

DATE OF THE REPORT

Monthly Performance Report

Built in Google Looker Studio from your Google Analytics, Search Console and Business Profile data. Delivered every month as a PDF, white label, ready to forward.

Pages that follow: the actual report format

Your Logo/Client's Website Logo

Monthly SEO Report Website URL

Improvement Summary for this Month:

- **Site Visits:** Your site has been visited **xx times** by **xx users**.
- **New Visitors:** **xx visitors** have visited your website for the first time.
- **Organic Traffic:** Accounts for **xx users** of all traffic to the site.
- **Keywords Tracked:** A total of **xx keywords** are being tracked for the site.
- **Keywords in Positions 1-5:** **xx**
- **Keywords in Positions 1-10:** **xx**
- **Keywords in Positions 11-40:** **x**

Action Plan for next month:

- Strategic link building
- On-page checks
- Weekly website technical checks

Benefits of SEO



Increase Website Traffic

SEO helps search engines find you and improve your rankings on Google. The higher the rankings, the more people can find and click on your website.



More Leads & Calls

When more customers visit your website, they can see how your business can help them with what they need.



Get Your Business Found

SEO gets your business found by your target customers and community. SEO helps your website reach your target audience.



Show Up On Maps & Local Search

Local SEO makes sure your business shows up on maps in your area and by those who search locally.

Mar 1, 2025 - Mar 31, 2025

Sessions
11,555
↑ 337.5%

Views
39,516
↑ 280.4%

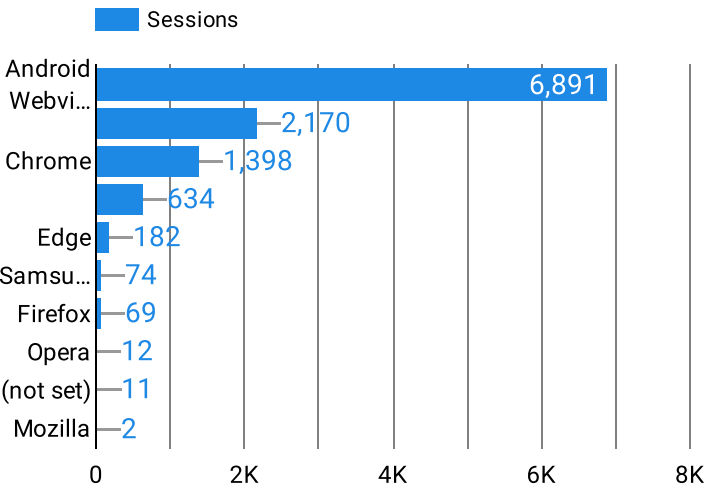
Total users
10,589
↑ 384.6%

Active users
10,587
↑ 385.0%

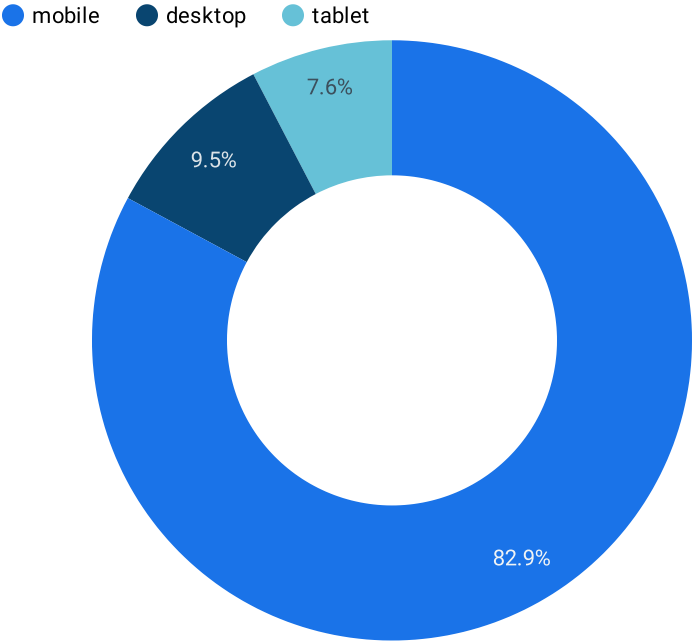
Sessions per user
1.09
↓ -9.8%

New users
10,511
↑ 398.2%

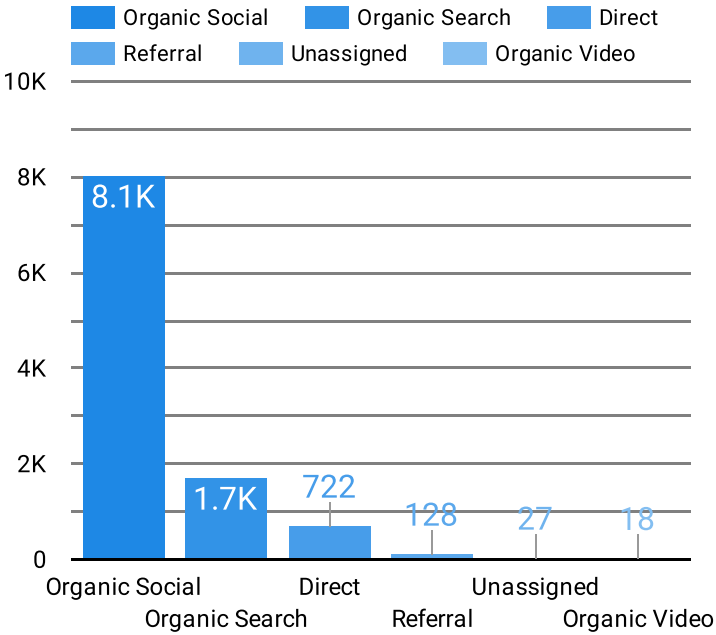
Traffic By Browsers



Total Traffic By Devices



Traffic by Source/Medium



Google Business Profile Insights

Impressions Maps
27

Website Clicks
2

Total Impressions
81

Impressions Search
54

Mar 1, 2025 - Mar 31, 2025

Events per session
7.49
↑ 7.8%

Average session duration
00:02:15
↑ 16.2%

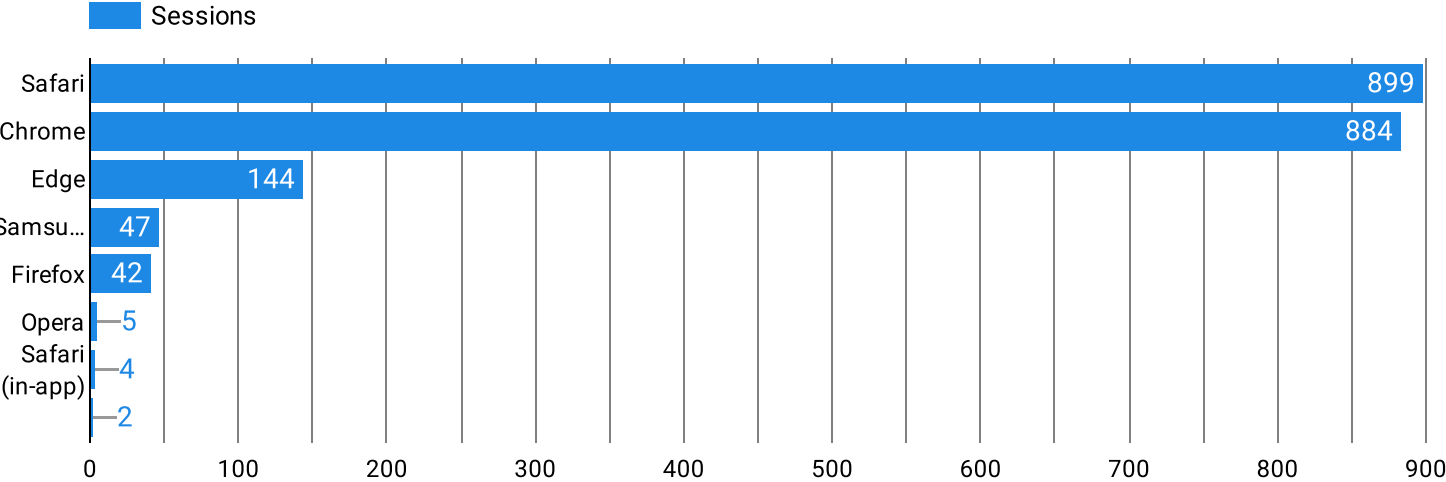
Sessions per user
1.18
↑ 0.9%

Sessions
2,029
↑ 24.4%

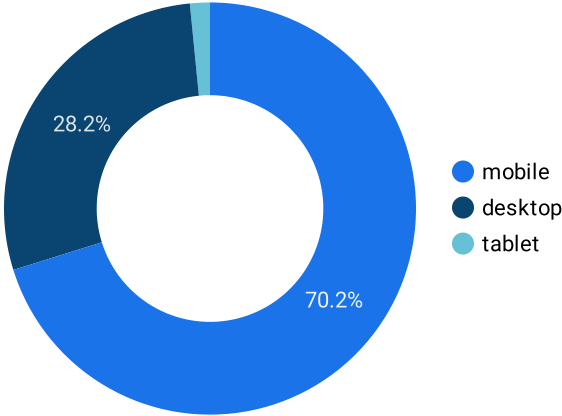
Total users
1,723
↑ 23.3%

New users
1,675
↑ 24.1%

Traffic By Browsers



Total Traffic By Devices



	Page path	Total users ▾	% Δ	New users	% Δ	Sessions	% Δ	Views	% Δ
1.	/what-is-the-ring-dinger-...	1,027	157.4% ↑	1,006	160.6% ↑	1,134	150.9% ↑	3,359	145.9% ↑
2.	/ring-dinger/	143	55.4% ↑	44	46.7% ↑	158	29.5% ↑	511	16.9% ↑
3.	/joining-team-ring-dinge...	130	83.1% ↑	118	90.3% ↑	142	73.2% ↑	424	75.9% ↑
4.	/package-financing/	124	51.2% ↑	98	55.6% ↑	132	51.7% ↑	414	54.5% ↑
5.	/official-ring-dinger-tea...	115	33.7% ↑	10	400.0% ↑	150	36.4% ↑	452	38.2% ↑
6.	/	109	-80.5% ↓	45	-91.3% ↓	143	-76.1% ↓	454	-71.5% ↓
7.	/product/the-ring-dinger...	62	51.2% ↑	40	73.9% ↑	77	54.0% ↑	217	26.9% ↑
8.	/product-category/equi...	58	65.7% ↑	8	100.0% ↑	67	71.8% ↑	231	55.0% ↑
9.	/get-certified-in-the-ring-...	53	12.8% ↑	47	9.3% ↑	53	8.2% ↑	192	37.1% ↑
10.	/contact-us/	39	105.3% ↑	1	-	41	95.2% ↑	131	98.5% ↑

Summary of Top Organic Landing Pages insights:

This report highlights the top-performing pages driving organic traffic, helps identify the pages generating the most traffic, and provides insights into the keywords associated with those pages. It identifies high and low performers, measures organic search impact on leads and sales, and tracks seasonal trends for optimizing content strategies.

	Query	Clicks ▾	Impressions	Average Position
1.	ring dinger	327	9,110	4.84
2.	what is a ring dinger	92	754	2.09
3.	ring dinger chiropractor	46	1,544	6.06
4.	ring dinger near me	29	1,576	7.99
5.	team ring dinger	29	151	1.99
6.	eam ring dinger	24	91	1.65
7.	advanced chiropractic equipment	23	33	1
8.	advanced chiropractic equipment llc	21	29	1.07
9.	ring dinger chiropractic	20	592	6.02
10.	ring dinger locations	19	250	5.95
11.	ringdinger	19	699	6.11
12.	is the ring dinger dangerous	15	351	3.24
13.	ring dinger chiropractor near me	13	931	12.92
14.	team ring dinger locations	13	128	4.29
15.	the ring dinger	13	571	5.4
16.	whats a ring dinger	13	138	1.88
17.	chiropractor ring dinger	11	362	4.65
18.	what is ring dinger	11	139	2.67
19.	ring dinger adjustment	9	305	2.52
20.	ring dinger cost	9	251	2.02
21.	ringer dinger	9	344	4.98

Please note, that the position for each of these queries will not always match exactly the tracked ranking positions as they are taken from different data sources (Google Search Console).

S no ^	Keywords	Search Volume	Keyword Difficulty	March	February	Change in Position
1	Best Chiropractic Equipment	10 - 100	Low	1	1	0
2	Best Chiropractic Seminars	10 - 100	Low	1	1	0
3	Chiropractic Adjustment Techniques Seminar	10 - 100	High	1	1	0
4	chiropractic equipment	10 - 100	Low	1	1	0
5	chiropractic equipment for sale	10 - 100	High	1	1	0
6	Chiropractic Seminars	10 - 100	High	1	1	0
7	chiropractic supplies	10 - 100	Low	1	1	0
8	Chiropractic Techniques Seminar	10 - 100	High	1	1	0
9	chiropractor machine	10 - 100	Low	1	1	0
10	chiropractor tools	10 - 100	High	1	1	0
11	Chiropractic Cash Practice Seminar	10 - 100	High	2	2	0
12	chiropractic table	10 - 100	Low	2	2	0
13	chiropractic tools	10 - 100	High	2	2	0
14	ring dinger	10 - 100	High	2	2	0
15	ring dinger chiropractic	10 - 100	High	2	2	0
16	ring dinger chiropractor	10 - 100	Low	2	2	0
17	Ring Dinger tables	10 - 100	Low	2	2	0
18	Best Chiropractic Tables	10 - 100	High	3	3	0
19	chiropractic adjusting tables	10 - 100	Low	3	3	0
20	chiropractic tools and equipment	10 - 100	Low	3	5	2
21	chiropractor rolling table	10 - 100	High	3	3	0
22	chiropractic adjustment table	10 - 100	Low	4	4	0
23	chiropractic roller table	10 - 100	Low	4	4	0
24	chiropractic tables	10 - 100	Low	4	4	0
25	chiropractic traction table	10 - 100	Low	4	4	0
26	chiropractor tool	10 - 100	High	4	4	0
27	portable chiropractic drop table	10 - 100	Low	4	4	0
28	back traction table	10 - 100	Low	5	5	0
29	chiropractic decompression table	10 - 100	High	5	5	0

Cluster Keyword Rankings

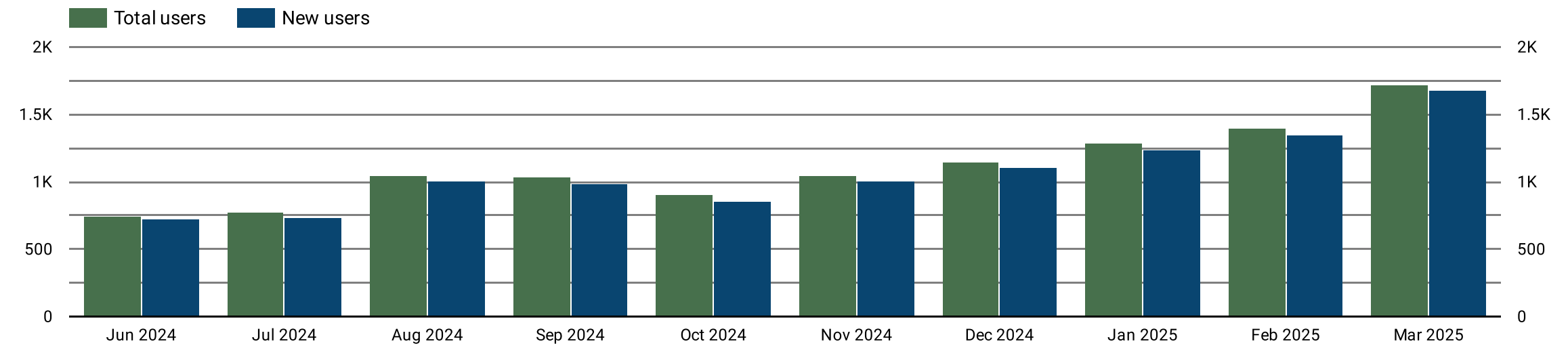
Summary of Cluster Keywords insights: Cluster keywords are groups of search terms that all relate to the primary or seed keyword. The idea of keyword clustering is to write content that covers a wide range of smaller topics connected to the main subject. This approach helps boost the SEO because it lets us target different variations of a keyword all at once.

S no	Keywords	Search Volume	Keyword Difficulty	March	February	Change In Postion
1	chiropractor ring dinger	100 - 1k	High	3	2	-1
2	decompression table for sale	10 - 100	Low	9	9	0
3	chiropractic tables with drops	10 - 100	High	16	18	2
4	decompression tables	100 - 1k	High	33	39	6

Future keywords for upcoming month

Future Keywords Summary: Below are the new additional keywords that we have started targeting this month. Unranked keywords are expected to start ranking by next month with ongoing SEO efforts.

Keywords ^	Search Volume	Keyword Difficulty
spinal decompression equipment	10 - 100	High



Year month ▾		Total users	New users	Sessions
1.	Mar 2025	1,723	1,675	2,029
2.	Feb 2025	1,397	1,350	1,631
3.	Jan 2025	1,285	1,238	1,483
4.	Dec 2024	1,142	1,104	1,365
5.	Nov 2024	1,049	1,008	1,295
6.	Oct 2024	901	854	1,208

Event name ▾		Event count
1.	visit_seminar_survey	609
2.	visit_order_form	6
3.	visit_chiropractic_seminars	326
4.	visit_cart	62
5.	click_reserve_your_spot	25
Grand total		1,137

Event name ▾		Landing page	Event count
1.	visit_seminar_survey	/official-team-ring-dinger-chiropractors-require-full-commitment	416
2.	visit_seminar_survey	/	82
3.	visit_seminar_survey	/seminar-survey	63
4.	visit_seminar_survey	/what-is-the-ring-dinger-chiropractic-adjustment-benefits-and-risks-explained	16
5.	visit_seminar_survey	/ring-dinger	12
6.	visit_seminar_survey	/chiropractic-seminars	3
7.	visit_seminar_survey	/get-certified-in-the-ring-dinger-technique-with-our-chiropractic-seminars	3
8.	visit_seminar_survey	/joining-team-ring-dinger-with-dr-gregory-johnson	3
9.	visit_seminar_survey	/package-financing	3
10.	visit_seminar_survey	/product/the-ring-dinger-johnson-y-axis-adjustment-table	3

Event name		Landing page	Event count ▾
1.	click_reserve_your_spot	/	7
2.	click_reserve_your_spot	/get-certified-in-the-ring-dinger-technique-with-our-chiropractic-seminars	7
3.	click_reserve_your_spot	/chiropractic-seminars	6
4.	click_reserve_your_spot	/product/the-ring-dinger-johnson-y-axis-adjustment-table	2
5.	click_reserve_your_spot	/about	1
6.	click_reserve_your_spot	/ring-dinger	1
7.	click_reserve_your_spot	/what-is-the-ring-dinger-chiropractic-adjustment-benefits-and-risks-explained	1

Event name		Landing page	Event count ▾	% Δ
1.	visit_chiropractic_seminars	/chiropractic-seminars	135	21.6% 📈
2.	visit_chiropractic_seminars	/	73	49.0% 📈
3.	visit_chiropractic_seminars	/get-certified-in-the-ring-dinger-technique-with-our-chir...	36	28.6% 📈
4.	visit_chiropractic_seminars	/official-team-ring-dinger-chiropractors-require-full-co...	20	-
5.	visit_chiropractic_seminars	/ring-dinger	12	300.0% 📈
6.	visit_chiropractic_seminars	/what-is-the-ring-dinger-chiropractic-adjustment-bene...	12	100.0% 📈
7.	visit_chiropractic_seminars	/about	6	-
8.	visit_chiropractic_seminars	/joining-team-ring-dinger-with-dr-gregory-johnson	6	0.0%
9.	visit_chiropractic_seminars	/chiropractic-tables	5	66.7% 📈
10.	visit_chiropractic_seminars	/official-ring-dinger-team-requirements	3	-70.0% 📉
11.	visit_chiropractic_seminars	/package-financing	3	-
12.	visit_chiropractic_seminars	/product/the-ring-dinger-johnson-y-axis-adjustment-ta...	3	-
13.	visit_chiropractic_seminars	/protecting-the-integrity-of-the-ring-dinger-technique	3	-
14.	visit_chiropractic_seminars	/understanding-the-safety-and-effectiveness-of-the-rin...	3	-
15.	visit_chiropractic_seminars	/elevate-your-practice-with-the-ring-dinger-certification...	2	-33.3% 📉

Social Media Clicks

Event Submission ▾		Event Count
1.	Outbound Clicks	41
2.	Contact form submission	31

By default the report will show you the last month's performance compared with the previous month and the previous year.

Traffic: (Source: Google Analytics)

All traffic: All Traffic shows from which marketing channels the website is getting traffic from.

Sessions: A session is a group of user interactions with your website that take place within a given time frame.

New Users: A 'new user' is a visitor who, according to Google's tracking snippet, has never been to your site before and is initiating their first session on your site.

Goal Completion: Goals in Google Analytics help you keep track of the actions your website visitors did or didn't take. A goal completion takes place when your visitors complete a specific action you are tracking—for example, make a purchase, add a product to cart, or sign up for a newsletter.

Keywords: (Source: Local Ranking)

1st Page Rankings: The total number of tracked keywords that are ranking on positions 1 to 10.

2nd Page Rankings: The total number of tracked keywords that are ranking on positions 11 to 20.

3rd Page Rankings: The total number of tracked keywords that are ranking on positions 21 to 30.

Clicks: How often someone clicked a link from Google to your site.

Impressions: How often someone saw a link to your site on Google. Depending on the result type, the link might need to be scrolled or expanded into view.

Queries: The Google search term or queries that generated impressions of your website URLs in Google organic search results.