

Sample Ecommerce SEO Report (Synthetic)

Synthetic sample report for Trailhead Supply, a fictional outdoor-gear store. All figures are fictional; replace every value with verified analytics before client use.

Executive summary

Category pages gained visibility going into the season while several product pages stayed out of the index. The decision is whether to fix product-page indexation first or expand the buying-guide content that is already ranking.

Work completed

The synthetic month covers reduced crawl waste from faceted URLs, two new category buying guides, and rewritten thin product descriptions on a priority collection.

Risk note

Revenue is highly seasonal for outdoor gear and depends on the analytics configuration, so this example separates organic revenue context from confirmed orders. Explain any tracking change before comparing periods.

Next month

Focus on category clusters with high impressions and weak click-through, then add owners and due dates to each fix.

Metric	Current	Previous	Commentary
Organic revenue (indexed)	1.18	1.00	Synthetic index, not currency
Add-to-cart rate	4.1%	3.8%	Confirm tracking before use
Category-cluster sessions	21,500	18,900	Synthetic sample only
Non-brand organic orders	312	279	Check attribution window