

SEO Dashboard

automated SEO reporting suite

The Challenge



SEO clients' need for information

Our SEO clients have always been hungry for information not only regarding the SEO knowledge itself, but also close monitoring of SEO projects progress from various perspectives, including organic traffic, also divided to branded and non-branded visits as well as distributed among top landing page categories or templates, key phrase rankings, SEO visibility together with extensive SEO experts' analysis and conclusions.



Extensive monthly SEO reports

Since the beginning of Bluerank those clients' needs were satisfied with thorough and often updated monthly SEO reports prepared and sent as spreadsheets.

But as the need of being informed grew and the number of our SEO clients increased it appeared that the mere few hours needed to prepare one report turned into more than 300 workhours spent monthly! This is almost 20,000 EUR of internal budget! Per month!

3
hours
for each SEO report

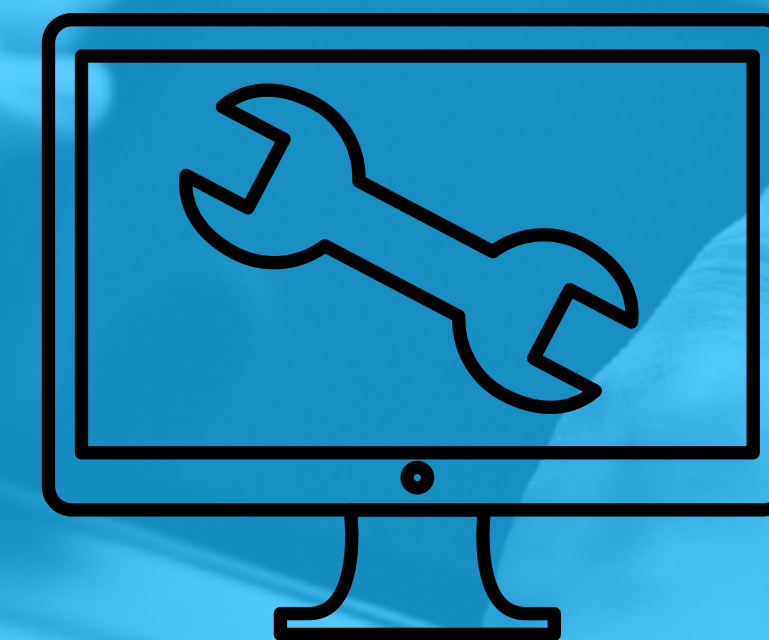


100+
on-going projects

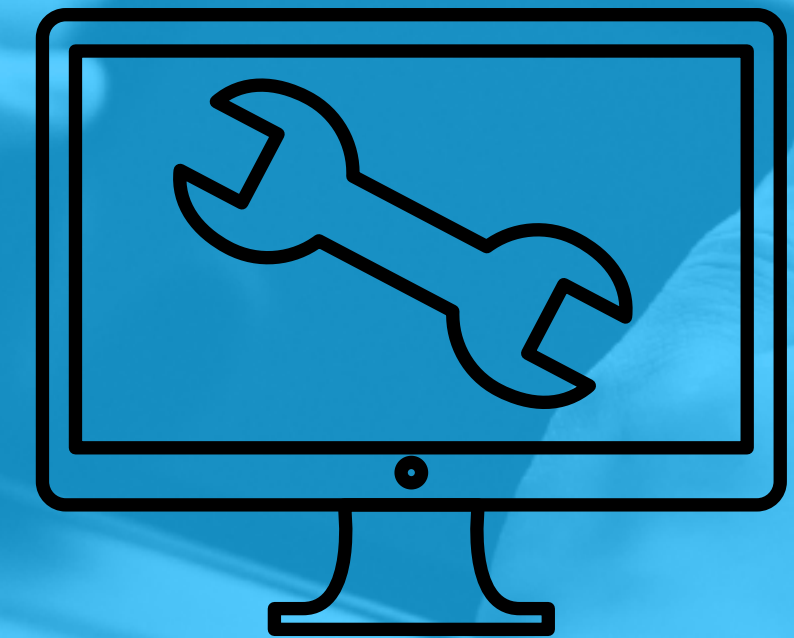


€20,000
agency costs / month

**No SEO reporting tool
on the market that will
satisfy both clients'
and SEO agency needs**



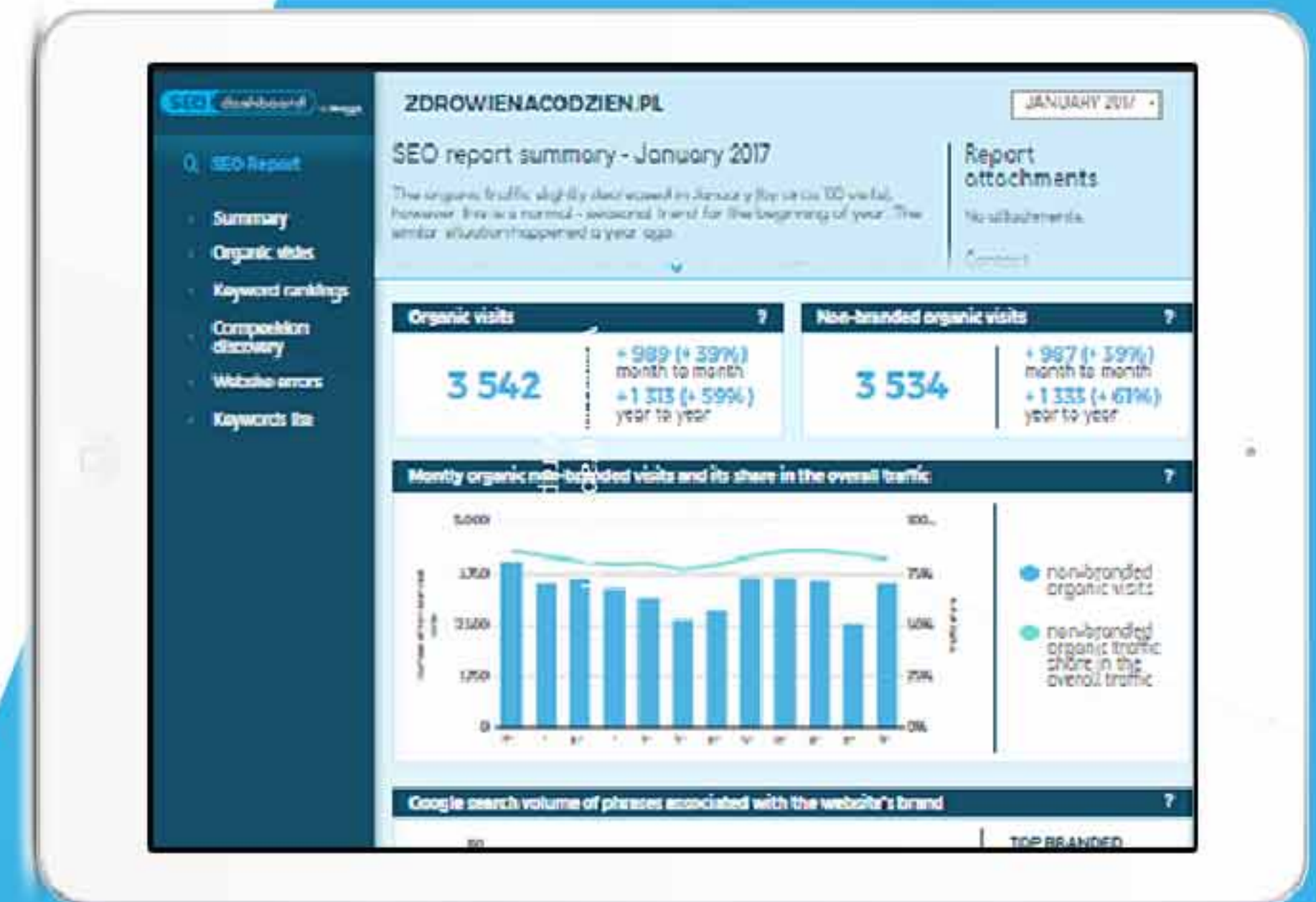
The Solution



SEO Dashboard

Automated tool for gathering SEO data from various sources and combining it into online SEO reports including:

- organic and organic non-branded traffic
- organic traffic share
- major key phrase rankings
- competitors discovery
- website's errors
- and more



20
graphs and metrics



Google Analytics



Search Console



SEM Rush



Positionly



AdWords

SEAUTO

Senuto

SEO clients' needs satisfied

- | presenting key data from six sources on one-page reports, available at a single log-in
- | in-depth SEO experts' comments complementary to presented graphs and metrics
- | online access, no need to browse through e-mails to search for attached reports
- | easy access to historical data - from previous months
- | user-friendly interface including interactions, help boxes and client's satisfaction survey



Additional opportunities for the agency

- monthly savings of at least 45 minutes per SEO project on automated data import and processing
- more focus on analyzing the data, not on copy-paste jobs
- additional opportunities provided by data merging and online access including measuring clients' interests in various parts of the online reports as well as on their behavior on other Bluerank's websites, evaluation of clients' satisfaction with online surveys, monitoring the quality of service by dedicated dashboards with aggregated performance data provided to customer service and managers



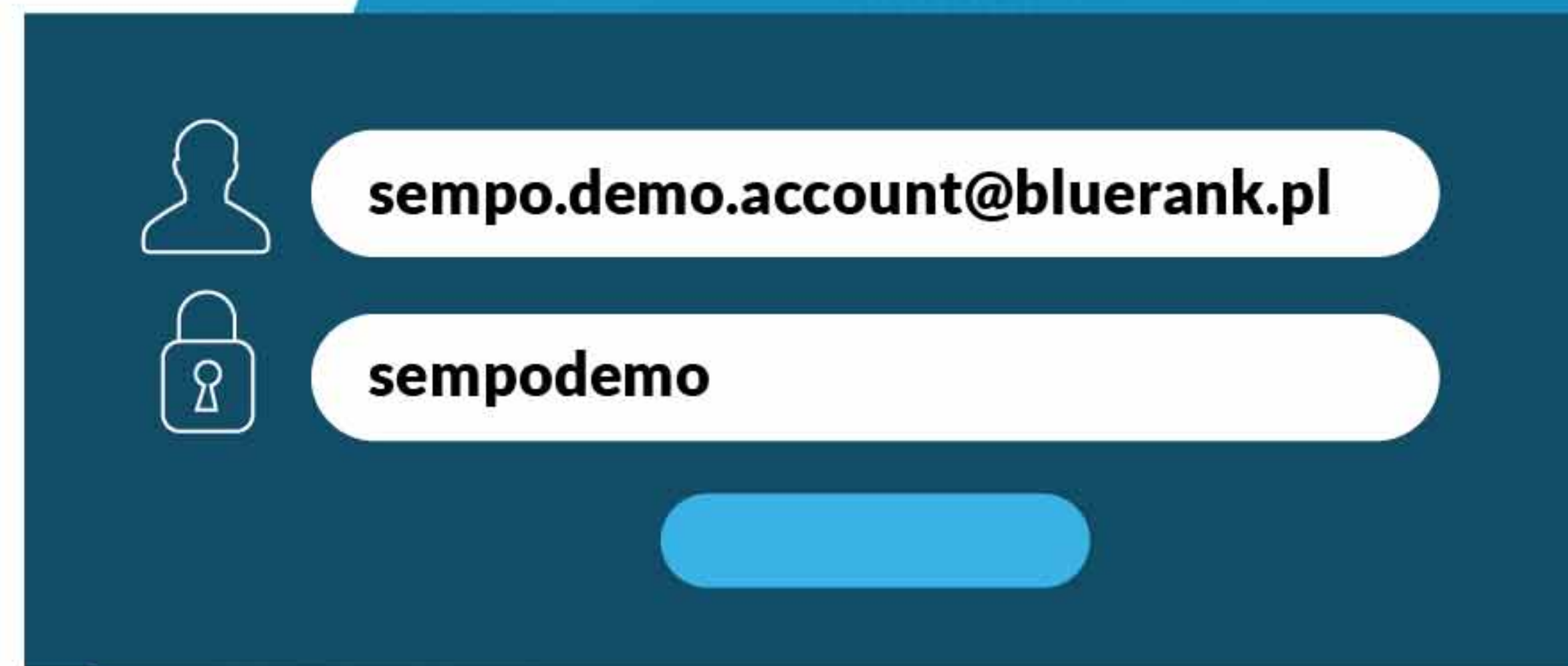
€54,000
yearly savings
on automatization
agency costs

Access to the sample report

Please use the following details to log-in to SEO Dashboard and view a sample SEO report.



dashboard.bluerank.pl

A dark blue rectangular box containing a login form. It features a user icon next to an email input field, a lock icon next to a password input field, and a blue login button at the bottom.





 Please note that the tool is so far available only for Bluerank's clients, but we plan to develop it and expand for a broader access.