



FREE RESOURCE

SEO KPI Dashboard Template

Complete GA4 + Search Console KPI framework — track the metrics that actually drive organic growth, mapped to monthly targets.

Setup: Connect GA4 + Google Search Console. Replace benchmark targets in orange with your actual 3-month baseline × 1.2. Review weekly, report monthly to stakeholders. Mark status: ● on track · ● at risk · ● behind.

TRAFFIC & VISIBILITY — GOOGLE SEARCH CONSOLE

KPI	Target (MoM)	Source	Frequency	This Month
Total Organic Clicks	+8–12%	GSC → Performance	Weekly	___
Total Impressions	+10–15%	GSC → Performance	Weekly	___
Average CTR	> 3.5%	GSC → Performance	Monthly	___
Average Position (top pages)	< 15	GSC → Performance	Weekly	___
Pages indexed (coverage)	> 95%	GSC → Coverage	Monthly	___
Core Web Vitals (Good URLs)	> 80%	GSC → CWV Report	Monthly	___
New keywords in top 10	+5 per month	GSC → Queries	Monthly	___

ENGAGEMENT & CONVERSION — GA4

KPI	Target	GA4 Path	Frequency	This Month
Organic Sessions	+10% MoM	Traffic → Session source	Weekly	___
Engagement Rate (organic)	> 55%	Acquisition → Traffic	Monthly	___
Avg Engagement Time	> 90 sec	Acquisition → Traffic	Monthly	___
Bounce Rate (key landing pages)	< 45%	Behaviour → Pages	Monthly	___
Goal Completions (organic)	+15% QoQ	Conversions → Events	Monthly	___
Organic Conversion Rate	> 2.5%	Conversions → Events	Monthly	___
Revenue from Organic (e-comm)	+12% MoM	Monetisation	Monthly	___

TECHNICAL SEO HEALTH CHECKS

Check	Pass Threshold	Tool	Frequency	Status
Page Speed (mobile LCP)	< 2.5 sec	PageSpeed Insights	Monthly	___
Crawl errors (404s)	< 10	GSC → Coverage	Weekly	___
Broken internal links	0	Screaming Frog	Monthly	___

Duplicate title tags	0	Screaming Frog	Monthly	___
Missing meta descriptions	0	Screaming Frog	Monthly	___
Structured data errors	0	Rich Results Test	Monthly	___
Backlinks (new / lost)	Net positive	Ahrefs / GSC	Monthly	___

MONTHLY REPORT FORMAT

- 1. Executive summary (3 bullets)
- 2. Top 3 wins
- 3. Top 3 issues
- 4. Next month priorities

TOOLS REQUIRED

Google Analytics 4
Google Search Console
Screaming Frog (free tier)
PageSpeed Insights

GA4 QUICK SETUP

Admin → Data Streams → Connect GSC
Enable Google Signals
Set up Key Events
Link Search Console property