

SEO ROI Reporting Template

A business-focused reporting workbook for connecting SEO investment with organic revenue, conversions, pipeline, content performance, and commercial outcomes.

1. Reporting Overview

Client / brand	Website / domain	Reporting period	Comparison period	Report owner	Primary market	Primary conversion goal	Attribution model	Currency

2. Executive ROI Summary

Metric	Current period	Previous period	Change	Target	Status	Business interpretation
Organic revenue						
Organic conversions						
Organic conversion value						
SEO investment						
Estimated SEO ROI						
Cost per organic conversion						
Organic pipeline value						
Organic assisted conversion value						

3. SEO Investment Tracker

Cost category	Description	Internal / external	One-time cost	Recurring cost	Reporting-period cost	Owner	Notes
SEO agency / consultant fees							
Content strategy							
Content production							
Editing and design							
Development implementation							
Digital PR / link acquisition							
SEO tools and software							
Analytics / tracking work							
Internal team time							
Other SEO-related costs							

4. Organic Revenue and Conversion Performance

Conversion type	Current period conversions	Previous period conversions	Change %	Conversion value	Revenue / pipeline value	Conversion rate	Notes

5. SEO ROI Calculation

Calculation component	Value	Formula / method	Data source	Assumption	Notes
Organic revenue attributable to SEO					
Gross profit attributable to SEO					
Total SEO investment					
ROI using revenue					
ROI using gross profit					
Return multiple					
Payback period estimate					

6. Organic Traffic Performance

Metric	Current period	Previous period	Change	Year-over-year period	YoY change	Target	Interpretation
Organic users							
Organic sessions							
Engaged sessions							
New organic users							
Organic conversions							
Organic conversion rate							
Revenue per organic session							

7. Search Visibility and Ranking Performance

Metric / segment	Current period	Previous period	Change	Target	Business relevance	Notes
Total ranking keywords						
Top 3 keywords						
Top 10 keywords						
Top 20 keywords						
Non-branded clicks						
Non-branded impressions						
Branded clicks						
Branded impressions						
Average CTR						

8. Landing Page Business Performance

Landing page	Page type	Organic sessions	Conversions	Conversion rate	Revenue / value	Previous-period value	Change	Primary keyword / topic	Recommended action

9. Content ROI Tracker

Content URL / asset	Publish / update date	Production cost	Organic sessions	Conversions	Revenue / value	Assisted value	Backlinks earned	ROI status	Next action

10. Lead Generation and Pipeline Impact

Lead stage	Organic leads	Qualified leads	Opportunities	Pipeline value	Closed-won value	Previous period	Change	CRM source	Notes

11. Ecommerce SEO Revenue Analysis

Category / page group	Organic sessions	Transactions	Conversion rate	Revenue	Average order value	Previous-period revenue	Change	Margin note	Action

12. Assisted Conversion Impact

Path / interaction	Assisted conversions	Assisted value	Last-click conversions	Last-click value	Typical journey note	Business interpretation

13. SEO Forecast vs Actual

Metric	Forecast	Actual	Variance	Variance %	Reason	Corrective action	Next-period forecast

14. Work Completed and Investment Connection

SEO activity	Work completed	Cost / effort	Target page / area	Expected business impact	Observed result	Measurement window	Next step

15. Wins, Losses, and Business Interpretation

Area	Observation	Business impact	Likely cause	Evidence	Recommended response	Priority

16. Next-Period Priorities

Priority	Initiative	Business objective	Expected SEO impact	Expected commercial impact	Effort	Owner	Target date	Success measure

17. Data Sources and Attribution Notes

Data source	Metric supplied	Property / view	Attribution setting	Known limitation	Owner	Last validated

18. Reporting QA Checklist

QA check	Status	Notes	Owner
Reporting period is correct			
Comparison periods are consistent			
Revenue currency is consistent			
Conversion definitions are documented			
Duplicate conversions are checked			
Internal traffic treatment is documented			
Attribution model is stated			
SEO costs are complete			
CRM and analytics totals are reconciled where possible			
Formulas have been reviewed			
Forecast assumptions are documented			
Major anomalies are explained			