

A local SEO report template for agency clients

Blank template. No client results or performance figures are simulated. This educational document is not an application export.

1. Define the period and scope

Name the agency, client, locations, reporting period and comparison period. Compare equivalent durations and note closures or seasonal events.

- ☐ Agency / contact: complete
- ☐ Client / Google profiles / URLs: complete
- ☐ Reporting and comparison periods: complete
- ☐ Extraction date and sources: complete

2. Summarise three observations

Present an observed change, a point needing explanation and a priority. Give each observation a source. If data is missing, write 'unavailable' and explain how you plan to obtain it.

- ☐ Verified observation: finding + source + period
- ☐ Context: season, campaign, closure or business change
- ☐ Proposed decision: action, owner and deadline

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A useful report connects delivered work with available observations and decisions. Use this structure for your client review, then complete the fields with verified data.

3. Document delivered work

Separate agency actions from measured outcomes. Keep useful links or records so the client can verify what was published, changed or handled.

- ☐ Profile: corrected information and client approval
- ☐ Content: posts and photos actually published
- ☐ Reviews: published replies and outstanding cases
- ☐ Other work: links checked, correction requests and access management

4. Interpret Google interactions

For each available metric, record both values, dates and the source. A call click is not a completed call; a direction request is not a confirmed visit. These interactions are not sales.

- ☐ Metric / period A / period B / change
- ☐ Website clicks: complete if available
- ☐ Call clicks and direction requests: complete if available
- ☐ Missing data, delays or changed definitions: document

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5. Explain rankings in context

Include a map or table with the query, dates and grid settings. Compare the same points. Distinguish an absent ranking, a tracking depth limit and a collection error.

- ☐ Measured query and area: complete
- ☐ Scan dates and unchanged settings: check
- ☐ Observed changes and areas to investigate: describe
- ☐ Limits: geographic sampling, competition and variability

6. Agree the next actions

End with a short plan: priority, owner, date and evidence of completion. Preserve declines as well as gains in the history. Do not automatically attribute every change to SEO work.

- ☐ Priority / owner / deadline / completion criterion
- ☐ Client input needed: photos, information or approval
- ☐ Next review: agree a date
- ☐ Before sending: check identity, periods, units, links and confidentiality