

Keyword Ranking Report Example (Synthetic)

Synthetic ranking narrative for a fictional SEO consultancy. Positions and keywords are invented; use one verified source and consistent settings for client work.

Executive summary

One priority query moved into striking distance, one page-one winner should be protected, and one decline needs investigation after a new SERP feature appeared. No page rewrite is approved from position movement alone.

Measurement contract

Country, device, source, and collection cadence are held constant. Search Console average position is reported separately from the controlled rank-tracker measurement.

Movement response

Protect confirmed winners; inspect intent and internal links for striking-distance rows; check indexing, SERP change, seasonality, and recent edits before assigning a cause to declines.

Client decision

Approve one internal-link reinforcement after the landing-page match is verified. Keep the declining page stable until the next consistent measurement and live SERP review.

Data caveat

Every row is synthetic. Rankings vary by source, market, device, and date, so the report names those settings instead of presenting a universal position.

Query	Now	Prior	Group	Next
audit report sample	11.8	16.2	Striking	Verify URL
client seo report	6.1	6.4	Protect	Hold title
ranking workbook	18.3	14.7	Decline	Inspect SERP
gsc report guide	9.5	10.2	Watch	No change