

▶ Smart PR Communications ◀

Regular Analytics Reports and What they Include

1. Weekly Analytics Overview

1-Page Narrative Report Summation

- Overview
 - Organic Search” Summary
 - Paid Search: Summary
 - Organic Search: Keywords by Country
 - Traffic: Organic vs Paid
 - Organic Search: Top Keywords
 - Organic Search: Keyword Position Distribution
 - Keywords by Intent
 - Organic Branded Search
 - Branded vs. Non-Branded
 - Organic Search: Branded Traffic Trend
 - Top Backlinks
 - Backlinks: Top Anchors
 - Backlinks: Follow vs No Follow
 - Backlinks: Types
 - Backlinks: Top Referring Domains
 - Backlinks: Top Indexed Pages
- Google Analytics (GA)/Google Search Console (GSC)
 - GA: Overview-week-over-week
 - GA: Overview-month-over-month
 - GSC: Search Performance Overview-week-over-week
 - GSC: Search Performance Overview-month-over-month
 - GA: Metrics Chart-week-over-week
 - GA: Metrics Chart-month-over-month
 - GA: New vs Returning Visitors-month-over-month
 - GA: Top Traffic Channels by Sessions-month-over-month
- Competitor Report—Compares Subject Domain with Top 4 Competitors
 - Traffic Analytics: Competitors Comparison (Overview)
 - Traffic Analytics: Competitors Comparison Chart (Visits)
 - Position Tracking: Top Competitors by Visibility
- Position Tracking Report
 - Position Tracking: Overview
 - Position Tracking: Keywords Overview
 - Keyword Rankings-Details on Top 100 Keywords
- Site Audit Summary
 - Site Health
 - Top Issues
- Paid Search Traffic
 - Paid Search: Top Keywords
 - Paid Search: Ad Copy Position Distribution
 - Paid Search: Top Competitors
 - Paid Search: Competitive Positioning Map

2. Competitor Comparison: In-Depth Comparison with One Competitor

- Organic Search
 - Organic Search Summary
 - Organic Search: Traffic Chart
 - Organic Search: Top Keywords
 - Backlinks: Summary
 - Backlinks: Types
- Paid Search
 - Paid Search: Summary
 - Paid Search: Traffic
 - Paid Search: Top Keywords
- Traffic Channels Comparison
 - Organic vs Paid
 - Traffic Analytics: Competitors Comparison Chart (Unique Visitors)

3. Domain Reports: Full report for any domain.

Summary

- Domain Authority Score
- Total Organic Search Traffic
- Paid Search Traffic
- Backlinks
- Traffic Distribution by Country
- Organic and Paid Traffic 2-Year Trend
- SERP Features

Organic Research

- Top Organic Keywords
- Organic Keyword Position Distribution
- Keywords by Intent
- Branded Traffic Trend
- Branded vs. Non-Branded Traffic
- Main Organic Competitors
- Competitive Positioning Map

Advertising Research

- Top Paid Keywords
- Paid Position Distribution
- Main Paid Competitors
- Competitive Positioning Map
- Text Ads: Shows actual ads that competitor has run—headline and ad copy

Backlinks

- List of Backlinks
- Follow vs. No Follow
- Backlink Types
- Top Anchors
- Referring Domains
- Indexed Pages

4. Basic Site Health Audit

- Site Health
- Crawled Pages
- Errors, Warnings, Notices

5. Detailed Full Site Audit (50+ pages)

- Site Health
- Crawled Pages
- Errors, Warnings, Notices
- Top Issues in Detail
- Broken Internal Links in Detail
- Duplicate Title Tags and Historical Chart for Audits
- Duplicate Content and Historical Chart for Audits
- Duplicate Meta Descriptions and Historical Chart for Audits
- Broken Internal Images and Historical Chart for Audits
- 4XX Errors and Historical Chart for Audits
- 5XX Errors and Historical Chart for Audits
- Unminified JavaScript and CSS files and Historical Chart for Audits
- Missing H1 Tags and Historical Chart for Audits
- Low Text to HTML Ratio and Historical Chart for Audits
- Missing Meta Description and Historical Chart for Audits
- Doc Type Not Declared and Historical Chart for Audits
- Missing Alt Attributes and Historical Chart for Audits
- Long Title Element and Historical Chart for Audits
- Low Word Count and Historical Chart for Audits
- Links with Non-Descriptive Anchor Text and Historical Chart for Audits
- No Follow Attributes in Outgoing External Links and Historical Chart for Audits
- Links with No Anchor Text and Historical Chart for Audits
- No HSTS Support and Historical Chart for Audits
- Pages with Only One Internal Link and Historical Chart for Audits
- Resources Formatted as Page Links and Historical Chart for Audits