

Your monthly reporting pack

Example reporting period: 1 to 30 September 2026. Example review date: 1 October 2026.

All figures and events in this sample are synthetic.

Your agreed scope defines the sources, run schedule, output, support and change allowance.

What you receive together

A readable report, the source and run checks behind it, exceptions needing attention, an action list and a summary of the agreed ongoing care. This example uses three interim runs and one month-end run.

4

illustrative report runs

1

source hold resolved
before release

3

next actions with owners

1. Monthly summary

In this synthetic example, Search Console clicks and impressions are both 20% above the previous calendar month. CTR is unchanged. These are separate calendar-month observations with different day counts, not evidence that a particular change caused growth.

Metric and source	September	August	Reading
Search clicks · GSC property totals	120	100	+20%
Search impressions · GSC property totals	12,000	10,000	+20%

Metric and source	September	August	Reading
Search CTR · recomputed	1%	1%	Unchanged
Impression-weighted position · GSC	23.4	25.2	Different query mix may contribute
Organic sessions · GA4	80	70	Different measure from search clicks
Agreed key events · GA4	3	2	Not qualified enquiries or paying clients
Qualified enquiries and revenue	Not supplied	Not supplied	Reconcile against the sales record

2. Source coverage and checks

- Illustrative GSC scope: one property, web search, calendar-month property totals; page/query diagnostics retained separately.
- Illustrative GA4 scope: one property, agreed organic channel and key events. Consent and configuration limit what is recorded.
- Required daily coverage is checked before release. A verified empty response is recorded separately from a failed request.
- One required-source date was missing in the second interim run. That output was held, recollected and reviewed before release.

The downloadable control log is an example record. It does not certify that an operating system has passed these checks.

3. Run and exception summary

Run	Review outcome	Recipient decision
SEP-01 · first interim	Required checks complete	Approved version released
SEP-02 · second interim	Held for a missing source date; recollected and approved	Released after review on 15 September
SEP-03 · third interim	Required checks complete	Approved version released

Run	Review outcome	Recipient decision
SEP-04 · month-end	Full September coverage reviewed	Monthly pack released after sign-off

Example incident note: SEP-02 did not release while its required input was incomplete. The operator collected the missing date, kept the earlier hold record and asked the named reviewer to approve the revised output. The same run identity prevented an unintended second delivery.

4. Next actions

Action	Owner	Example review date
Review landing-page CTR against relevant queries	SEO lead	8 October
Confirm the qualified-enquiry definition and sales reconciliation	Account lead	10 October
Retest the missing-date and replay controls before the next cycle	Automation operator	15 October

5. Monthly care summary

The sample records the scheduled runs, the held and resolved exception, one illustrative source-field mapping update and the open actions above. Your monthly scope defines which monitoring, fixes and changes are included, along with the response arrangements and handover. Implementation, software and usage charges are separate cost categories.