

Sample SaaS SEO Report (Synthetic)

Synthetic sample report for Cadence, a fictional product-led project-management SaaS. All figures are fictional; replace every value with verified analytics before client use.

Executive summary

Organic sessions to docs and use-case pages rose while branded demand stayed flat, so more of the growth came from non-brand search. The decision this period is whether to keep investing in use-case content or shift effort to high-intent comparison and integration pages.

Work completed

The synthetic month covers three new use-case pages, internal links from documentation to the free-trial path, and a fix for duplicate changelog URLs that were competing in search.

Risk note

Trial attribution spans several sessions in this example, so assisted signups are reported separately from last-click trials. A real report should state the attribution model before comparing months.

Next month

Prioritise comparison and integration pages where trial intent is highest, then assign an owner and a due date to each action.

Metric	Current	Previous	Commentary
Organic sessions	9,400	8,360	Synthetic sample only
Free-trial starts	186	168	Confirm tracking before use
Activated teams	47	44	Synthetic sample only
Docs-assisted signups	63	51	Multi-session attribution