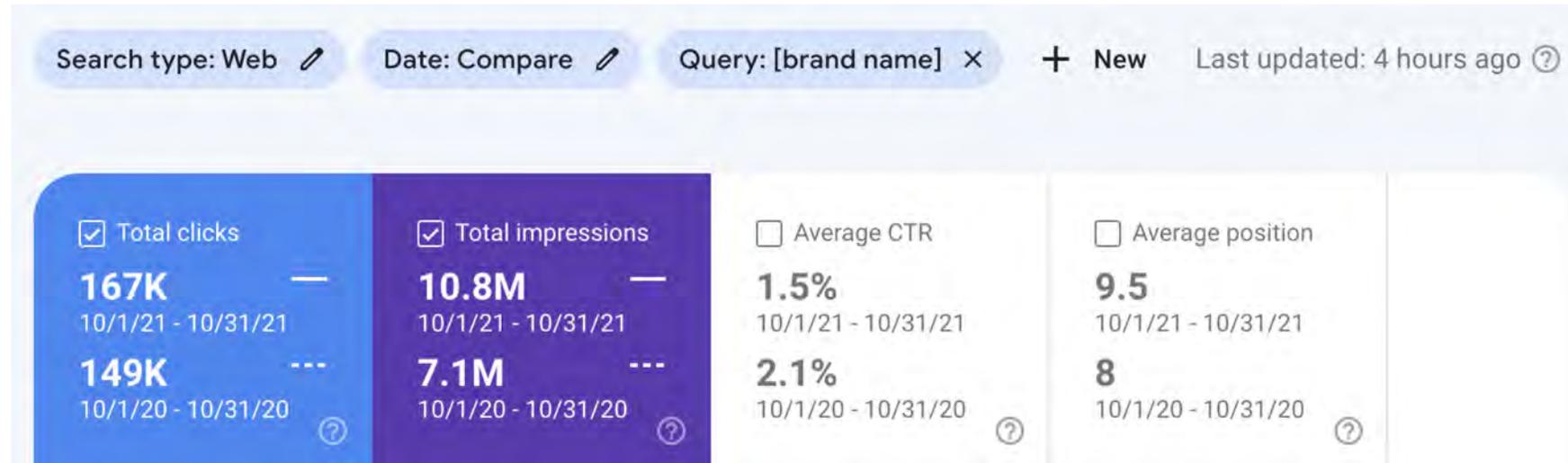
Not a big change in the absolute metrics MoM. But we're doing better for the most important keywords, as seen before.

Google's push of zero-click SERPs diminishes our much better search visibility YoY. It's still good to be present on the SERPs even if we don't get that many clicks, though.

MoM



YoY





Backlink Growth

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New referring domains highlights

- Green highlights links from our link building and PR campaign.
- The rest is the snowball/flywheel effect of having great content.

1,746 domains All New Lost Last 30 days Status

| Domain | Status | DR | Dofollow ref. domains | Dofollow linked domains | Traffic | Links to target | Dofollow links |
|----------------------|--------|----|-----------------------|-------------------------|---------|-----------------|----------------|
| forbes.com | New | 93 | 1,201,828 | 10,428 | 54.1M | 1 | 0 |
| it.wikipedia.org | New | 92 | 250,924 | 530 | 201.6M | 3 | 0 |
| cornell.edu | New | 91 | 336,997 | 75,779 | 5.9M | 1 | 1 |
| namesilo.com | New | 91 | 26,513 | 87 | 50.9K | 1 | 0 |
| theverge.com | New | 91 | 289,073 | 34,889 | 22.5M | 1 | 1 |
| nbcnews.com | New | 91 | 324,600 | 70,801 | 28.5M | 3 | 3 |
| upwork.com | New | 90 | 112,513 | 1,394 | 3.7M | 1 | 1 |
| aweber.com | New | 90 | 54,924 | 6,551 | 118.7K | 1 | 0 |
| buymeacoffee.com | New | 89 | 50,685 | 131 | 109.8K | 1 | 0 |
| lesechos.fr | New | 89 | 83,232 | 27,329 | 3.8M | 1 | 1 |
| simple.wikipedia.org | New | 88 | 47,665 | 437 | 2.4M | 1 | 0 |
| optimizely.com | New | 87 | 27,307 | 1,904 | 252.5K | 1 | 1 |
| sports.yahoo.com | New | 87 | 137,693 | 3,758 | 7.9M | 1 | 0 |
| anedot.com | New | 84 | 8,403 | 243 | 6.6K | 1 | 1 |

Link building progress

- We've been building links to pages #1, #4, and #7 here. Outreach campaigns were successful, as these pages got to the top of the 'Best by links' growth report.

Link prospects contacted: 922

Links acquired: 129

Success rate: 14% (very high in link building)

1,823 results

| # | Page with change in referring domains | 1 day | 7 days | 30 days ↓ |
|----|--|-------|--------|-----------|
| 1 | How to Choose the Right Keywords for SEO ahrefs.com/blog/how-to-choose-keywords-for-seo/ ▼ | 0 | + 17 | + 110 |
| 2 | How to Create & Optimize Landing Pages for SEO (Step-by-Step Guide) ahrefs.com/blog/landing-page-seo/ ▼ | - 1 | + 6 | + 99 |
| 3 | Google's Quality Raters Guidelines Demystified for SEOs ahrefs.com/blog/google-quality-raters-guidelines/ ▼ | - 1 | + 3 | + 90 |
| 4 | SEO for Startups: 8 Steps to Grow on a Budget ahrefs.com/blog/seo-for-startups/ ▼ | + 14 | + 89 | + 89 |
| 5 | SEO Glossary: 190+ Terms and Definitions You Should Know ahrefs.com/blog/seo-glossary/ ▼ | - 2 | - 1 | + 85 |
| 6 | How to Create a Winning Blog Content Strategy in 7 Steps ahrefs.com/blog/blog-content-strategy/ ▼ | - 2 | - 5 | + 83 |
| 7 | What is SaaS Marketing? 8 Tactics We Use at Ahrefs ahrefs.com/blog/saas-marketing/ ▼ | - 1 | + 7 | + 77 |
| 8 | GSC vs. GKP: Comparing Search Volumes for 72k Keywords [A Study by Ahrefs] ahrefs.com/blog/gsc-gkp-search-volume-study/ ▼ | 0 | + 7 | + 76 |
| 9 | 63 SEO Statistics for 2021 ahrefs.com/blog/seo-statistics/ ▼ | + 13 | + 18 | + 69 |
| 10 | 90.63% of Content Gets No Traffic From Google. And How to Be in the Other 9.37% [New Research for 2020] ahrefs.com/blog/search-traffic-study/ ▼ | + 7 | + 15 | + 67 |



SEO Health Overview

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Technical SEO health overview

This month

Last month

Health Score ?



Health Score reflects the proportion of internal URLs on your site that don't have errors

Health Score ?



Health Score reflects the proportion of internal URLs on your site that don't have errors

We're getting close to a perfect score. The remaining errors are mostly regarding the hreflang problem, which is being dealt with.



Next Month

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Next month

- Launch a link building campaign around the new and free online tool we've been developing.
- Audit and optimize content to get more featured snippets. We currently get ~8% of all FS available for keywords we rank for on the first SERP, while Competitor 1 gets ~13%. This is a good traffic growth opportunity.
- Work on improving Largest Contentful Paint (LCP)—the only Core Web Vitals metric we can still quite easily improve.

HOMEBREWWORK:

Use the template from AHREFS to create an in-depth report using the steps in this presentation for the appropriate party(s)



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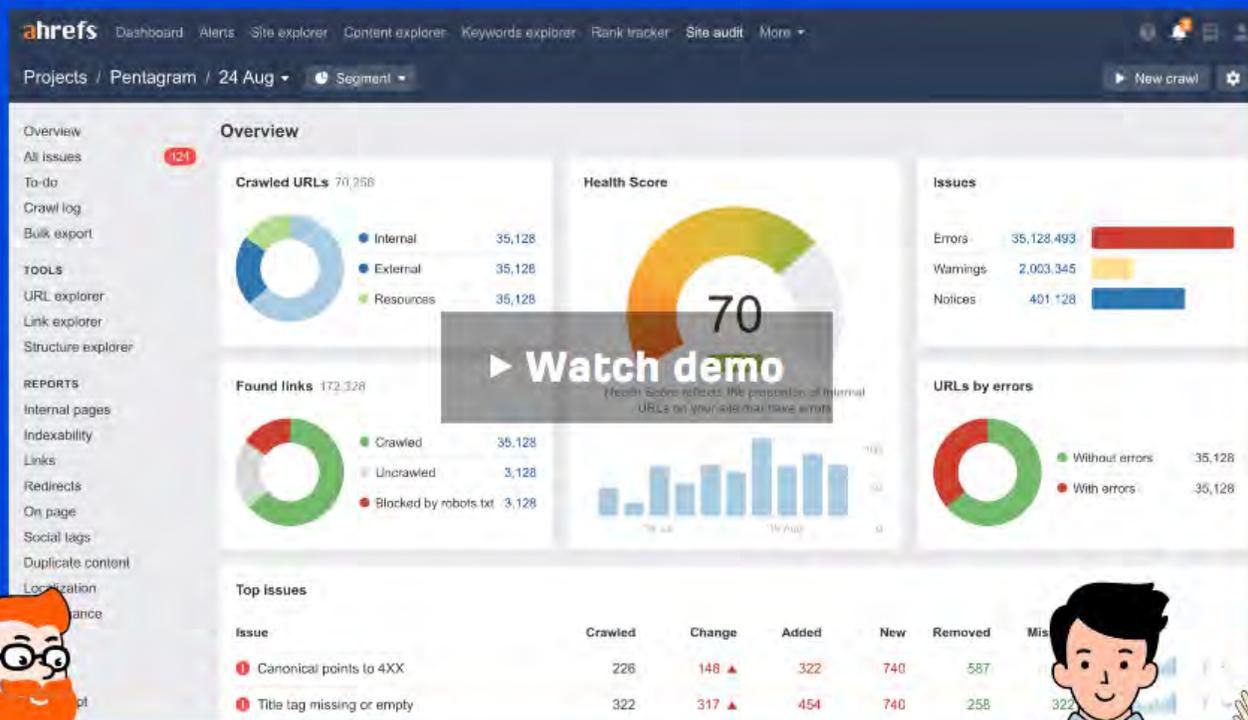
Ahrefs Webmaster Tools

Improve your website's SEO performance and get more traffic from search. Free for website owners.

Sign up for free

+6,908 users joined AWT in the last 7 days

You'll need to verify ownership of your website to use the tools [?](#)



▶ Watch demo





GENERAL SEO

Steal Our SEO Report Template (Inspired by SEO Experts)

[Michal Pecánek](#) ▾ December 15, 2021 ▾ English ▾

How do you instantly tell the difference between a good SEO and a bad one?

Look at their SEO reports.

- **Bad SEO reports** – Clients get lost in pointless data, don't know what work was done, and get no insightful comments.



Michal Pecánek

Marketer and content writer at Ahrefs. Addicted to SEO.

[Register for AMA](#)



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Your Local and Organic SEO Strategy



Presenter:
Jimmy Newson

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