

Sample Local Service SEO Report

Synthetic sample report for a fictional local service business. Replace every number before client use.

Executive summary

Organic leads were flat while impressions rose on priority service pages. The next decision is whether to refresh low-CTR pages before expanding new content.

Work completed

The synthetic month includes title rewrites, internal links from service hubs, and cleanup of duplicate location-page headings.

Risk note

Conversion tracking changed mid-period in this example. A real report should explain the change before comparing lead counts.

Next month

Focus on pages with positions 4-12 and high impressions, then add implementation owners and due dates.

Metric	Current	Previous	Commentary
Organic clicks	1,280	1,185	Synthetic sample only
Organic leads	42	41	Tracking caveat required
Priority pages improved	7	4	Check source before use
Next actions	3	n/a	Assign owners