

A Guide to Your Monthly Reporting

A clear explanation of how to read your monthly report and evaluate progress.

What Your Monthly Report Is Designed to Show

Your monthly report gives you a transparent view into how your marketing program is performing across SEO, GEO, and Paid Advertising (if applicable). The goal is not to overwhelm you with numbers, but to provide clarity, context, and meaningful takeaways.

The typical report covers:

- Work completed over the past period
- Key insights from the report
- PR updates
- Conversion data
- Keyword movement
- Traffic metrics period-over-period
- Search Console metric period-over-period
- Top performing pages
- Google Business Profile(s) data
- Paid Ads performance (if applicable)
- Upcoming work

Note: Although these sections are standard, all reports are customized to align with each client's goals. This means certain sections may not appear, and additional sections may be included as needed.

The “Work Completed” and “Key Insights” Sections

These sections summarize the progress we made during the month and highlight the most important observations from your data. “Work Completed” shows the actions taken, so you know exactly what’s been executed behind the scenes. “Key Insights” provides a narrative version of your results, such as shifts in traffic, strong-performing content, or notable visibility changes. This helps you quickly understand the “why” behind the data you’re seeing.

PR and Backlink Updates

If Digital PR is part of your program, you’ll see metrics like media coverage, backlinks earned, and total audience reach. These signals support SEO and GEO authority and credibility, making it easier for your site to rank well and for prospective clients to trust your firm.

Conversion Metrics

Conversions represent the actions that directly support your business goals, such as form submissions, phone calls, and lead-generation events. In your report, we show total key events, top converting URLs, lead sources (like Paid Search, Organic Search, Direct, etc.), and break down event types. This helps you understand not just how many leads came in, but where they came from and which pages are doing the heavy lifting.

Keyword Rankings

Keyword rankings show where your website appears in Google for the specific search terms your potential clients are using. We track these rankings month over month to understand whether your visibility is improving across your

priority practice areas and geographic targets. This data connects directly to your Search Console metrics, which show how increased rankings translate into more impressions and clicks.

Traffic Metrics

Your Traffic Overview shows how many people visited your site, where they came from, and how those numbers changed month over month and year over year. Channels like Organic Search, Direct, Referral, Paid Search, and Organic Social are broken out so you can see what's driving the most visibility. We help you interpret whether changes are expected, seasonal, or signals that warrant strategic adjustments.

AI Traffic

As part of your traffic metrics, we'll specifically show you how many visitors are coming from AI-driven platforms such as ChatGPT, Perplexity, Gemini, Copilot, and others. Seeing this grow over time is a strong signal that GEO (Generative Engine Optimization) efforts are working.

Search Console Metrics

Search Console data shows how many users saw your firm in Google's search results (impressions) and how many clicked through to your site. Your report will visualize month-over-month and year-over-year performance through graphs and key metrics. This helps us measure how your organic visibility is evolving, especially for high-value practice areas. Growing impressions and clicks are strong indicators that SEO and GEO strategies are working.

Top Performing Pages

This section highlights the pages that received the most clicks and impressions, along with how those numbers changed month to month. For law firms, these often include service pages, attorney bio pages, and timely blog content. Understanding which pages perform best helps shape future content strategy.

Google Business Profile Metrics

Your Google Business Profiles (GBP) play a critical role in local and branded search results. The report shows review activity, call clicks, website clicks, maps impressions, and search impressions for each location your firm operates in. These metrics help us understand how visible your firm is in local markets and whether your reputation signals are strengthening. Improvements in this area often lead directly to higher-quality local leads.

Paid Ads Performance

If our partnership includes paid advertising, your report shows conversions, cost per conversion, spend, conversion rate, and performance trends across different campaigns. You'll also see information like calls from ads, landing page performance, geographic insights, and device breakdowns. These metrics tell us which campaigns are generating the most cost-effective cases and where we can fine-tune targeting or messaging. This section makes it easy for you to understand how your budget is driving real results.

Upcoming Work

We always close your report by outlining what's planned for the upcoming month. This gives you a clear sense of next steps, upcoming projects, and where we're prioritizing effort. It ensures you know exactly what to expect and reinforces our commitment to transparency and proactive communication.