

Rank Tracking Dashboard

SEO Performance Report
Generated: June 2025 | Monthly Overview

Key Performance Indicators

Total Keywords Tracked	Avg. SERP Position	Top-3 Rankings	Top-10 Rankings
1,248	14.3	127	389
▲ +84 this month	▲ Improved from 17.1	▲ +19 vs last month	▲ +43 vs last month

Keyword Rankings Overview

Top 15 tracked keywords ranked by current SERP position. Trend shows 30-day movement. Volume = estimated monthly searches.

Keyword	Volume	Prev.	Current	Change	Trend	Difficulty
seo rank tracker	12,400	8	5	+3	▲ Up	Medium
keyword position tool	8,900	14	9	+5	▲ Up	Medium
google rank checker	22,000	21	18	+3	▲ Up	High
serp tracking software	5,400	6	4	+2	▲ Up	Low
website ranking monitor	3,200	11	13	-2	▼ Down	Low
best seo tools 2025	18,500	35	28	+7	▲ Up	High
rank tracking dashboard	2,100	3	2	+1	▲ Up	Low
local seo ranking tool	6,700	19	15	+4	▲ Up	Medium
competitor rank analysis	4,300	28	24	+4	▲ Up	Medium
daily rank tracking api	1,800	7	7	0	— Same	Low
mobile serp positions	3,600	16	19	-3	▼ Down	Medium

Keyword	Volume	Prev.	Current	Change	Trend	Difficulty
bulk keyword rank check	2,900	12	10	+2	▲ Up	Low
white label rank tracker	1,500	22	18	+4	▲ Up	Medium
rank tracking report pdf	900	31	26	+5	▲ Up	Low
seo position history	4,100	9	11	-2	▼ Down	Medium

Performance Summary by Category

Category	Total KWs	Avg. Pos.	Top-3	Top-10	Top-50	Visibility Score
Brand Terms	142	3.2	98	128	142	94%
Product / Service	386	12.7	41	187	312	71%
Informational	524	18.4	22	143	398	58%
Local / Geo	196	9.8	66	132	188	76%
Competitor	Unavailable	—	0	0	12	—

Insights & Recommendations

■ Win	Informational cluster 'seo tools guide' broke into Top-10 for the first time — up 11 positions in 30 days.
■ Win	Product pages gained an average of +4.2 positions after the June content refresh.
■ Watch	Mobile rankings for 3 high-volume terms dropped 2–3 spots. Core Web Vitals audit recommended.
■ Watch	Competitor 'RankIQ' entered the Top-5 for 12 overlapping keywords — monitor weekly.
■ Action	7 informational keywords sit at positions 11–15 (page-2 boundary). Prioritise content updates.
■ Action	CTR for branded queries declined 4% despite stable rankings — review title tags and meta descriptions.

Recommended Next Steps

Priority	Task	Owner	Due Date	Status
High	Update on-page content for 7 page-2 keywords	Content Team	Jun 15, 2025	Pending
High	Core Web Vitals fix for mobile ranking drops	Dev Team	Jun 10, 2025	In Progress
Medium	Title tag & meta description A/B test — branded terms	SEO Lead	Jun 20, 2025	Pending
Medium	Add 50 new long-tail keywords to tracking	SEO Lead	Jun 25, 2025	Pending
Low	Build competitor gap analysis report	Analytics Team	Jun 30, 2025	Not Started