

Sample Blog SEO Report (Synthetic)

Synthetic sample report for Ledger & Latte, a fictional personal-finance blog. All figures are fictional; replace every value with verified analytics before client use.

Executive summary

Engaged sessions grew on the budgeting cluster while a few older posts kept losing traffic to fresher competitors. The decision is whether to refresh the decaying posts first or publish the next planned cluster.

Work completed

The synthetic month covers refreshes of three outdated posts, new internal links within topic clusters, and a clearer newsletter call to action above the fold.

Risk note

Personal-finance content is sensitive, so accuracy and clear sourcing matter more than volume. This example flags posts that need an expert review before any further promotion.

Next month

Refresh the top decaying posts in the budgeting cluster, then track newsletter signups against the updated pages.

Metric	Current	Previous	Commentary
Engaged sessions	32,700	29,400	Synthetic sample only
Newsletter signups	540	486	Confirm tracking before use
Topic-cluster impressions	104,000	92,000	Synthetic sample only
Affiliate link CTR	2.6%	2.4%	Check source before use