Your SEO client report guide

SEO client report · Built with Datapipe

Oct 9, 2026 - Nov 5, 2026

Search performance, rankings, backlinks and organic traffic in one report. A page whose data source isn't added shows how to add it.

Explore the report

01 Summary
The headline numbers from every data source.

02–05 Search performance
Clicks, queries, pages and pages ranking 4 to 20, from Google Search Console.

06–07 Tracked rankings
Daily average position and every tracked keyword, from your rank tracker.

08–09 Backlinks
Authority, backlinks, referring domains and anchors, from your backlink tool.

10–11 Organic traffic
Organic sessions, engagement, key events and landing pages, from Google Analytics.

Use your own data

1 Add Google Search Console as a data source in Datapipe.
Add your rank tracker, backlink tool and Google Analytics too.

2 Create this dashboard.
Choose a data source for each part, then authorize Google Sheets.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

CTR = total clicks / total impressions. Average position is weighted by impressions; lower is better. Tracked positions come from your rank tracker; authority scores are your backlink tool's own metric.

Query rows omit some searches. Page and property aggregation can produce different totals.

Web search only. Google final data can lag; dates use Pacific time. API rows are not a guaranteed complete export.

Sample data · 8 August–5 November 2026.

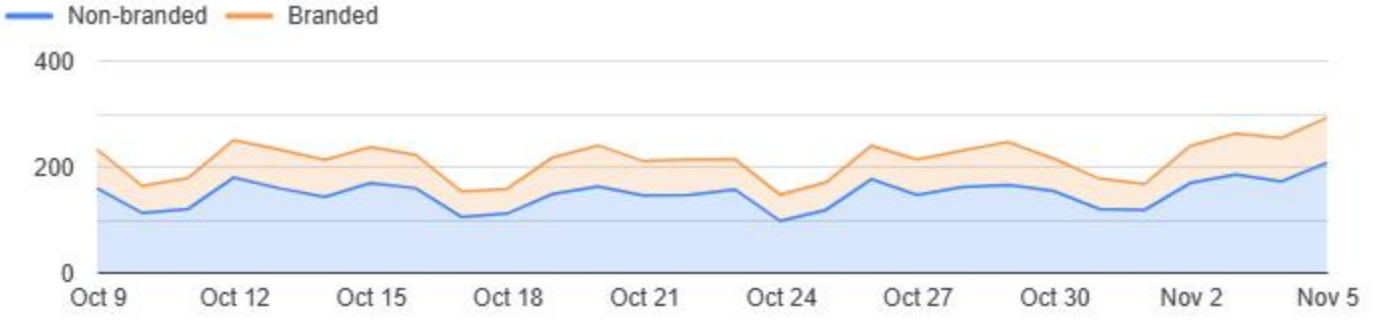
SEO summary

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Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,954	277,766	2.14%	12.34
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.8% from previous 28 days	↓ -7.1% from previous 28 days

Daily clicks by brand



Daily impressions



Avg. tracked position	Tracked keywords in top 10	Referring domains	Authority Score
15.85	4.57	1,152	36
↓ -0.3% from previous 28 days	↑ 4.9% from previous 28 days		

Organic sessions	Engagement rate	Session key event rate	Key events
7,189	61.3%	2.00%	200
↑ 14.9% from previous 28 days	↑ 0.6% from previous 28 days	↓ -3.6% from previous 28 days	↑ 15.6% from previous 28 days

Daily organic sessions



Property totals · Web search · Final data · Pacific dates. CTR = clicks ÷ impressions; average position is weighted by impressions. Lower position is better.
Brand is Google's branded classification of property clicks; Not classified means Google doesn't classify the property or that day. Tracked positions come from your rank tracker, backlinks from your backlink tool, and sessions are Organic Search sessions from Google Analytics.

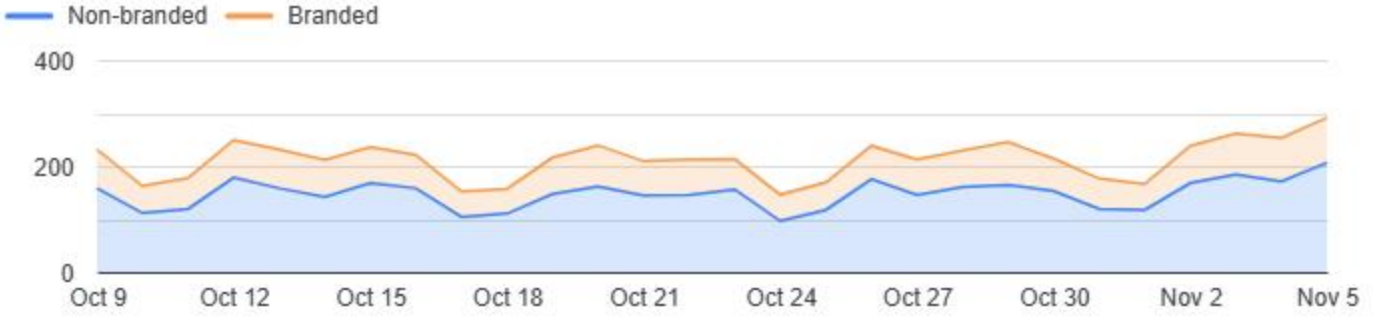
Search performance overview

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Clicks	Impressions	CTR	Avg. position
5,954	277,766	2.14%	12.34
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Daily clicks by brand



Daily impressions



Daily property performance

	Date	Clicks	Impressions	CTR	Avg. position
1.	Nov 5, 2026	291	12,055	2.41%	11.95
2.	Nov 4, 2026	253	11,045	2.29%	11.48
3.	Nov 3, 2026	261	12,004	2.17%	11.85
4.	Nov 2, 2026	238	10,946	2.17%	11.68
5.	Nov 1, 2026	166	7,419	2.24%	11.59
6.	Oct 31, 2026	176	8,411	2.09%	11.42
7.	Oct 30, 2026	214	10,390	2.06%	12.20
8.	Oct 29, 2026	245	11,993	2.04%	12.33
9.	Oct 28, 2026	229	10,519	2.18%	12.73
10.	Oct 27, 2026	212	10,486	2.02%	11.54

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Property totals · Web search · Final data · Pacific dates. CTR = clicks ÷ impressions; average position is weighted by impressions. Lower position is better.
Brand is Google's branded classification of property clicks; Not classified means Google doesn't classify the property or that day.

Search queries

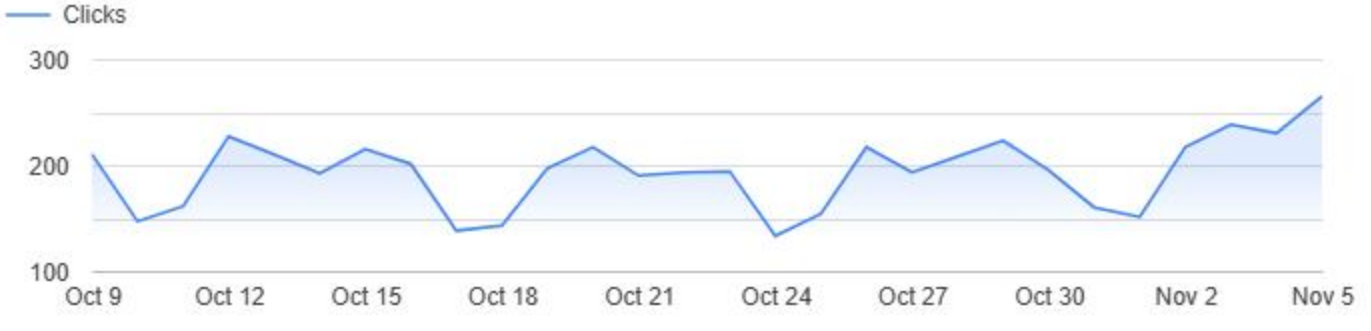
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Brand

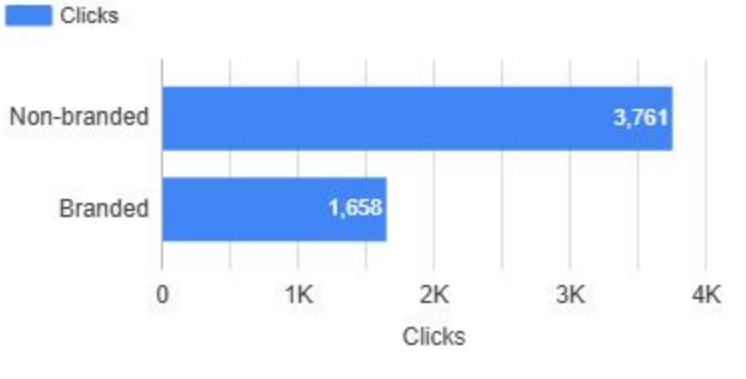
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,419	233,323	2.32%	13.81
▲ 14.6% from previous 28 days	▲ 15.4% from previous 28 days	▼ -0.7% from previous 28 days	▼ -0.2% from previous 28 days

Daily clicks



Query clicks by brand



Query performance

	Search query	Brand	Clicks ▾	Impressions	CTR	Avg. position
1.	northstar metrics	Branded	1,167	7,163	16.29%	1.51
2.	marketing dashboard template	Non-branded	673	33,539	2.01%	7.17
3.	northstar pricing	Branded	491	4,680	10.49%	5.58
4.	search console reporting	Non-branded	478	27,163	1.76%	8.90
5.	seo reporting dashboard	Non-branded	441	23,593	1.87%	10.44
6.	marketing data connector	Non-branded	378	20,878	1.81%	12.06
7.	ga4 dashboard template	Non-branded	330	18,722	1.76%	13.63
8.	client reporting software	Non-branded	278	16,581	1.68%	15.40
9.	organic traffic analysis	Non-branded	268	16,101	1.66%	16.95
10.	automated marketing reports	Non-branded	219	13,995	1.56%	19.95

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Query rows only · Google omits some searches for privacy and may return only top rows. These totals can differ from Overview. CTR and position use impression-weighted totals. Brand is Google's branded classification; pick Non-branded at the top for non-brand clicks. Not classified means Google doesn't classify the property.

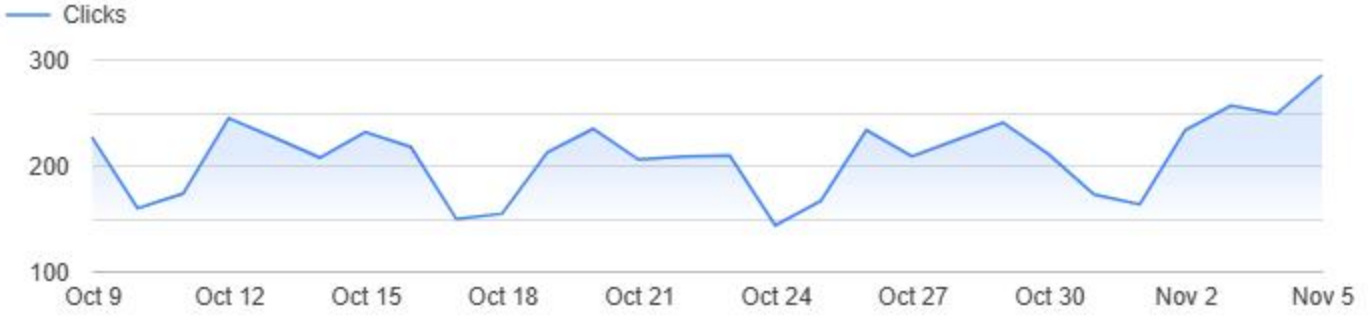
Search landing pages

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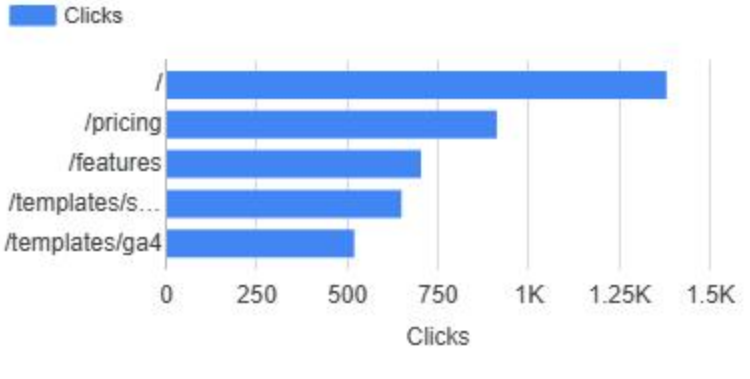
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,835	302,767	1.93%	12.99
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.7% from previous 28 days	↓ -6.9% from previous 28 days

Daily clicks



Top pages by clicks



Landing page performance

	Page path	Clicks ▾	Impressions	CTR	Avg. position
1.	/	1,383	53,742	2.57%	9.95
2.	/pricing	915	35,619	2.57%	10.72
3.	/features	706	36,306	1.94%	11.76
4.	/templates/search-console	652	39,875	1.64%	12.63
5.	/templates/ga4	522	30,133	1.73%	13.41
6.	/blog/seo-reporting	490	31,635	1.55%	14.31
7.	/blog/organic-traffic	341	23,449	1.45%	15.12
8.	/integrations	294	18,309	1.61%	15.76
9.	/guides/marketing-reports	234	15,132	1.55%	16.65
10.	/blog/ctr-analysis	182	12,470	1.46%	17.54

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Page totals · Google groups these rows by page, not property, so totals can differ from Overview. Paths belong to the selected property.

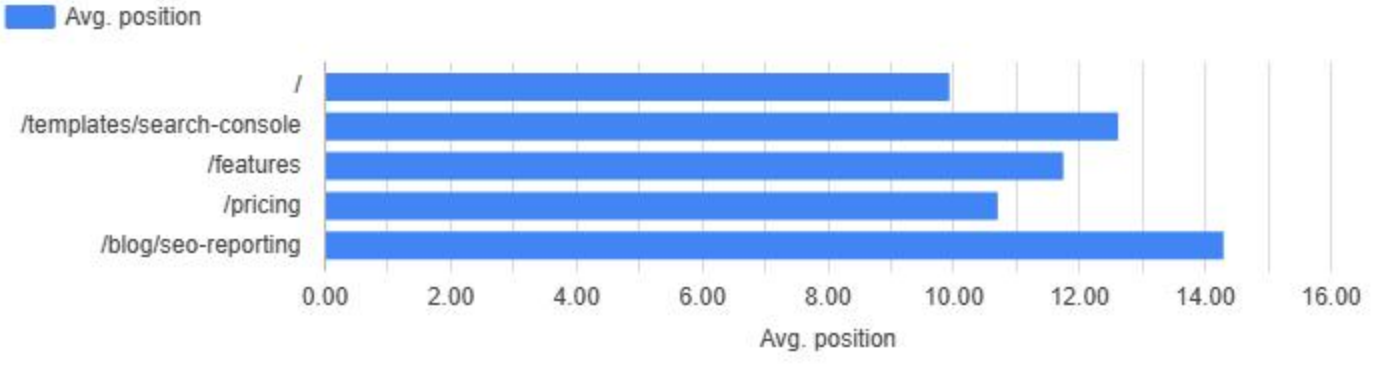
Review priorities

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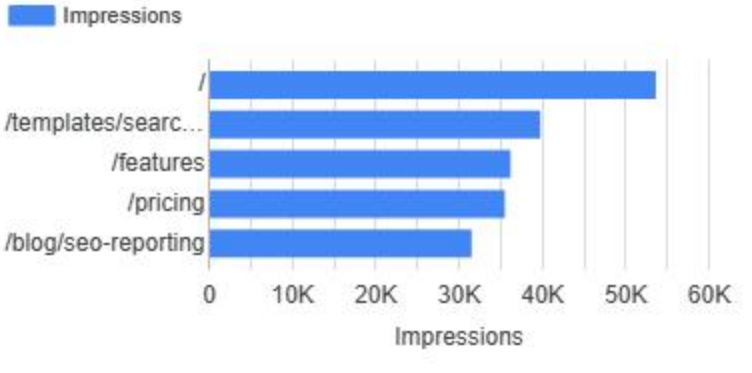
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
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↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.7% from previous 28 days	↓ -6.9% from previous 28 days

Average position of the most-seen pages, 4 to 20



Most impressions, ranking 4 to 20



Pages ranking 4 to 20, most impressions first

	Page path	Clicks	Impressions ▾	CTR	Avg. position
1.	/	1,383	53,742	2.57%	9.95
2.	/templates/search-console	652	39,875	1.64%	12.63
3.	/features	706	36,306	1.94%	11.76
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5.	/blog/seo-reporting	490	31,635	1.55%	14.31
6.	/templates/ga4	522	30,133	1.73%	13.41
7.	/blog/organic-traffic	341	23,449	1.45%	15.12
8.	/integrations	294	18,309	1.61%	15.76
9.	/guides/marketing-reports	234	15,132	1.55%	16.65
10.	/blog/ctr-analysis	182	12,470	1.46%	17.54

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Pages whose impression-weighted average position is 4 to 20 in the selected period, most impressions first. Page rows are grouped by page, not property, so totals can differ from Overview.

Tracked rankings

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Average position	Keywords in top 10	Keywords in top 3	Visibility
15.85	4.57	1	No data
-0.3% from previous 28 days	4.9% from previous 28 days	0.0% from previous 28 days	No data from previous 28 days

Average position by day



Keywords in top 10 by day



Rankings by day

	Date	Average position	Top 10	Top 3	Keywords ranked	Visibility
1.	Nov 5, 2026	15.88	5	1	16	-
2.	Nov 4, 2026	15.81	5	1	16	-
3.	Nov 3, 2026	15.88	5	1	16	-
4.	Nov 2, 2026	16	4	1	16	-
5.	Nov 1, 2026	15.69	4	1	16	-
6.	Oct 31, 2026	15.44	4	1	16	-
7.	Oct 30, 2026	15.94	5	1	16	-
8.	Oct 29, 2026	16.06	4	1	16	-
9.	Oct 28, 2026	15.75	4	1	16	-
10.	Oct 27, 2026	16.13	4	1	16	-

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Daily trend from your rank tracker. Average position counts ranked keywords only; lower is better. Top 10 and top 3 count keywords at those positions each day. Visibility uses your rank tracker's own index.

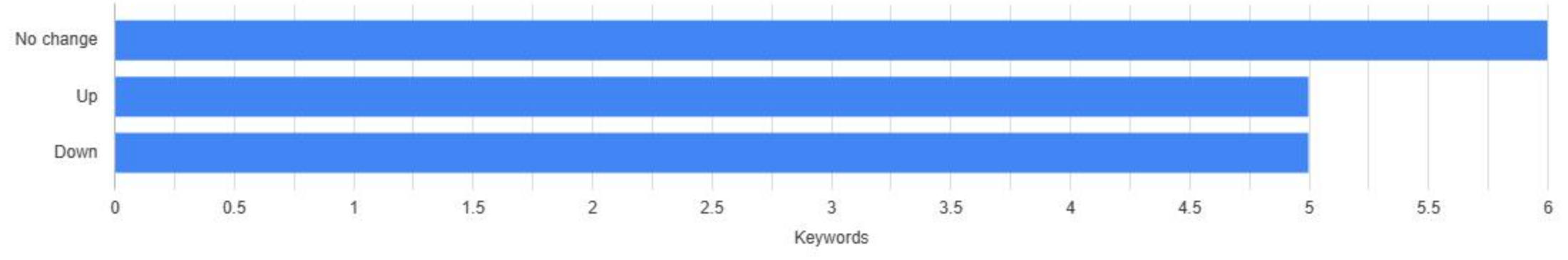
Tracked keywords

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Oct 9, 2026 - Nov 5, 2026

Keywords tracked	Average position	Keywords ranked	Monthly searches tracked
16	15.88	16	281,200

Keywords by movement since the previous check



Keywords by position

Keyword	Ranking URL	Position	Previous	Change	Best	Monthly searches
northstar metrics	https://northstar.example/	1	1	0	1	12,100
northstar pricing	https://northstar.example/pricing	6	6	0	5	8,100
marketing dashboard template	https://northstar.example/templates/ga4	7	8	1	6	22,200
search console reporting	https://northstar.example/templates/search-console	9	8	-1	8	22,200
seo reporting dashboard	https://northstar.example/blog/seo-reporting	10	10	0	9	22,200
marketing data connector	https://northstar.example/integrations	12	11	-1	11	22,200
ga4 dashboard template	https://northstar.example/templates/ga4	14	13	-1	12	22,200
client reporting software	https://northstar.example/features	16	16	0	14	22,200
website performance report	https://northstar.example/guides/marketing-reports	17	18	1	17	22,200
organic traffic analysis	https://northstar.example/b	17	18	1	15	22,200

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Latest position of each tracked keyword, with the previous check and your best position in the period read. Change is previous minus latest, so a positive number means the keyword moved up. A dash means not ranked within the tracked depth.

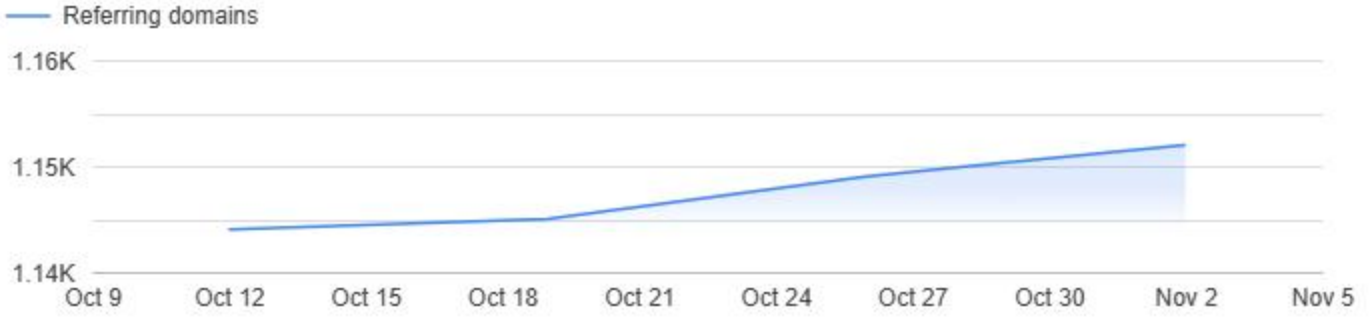
Backlink overview

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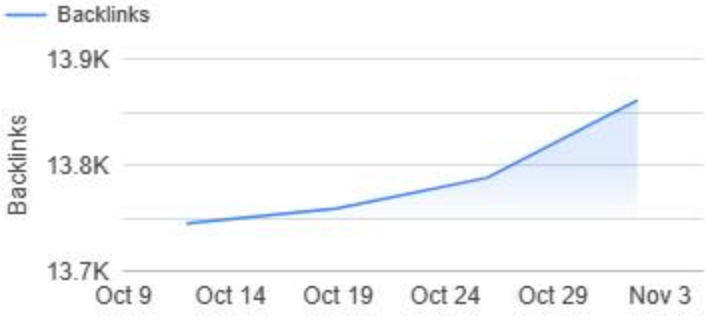
Oct 9, 2026 - Nov 5, 2026

Referring domains	Backlinks	Authority Score	Follow backlinks
1,152	13,860	36	9,720

Referring domains by week



Backlinks by week



Weekly backlink profile

	Date ▾	Referring domains	Backlinks
1.	Nov 2, 2026	1,152	13,860
2.	Oct 26, 2026	1,149	13,787
3.	Oct 19, 2026	1,145	13,758
4.	Oct 12, 2026	1,144	13,744

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Totals for your root domain as your backlink tool reports them; the cards show the latest snapshot. Referring domains are the domains your backlinks come from.

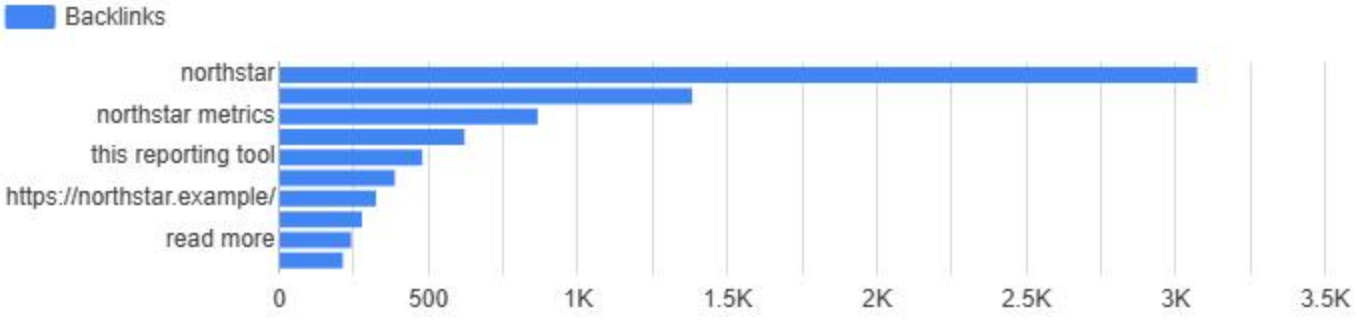
Referring domains and anchors

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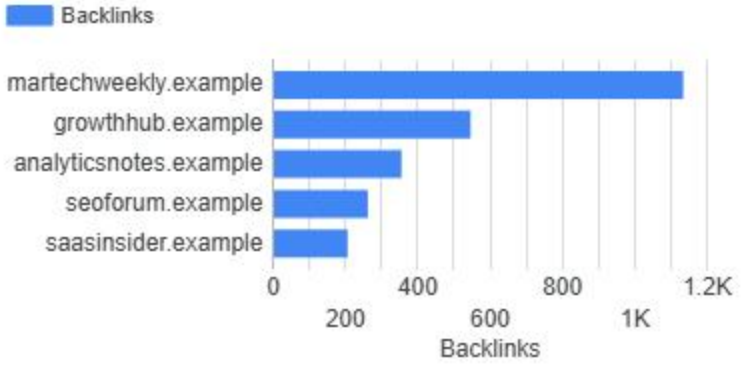
Oct 9, 2026 - Nov 5, 2026

Top referring domains	Their backlinks	Top anchors	Their backlinks
50	4,685	25	9,687

Top anchors by backlinks



Top referring domains by backlinks



Top 50 referring domains by backlinks

	Referring domain	First seen	Country	Last seen	Backlinks ▾	Authority Score
1.	martechweekly.example	Nov 22, 2019	US	Oct 28, 2026	1,137	39
2.	growthhub.example	Feb 20, 2026	GB	Nov 4, 2026	549	13
3.	analyticsnotes.example	Oct 9, 2024	IE	Oct 30, 2026	358	35
4.	seoforum.example	Dec 16, 2019	NZ	Oct 12, 2026	265	16
5.	saasinsider.example	Apr 24, 2025	US	Oct 8, 2026	209	27
6.	marketingreview.example	Oct 14, 2024	IE	Oct 13, 2026	173	36
7.	datadaily.example	Oct 14, 2019	GB	Nov 3, 2026	147	37
8.	searchdigest.example	Jul 16, 2018	GB	Oct 29, 2026	128	14
9.	contentjournal.example	Nov 16, 2020	US	Nov 2, 2026	113	58
10.	agencyradar.example	Apr 28, 2020	GB	Nov 5, 2026	101	60

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Your domain's top 50 referring domains and top 25 anchors by backlinks, as your backlink tool reports them. Authority Score is that tool's own score for each referring domain (Semrush Authority Score or Moz Domain Authority).

Organic traffic

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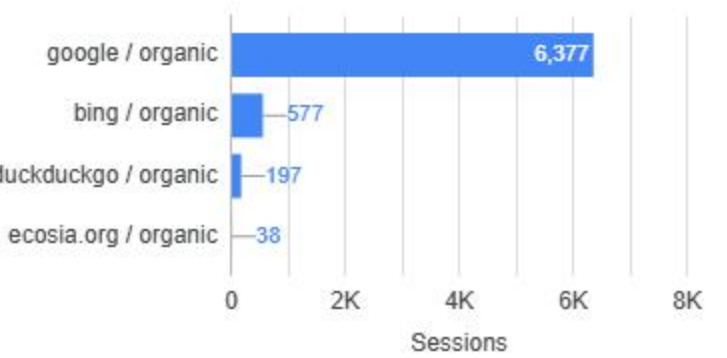
Sessions	Engagement rate	Page / screen views	Key events
7,189	61.3%	16,553	200
14.9% from previous 28 days	0.6% from previous 28 days	15.6% from previous 28 days	15.6% from previous 28 days

Engaged sessions	Sessions with a key event	Session key event rate	Bounce rate
4,404	144	2.00%	38.7%
15.6% from previous 28 days	10.8% from previous 28 days	-3.6% from previous 28 days	-0.9% from previous 28 days

Daily sessions



Sessions by Source / medium



	Source / medium	Sessions ▾	Engaged sessions	Engagement rate	Page / screen views	Key events
1.	google / organic	6,377	3,904	61.2%	14,703	177
2.	bing / organic	577	350	60.7%	1,313	23
3.	duckduckgo / organic	197	122	61.9%	455	0
4.	ecosia.org / organic	38	28	73.7%	82	0

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Organic Search sessions only. Rates use totals. Key events follow your GA4 setup; they are not automatically purchases. Comparisons use equal periods.

Organic landing pages

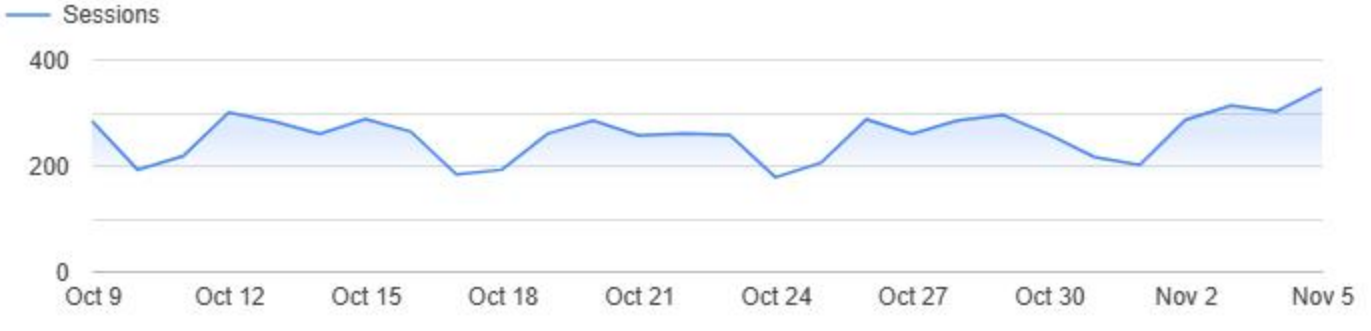
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Landing page

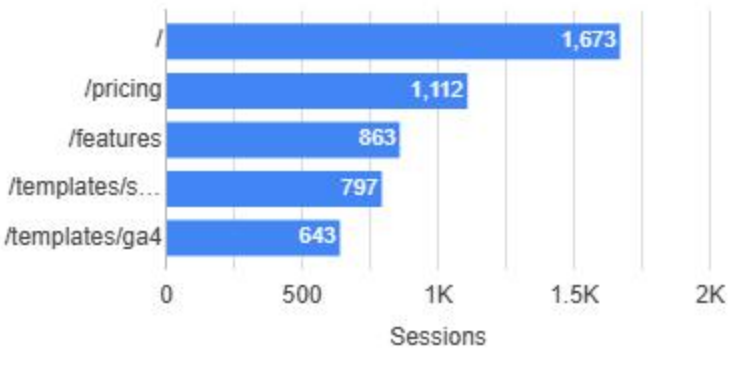
Oct 9, 2026 - Nov 5, 2026

Sessions	Engaged sessions	Sessions with a key event	Key events
7,189	4,404	144	200
↑ 14.9% from previous 28 days	↑ 15.6% from previous 28 days	↑ 10.8% from previous 28 days	↑ 15.6% from previous 28 days

Daily sessions



Top 5 landing pages by sessions



	Landing page	Sessions ▾	Engaged sessions	Sessions with key event	Engagement rate	Key events	Session key event rate
1.	/	1,673	1,025	28	61.3%	44	1.67%
2.	/pricing	1,112	682	40	61.3%	80	3.60%
3.	/features	863	527	28	61.1%	28	3.24%
4.	/templates/search-console	797	488	25	61.2%	25	3.14%
5.	/templates/ga4	643	396	21	61.6%	21	3.27%
6.	/blog/seo-reporting	603	370	0	61.4%	0	0.00%
7.	/blog/organic-traffic	422	259	0	61.4%	0	0.00%
8.	/integrations	371	226	2	60.9%	2	0.54%
9.	/guides/marketing-reports	300	183	0	61.0%	0	0.00%
10.	/blog/ctr-analysis	233	141	0	60.5%	0	0.00%
11.	/help/getting-started	88	53	0	60.2%	0	0.00%
12.	/about	84	54	0	64.3%	0	0.00%

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Organic Search sessions only. Rates use session totals; a landing page is where the visit started. Key events follow your GA4 setup.