

Weekly SEO Report Sample (Synthetic)

One-page synthetic migration update for a fictional publisher. The cadence exists to control active work, not to manufacture a weekly traffic trend.

Status

Migration rollout is amber. Redirect coverage is substantially complete in this fictional sample, but a legacy template still emits the old canonical on a small URL group.

Shipped this week

Deployed the redirect batch, updated the XML sitemap, fixed navigation links to the new paths, and verified the first post-release crawl. These are implementation facts, not outcome claims.

Leading signals

Synthetic crawl and index observations are moving in the intended direction. Search and analytics values remain preliminary and are not labeled as a durable trend.

Blocker and decision

The canonical defect can split signals during the migration. Decision required: approve an emergency template patch before the next content release.

Next seven days

Developer owns the canonical patch; SEO lead owns recrawl verification; analyst owns the tracking note. Each action closes only when its named evidence is visible.

Workstream	Status	Owner	Evidence due
Redirect rollout	Done	Developer	Crawl export
Canonical patch	Blocked	Developer	Live sample
Index review	Watch	SEO lead	Finalized GSC
Tracking note	Planned	Analyst	Source ledger