

## SeoClarity™

# **CUSTOMIZABLE DASHBOARDS**

A Snapshot of Awesome Ways to Create Dashboards That Fit Your SEO **Reporting Needs.** 





Thanks for downloading this packet of customizable dashboards! This is just a sample of the 100s of widgets and ways that you can create a custom dashboard for different teams, roles, and KPIs. Whether creating dashboards for an individual or for an entire team, you can adjust visibility, and have them emailed monthly, weekly,

and <u>daily</u>.



For more information on how **seoClarity** saves time and drives efficiency with SEO reporting and measuring performance, contact us at sales@seoclarity.net.

#### **EXECUTIVE LEVEL**

Create any combination of widgets with a dashboard specifically for your leadership and C-suite. With integrations of any site analytics platform, you can include all necessary metrics - from visits, to revenue, and everything in between. Customize with YoY, MoM, or just a running trend based on what's important to your executive team. Plus, set-up automated reports that can be sent every day, week, or month.











#### **RANKING TRENDS**

Get accurate, robust, and scalable reporting of your search visibility. With 100s of combinations of widgets you can add to a dashboard, seoClarity gives you to the flexibility to slice, dice, and analyze your ranking data to get the insights on opportunities and issues in minutes.



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#### **GETTING STARTED IN SEO**

Providing relevant, timely, and accurate reporting to every department and team is critical to the education and adoption of SEO across the organization. This is how a dashboard can be customized no matter the role or level of the team member's SEO expertise.





#### **GLOBAL SEO**

Multi-domain or global organizational reporting is unique to seoClarity. This dashboard demonstrates the roll-up of all tracked domains' performance to understand how the enterprise is performing in totality. Save time when you easily compile all reporting across multiple domains for that snapshot management and reporting to anyone in the organization.











### **SITE HEALTH CHECK**

Create a snapshot view that focuses on Technical SEO and can be sent automatically to your IT team. This offers an overview at the progress against building the best user experience on your site and to ensure complete indexation. Add production vs. development environments when you set up different crawl projects to monitor progress before and after a site migration or URL transition.



Importance	issue o	01/11/2018 -	Changes o	Trend	% of Issues 👻
•	Hyperlink(s) ( <a href="">) are using relative reference</a>	694	-22.8%		40.56%
•	Heading tag <h2> not found</h2>	675	-18.38%		39.45%
•	Heading 1 tag <h1> not found</h1>	100	-30.56%	$\sim$	5.84%
•	URL has non-lowercase elements in path	67	123.33%		3.92%
•	URL has query	59	-50.42%		3.45%
•	Duplicate Title	53	-33.75%		3.1%
•	Duplicate H1	20	-13.04%	$\sim$	1.17%
•	More than one Heading 1 tag <h1> found</h1>	14	-81.82%		0.82%
•	Meta keyword tag <meta name="keyword"/> found	14	-82.93%		0.82%
•	Duplicate Meta Descriptions	10	25%	$\sim$	0.58%
•	Meta description tag <meta name="description"/> missing or empty $$\Theta$$	5	-92.06%	~	0.29%

### **SEARCH ANALYTICS**

Gain visibility into the keywords that drive traffic to your site. This is a great snapshot view of top performing pages, keywords, and clickthrough rates.

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	th: Jan, 2018 - Aug	cs YTD Top Keyword + URL				
)	Keyword	URL 0	Impressions $\phi$	Clicks 🗸	CTR 0	Average Position ©
)		https://www.seoclarity.net/	6,688	2,620	39.17%	1.03
)		https://www.seoclarity.net/	28,389	2,066	7.28%	7.95
)		https://www.seoclarity.net/	2,773	1,897	68.41%	1
)		https://www.seoclarity.net/	6,401	308	4.81%	4.63
)		https://www.seoclarity.net/	7,737	237	3.06%	6.81
0		https://www.seoclarity.net/	9,390	179	1.91%	11.34
)		https://www.seoclarity.net/	801	155	19.35%	4.79
)		https://www.seoclarity.net/	334	139	41.62%	1.13
)	_	https://www.seoclarity.net/	1,174	127	10.82%	6.12
)	_	https://www.seoclarity.net/	6,791	121	1.78%	4.94
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#### LOCAL SEO

Track progress for your local rankings with dashboards for your local SEO program. View ranking based on geo-location, understand visibility within the local business listings, and more.



#### **CONTENT MARKETING**

Build a snapshot view just for your content marketing team. Help content marketers understand content performance by monitoring the different page types, domains, subdomains, and folders. You can even set-up reports within the dashboard for new content pages or progress made on recently optimized pages.









## ENTERPRISE GRADE CAPABILITIES

Customizable for Any SEO Program **Reporting Needs.** 

Save time and investment in resources when you build and automate custom dashboards to adapt to different teams, needs, and roles. Choose exactly who can access each dashboard to make changes, build new dashboards, or simply just view and analyze. Select by role, level, or by team to create a relevant dashboard view for content marketers, IT teams, merchandising, and product team.

Create time-saving dashboards for your team and provide accurate SEO data to drive efficiency in both reporting and performance metrics by scheduling a demo to see these dashboards in action today!



**SEE IT IN ACTION!** 



