

SEO report sample PDF

FICTIONAL SAMPLE DATA

example.com / August 1-28, 2026
Comparison: July 4-31, 2026. Both periods contain 28 days.

01 / Executive summary

Google search clicks increased 20%, while impressions increased 25%. The guide section supplied the growth; service-page clicks declined. Prioritize the service-page investigation and confirmed internal-link repairs.

Decision requested
Assign an SEO analyst to diagnose service-page losses and a developer to repair verified links to retired URLs. Keep the guide section under observation.

Measurement contract

Source model	Search Console Web search; site-level totals; all countries and devices; no query filter
Date convention	Pacific Time, following the source report
Technical scope	Hypothetical August 28 review of 100 HTML URLs
Outcomes	Conversions, leads and revenue: not measured

How to use this sample

All numbers are invented to demonstrate reporting. No live property, crawl or SearchVector customer account supplied these values. This is an editorial example, not a product export. Replace the domain, metrics, dates, findings and roles before adapting it for a real project.

The dates on page 4 belong to this fictional reporting cycle.

02 / Explain the change

Metric	Prior	Current	Movement
Google clicks	1,000	1,200	+20%
Impressions	25,000	31,250	+25%
CTR	4.0%	3.84%	-0.16 pp
Average position	14.2	13.1	1.1 lower

Show the arithmetic

Click growth: $(1,200 - 1,000) / 1,000 = 20\%$.
Current CTR: $1,200 / 31,250 = 3.84\%$.
CTR difference: $3.84\% - 4.0\% = -0.16$ percentage points.
Relative CTR change: $-0.16 / 4.0 = -4\%$.

Where the extra clicks came from

Page group	Prior	Current	Change
Guides	400	650	+250
Services	350	300	-50
Other	250	250	0
Total	1,000	1,200	+200

These sample groups are exhaustive and non-overlapping. In a real report, document grouping rules and reconcile exports before presenting totals.

Interpretation

The +200 net gain hides a service-page decline. Compare those pages by query, country and device. This sample has no such breakdown, so the cause remains unresolved.

Limits: GSC position can change with query mix. Clicks are not sessions, leads or sales. Those outcomes are not measured here.

03 / Verify before fixing

Scope: 100 HTML URLs in a hypothetical review dated August 28, 2026. Findings are point-in-time observations, not traffic metrics. They have no demonstrated causal link to the performance changes.

8 source pages link to retired URLs

Retain: the source page, exact link destination, response status, collection time and proposed replacement.

Confirm: open each destination and distinguish an intentionally removed page from a temporary failure. Review whether a relevant replacement exists.

Act: update the internal link to the appropriate destination or remove an obsolete link. Do not redirect every missing URL to the home page.

Pass condition: revisit all eight source pages and verify that their intended destinations work.

3 indexable pages share a title

Retain: the URLs, title text, canonical targets and each page's intended topic.

Confirm: determine whether the pages serve distinct needs. Check title text against page content before treating duplication as an error.

Act: write distinct titles for distinct intents, or assign a considered consolidation plan where the pages overlap.

Pass condition: inspect the resulting titles and canonical decisions. A rewritten title is not a guarantee of a ranking gain.

Do not add these counts together.

The eight source pages and three duplicate-title pages may overlap. These are affected-page counts, not eleven unique broken pages.

Useful public checks

[SearchVector title and meta checker](#)

[SearchVector sitemap analyzer](#)

Use actual tool output in your working evidence. This sample was not generated from those tools.

04 / Make the handover usable

Due / owner	Work and completion criterion
Sep 2, 2026 SEO analyst	Diagnose service-page losses with comparable query, country and device exports. Record the supported cause or unresolved hypothesis.
Sep 4, 2026 Developer	Repair confirmed links on eight source pages. Recheck the intended destinations and remove or correct obsolete links.
Sep 7, 2026 Editor	Review all three duplicate-title pages. Verify distinct titles or document an assigned consolidation decision.

Before sending a real report

- Replace every sample value, domain and deadline.
- Record the property, dates, filters, export time and crawl scope.
- Check totals and calculate rates from their denominators.
- Explain missing data and seasonality; do not replace missing metrics with zero.
- If adding conversions, define the event and attribution model separately.
- Assign each action a role, deadline and direct verification step.
- Test links and read the PDF at normal zoom on a small screen.

Measurement references

[Google: Search results performance report](#)
[Google: clicks, impressions and position definitions](#)

Continue in the HTML guide

[searchvector.io/blog/seo-report-sample-pdf](#)
[SearchVector: how to create an SEO report](#)

Source links explain the measurement definitions. They do not supply this sample's invented data.
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