

DIGITAL MARKETING REPORT CARD

2026

Client presentation report based on selected campaign insights

400+

HAPPY CLIENTS

Source: website and
supplied dashboards

4.9/5

GOOGLE REVIEW RATING

Source: website and
supplied dashboards

PPC + SEO

GROWTH CHANNELS

Source: website and
supplied dashboards

REPORT ROADMAP

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INTRODUCTION

A client-ready view of digital growth

This report is designed as a polished presentation piece for SEO Firms India. It combines the company's current positioning, service strengths and selected dashboard snapshots from Google Ads and Meta Ads accounts. The goal is to help prospective clients quickly understand the agency's approach: data-led strategy, clear reporting, and full-funnel execution.

What this shows

Campaign handling across search, shopping, performance max, lead generation, traffic campaigns and retargeting.

How to read it

The numbers are representative screenshots across different clients, date ranges and goals. They support capability, not a guaranteed promise.

How clients benefit

A simple growth system: audit, strategy, creative, launch, measure, refine and scale.



A NOTE FROM THE CEO

At SEO Firms India: our journey has always been defined by purpose, performance, and meaningful transformation. As I reflect on what we've achieved together, I feel a deep sense of pride in the impact we've created for businesses across diverse industries.

In an ever-evolving digital landscape, we remain focused on what truly matters delivering measurable results, driving sustainable organic growth, and helping our clients build strong, lasting online visibility. Our approach blends data-driven strategy with creative execution, ensuring that every campaign delivers real business value.

We continue to strengthen our capabilities, embrace emerging search technologies, and refine our strategies to stay ahead of algorithm updates and shifting market trends. Beyond performance metrics, our greatest achievement lies in the trust our clients place in us and the long-term partnerships we nurture.

Looking ahead, SEO Firms India will continue to innovate, adapt, and lead with integrity empowering brands not just to rank higher, but to grow smarter and stronger. The future is digital, and we're excited to shape it together.

**CEO, SEO Firms India
Arshi**

COMPANY PROFILE

SEO Firms India: built for measurable online growth

SEO Firms India positions itself as a global SEO and digital marketing agency focused on improving search visibility, attracting the right audience, and helping businesses worldwide generate more leads through data-driven strategies.

4.9/5
GOOGLE REVIEW RATING

400+
HAPPY CLIENTS

Clutch
AWARD WINNER

Core services

- Digital Marketing
- Web Development
- Graphic Design
- Content Marketing
- PPC/Paid Marketing
- Marketing Technology
- SEO Consulting
- E-commerce SEO
- Organic SEO

Website success story highlights

Client	Reported result	Timeframe
Lux Pools	+40.32% organic traffic	90 days
Timber	+118.44% organic traffic	8 months
Crystal Canine	+58.82% organic page views	30 days

PERFORMANCE SNAPSHOT

Selected campaign dashboards show a strong full-funnel range

The supplied screenshots show performance across awareness, traffic, lead generation, shopping, search, retargeting and ecommerce purchase campaigns. The strongest pattern is not one single metric, but the ability to manage different funnel stages with clear KPIs.

4.39M

GOOGLE ADS IMPRESSIONS

From selected Google Ads screenshots

49.7K

GOOGLE ADS CLICKS

Across selected search/shopping snapshots

1,252

GOOGLE ADS CONVERSIONS

Combined selected dashboard examples

\$49.64

APPROX. BLENDED COST/CONV.

Calculated from selected Google screenshots

21

LA FORTUNA META LEADS

\$3.62 per lead in screenshot

635

DENTAL BRANDING CLICKS

\$0.52 per link click in screenshot

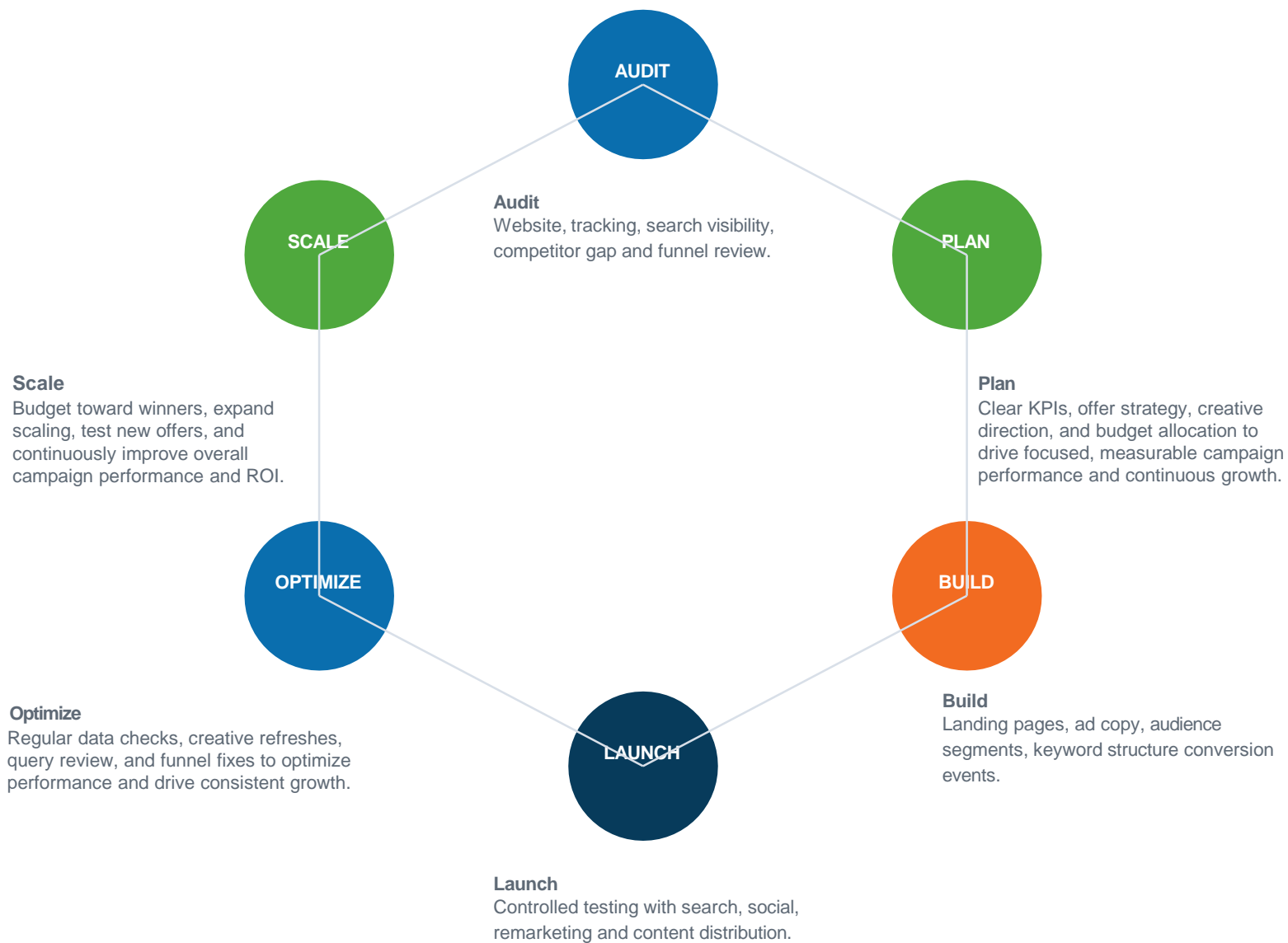
Key insight

The account examples show that campaign success depends on matching the objective with the right funnel stage. Low-cost clicks are useful for remarketing pools, but lead and purchase campaigns need stronger landing pages, offer clarity, tracking and audience quality control.

STRATEGY

The SEO Firms India growth framework

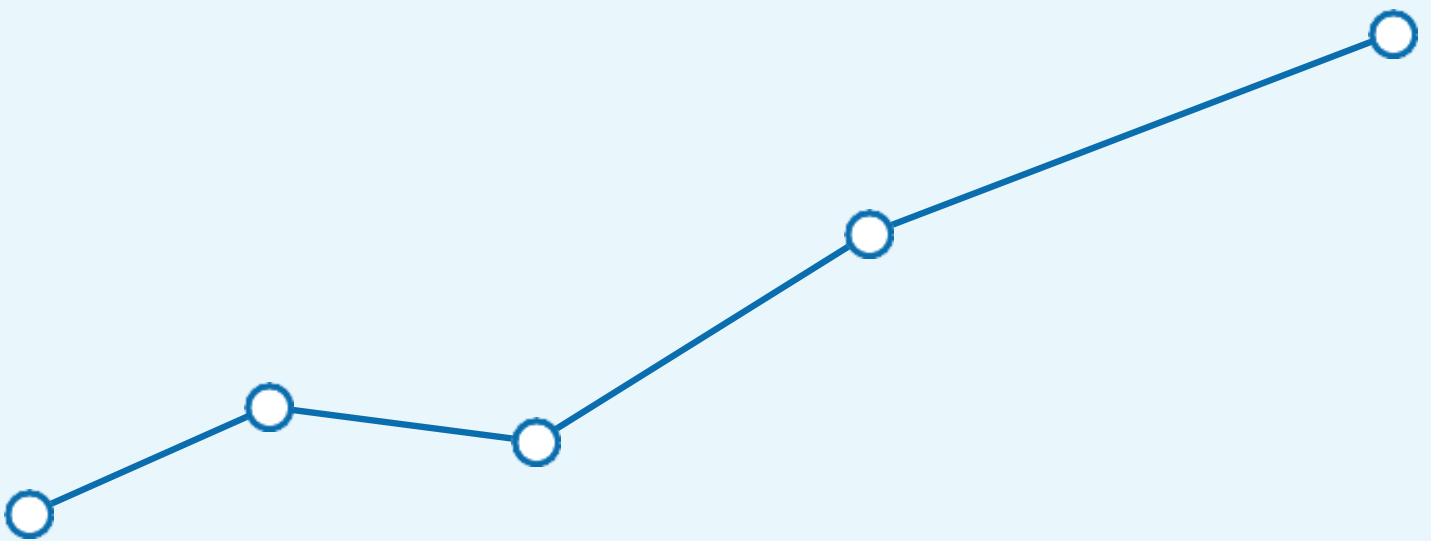
A strong campaign should move from visibility to qualified action. This framework can be used during client onboarding and monthly reporting to show what is being improved and why it matters.



SEO REPORT

SEO Performance Reports

Search is still the foundation. The agency's website positioning, service structure and case story data support a client pitch around organic visibility, technical fixes and lead-focused SEO.

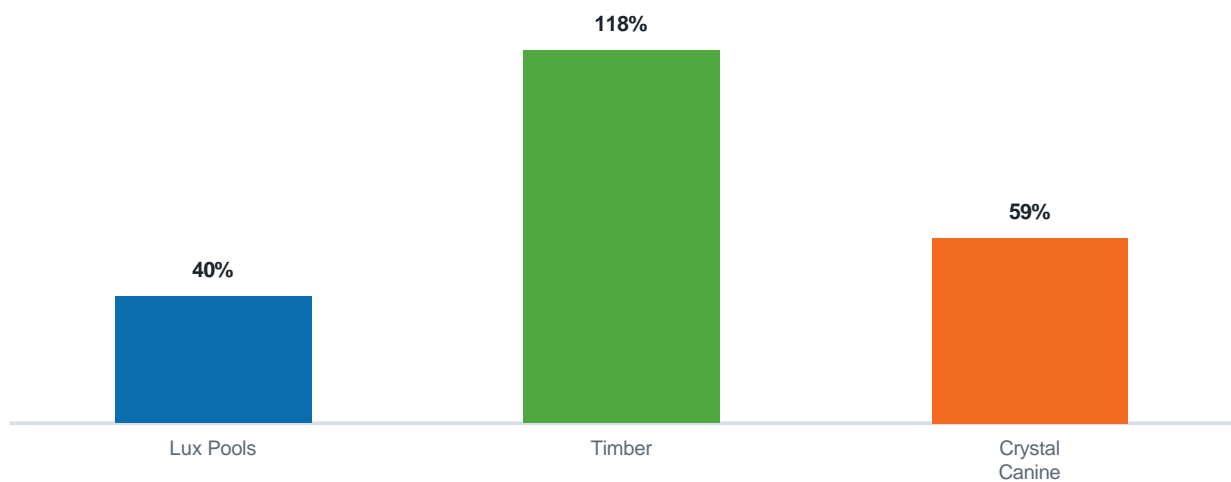


ORGANIC SEO REPORT

Organic SEO: from visibility to qualified demand

The agency's SEO positioning focuses on audits, keyword research, on-page optimization, technical SEO, content and off-page authority building. For clients, this should be presented as a long-term growth engine rather than a one-time ranking task.

Reported organic growth examples



Client-facing SEO message

- SEO should connect rankings with traffic quality, form submissions, calls and revenue opportunities.
- Monthly reports should separate technical fixes, content gains, backlink work and keyword movement.
- Clients need realistic timelines. Stronger sites may see traction faster; competitive niches usually require longer consistency.

WEBSITE STRATEGY

Recommended focus areas for a stronger client pitch

For a client facing PDF, SEO Firms India should show both service depth and business outcomes. These are the highest-value sections to emphasize in proposals and monthly reporting.

1

Technical SEO

Speed, mobile responsiveness, indexing, crawlability, SSL and XML sitemap health.

2

On-page SEO

Title tags, headings, internal links, keyword mapping, multimedia optimization and conversion-focused copy.

3

Content engine

Service pages, local pages, blogs, landing pages, case studies and FAQ assets built around search intent.

4

Authority building

High-quality backlinks, guest posting, citations, reputation signals and digital PR opportunities.

5

Conversion tracking

Measure calls, forms, purchases, booked meetings and micro-conversions before scaling traffic.

LOCAL AND CONTENT

Local SEO and content marketing are conversion support systems

Local SEO report

For local clients, the goal is not just traffic. The goal is visibility where buyers search: maps, local packs, service pages, reviews and location-based calls.

- Google Business Profile optimization
- Review generation and response process
- Local landing pages and citations
- Call, direction and form tracking

Content marketing report

Blogs, service pages and guides help answer search intent before a buyer is ready to call. Content should support SEO and paid media remarketing.

- SEO blog posts and FAQ pages
- Case studies and whitepapers
- Landing page copy
- Social and email repurposing

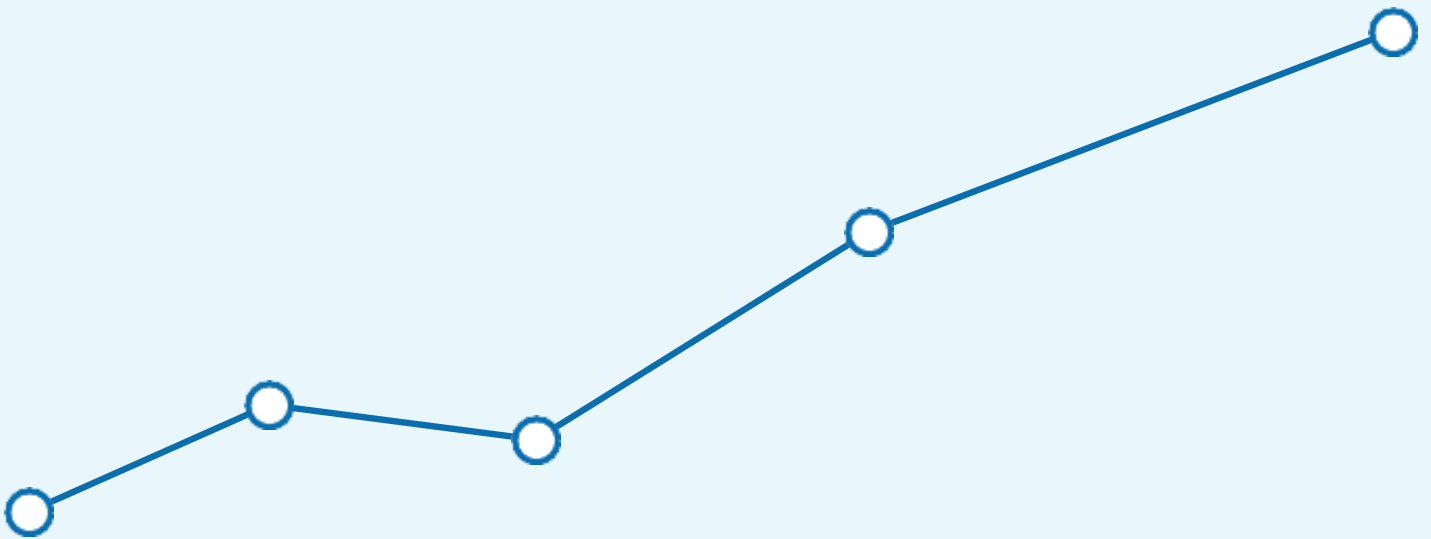
Suggested monthly report split

Show local visibility, organic traffic, keyword movement, top landing pages, content published, leads by source and next-month action items.

PPC REPORT

Paid Media Portfolio Insights

Selected dashboards show experience across Google Ads, Meta Ads, search campaigns, Performance Max, shopping, lead forms, landing page view campaigns and ecommerce purchase tracking.



GOOGLE ADS

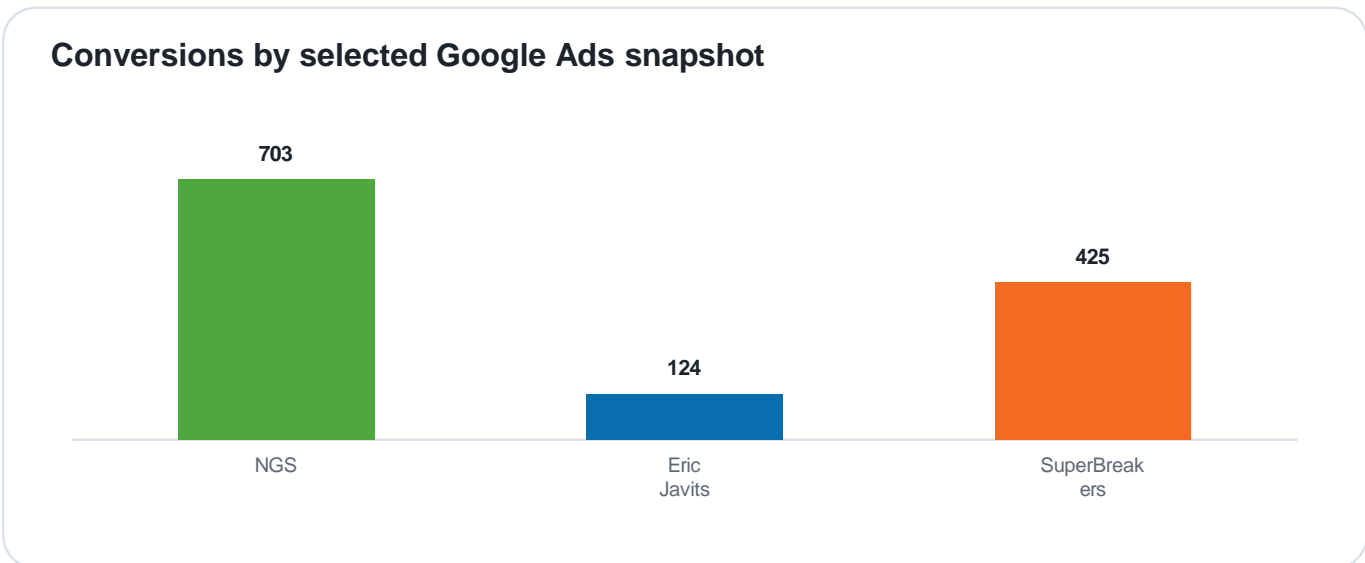
Google Ads examples show scale, conversion volume and funnel range

\$62,166
 SELECTED SPEND
 Across three Google screenshots

4.39M
 IMPRESSIONS
 Search, shopping and PMax examples

49,688
 CLICKS
 Combined selected dashboards

1,252
 CONVERSIONS
 From selected Google screenshots



Recommendation: When presenting Google Ads results to clients, pair conversion totals with cost per conversion, conversion value, search terms, landing page experience and audience quality. This avoids reporting vanity metrics only.

SHOPPING AND SEARCH

Google Ads conversion snapshot

Campaign	Campaign type	Cost	Imps	Clicks	Convs	Avg. CPC	Interaction rate	Req. cost	Conversion	Cost/conv	Conv. rate	CTR	Conv. value / cost
MS - Smart Shopping - Main	Shopping	\$8,391.42	1,833,425	14,192	14,192	\$0.59	0.76%	\$0.54	245.46	\$24.18	1.73%	0.76%	2.59
DiscountBrandC	Search	\$2,772.63	16,662	8,237	8,237	\$0.34	49.42%	\$0.34	248.71	\$7.50	4.40%	49.42%	12.17
DiscountBrandC	Search	\$1,283.81	13,220	1,589	1,589	\$0.80	10.31%	\$0.80	41.77	\$55.47	2.62%	10.31%	1.69
Dynamic Search Ads	Search	\$228.20	3,912	379	379	\$0.60	14.80%	\$0.60	19.88	\$31.52	2.76%	14.80%	2.59
LEI Top 1 Products PM	Search	\$415.45	13,340	318	318	\$0.80	3.34%	\$0.80	8.64	\$31.42	1.53%	3.34%	2.21
LEI Smart Shopping Local Maps	Shopping	\$257.14	181,054	912	912	\$0.28	0.90%	\$0.28	6.72	\$38.25	0.74%	0.90%	1.18
Remarketing DSA	Search	\$242.28	613	201	201	\$1.21	32.79%	\$1.21	12.88	\$60.77	5.97%	32.79%	4.34
LEI Discovery (Top 1	Discovery	\$125.81	14,687	474	474	\$0.27	3.26%	\$0.27	1.89	\$125.81	0.21%	3.26%	1.10
Display Creative P1	Search	\$102.17	7,071	149	149	\$0.68	1.97%	\$0.68	3.88	\$48.72	2.21%	1.97%	1.83
Remarketing DSA P1	Search	\$71.75	682	73	73	\$1.00	10.69%	\$1.00	8.88	\$8.88	0.80%	10.69%	0.80
Display Creative P2	Search	\$8.58	491	8	8	\$0.47	1.17%	\$0.47	0.88	\$33.88	0.80%	1.17%	0.80
Total filtered campaigns		\$15,193.47	2,031,739	26,913	26,913	\$0.56	1.32%	\$0.56	703.14	\$21.61	2.67%	1.32%	4.21
Total Account		\$15,193.47	2,031,734	26,913	26,913	\$0.56	1.32%	\$0.56	703.14	\$21.61	2.67%	1.32%	4.21

Supplied Google Ads screenshot: Jan 9 - Feb 7, 2022

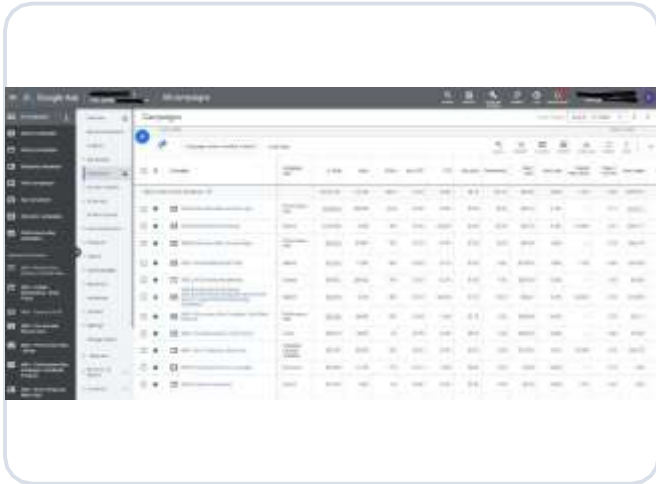
Metric	Visible result
Cost	\$15,193.97
Impressions	2,031,739
Clicks	26,913
Conversions	703.14
Cost / conversion	\$21.61

What this tells a client

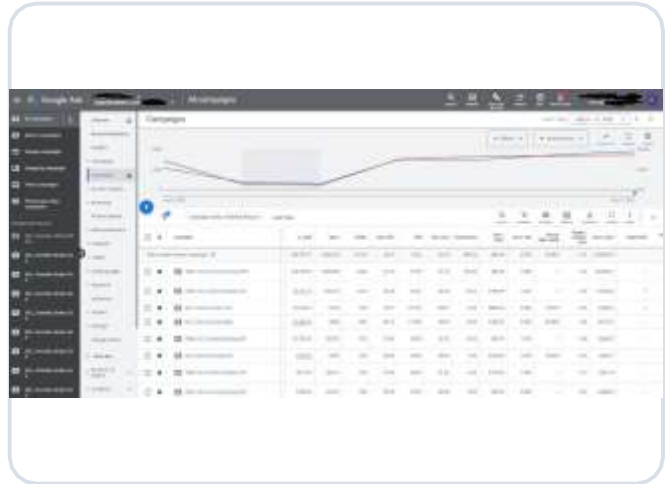
- Shopping and branded search can work together when campaign structure is clean.
- A strong conversion value ratio gives room to scale, but search query quality still needs monitoring.
- The best next step is to isolate winners by product margin, campaign type and audience intent.

SEARCH, PMAX AND RETARGETING

Comparison across two Google Ads dashboards



Eric Javits Google Ads snapshot



SuperBreakers Google Ads snapshot

Eric Javits

\$10.2K Spend

124.13 conv. Conversions

\$82.29 CPA Cost/conv.

SuperBreakers

\$36.8K Spend

425 conv. Conversions

\$86.49 CPA Cost/conv.

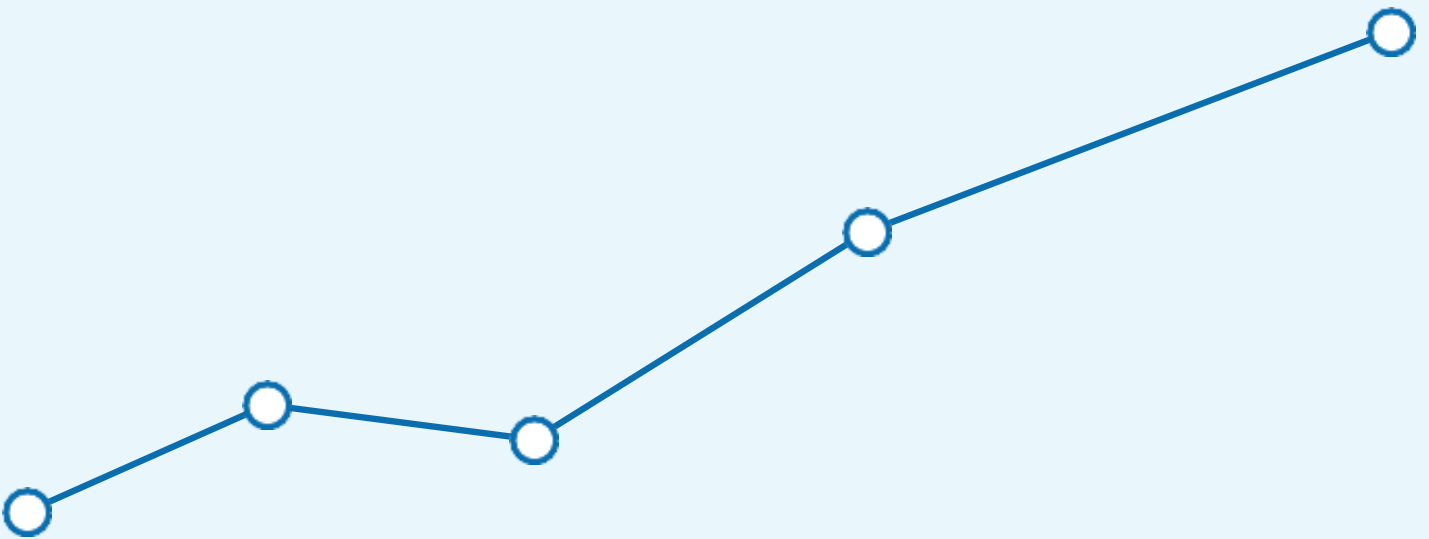
Paid search takeaway

Different accounts can show similar CPAs but very different scale. Client reports should separate budget efficiency from growth capacity so decisions are based on profit, not only lead volume.

META REPORT

Meta Ads Lead Generation

Meta examples show how lead form campaigns, traffic campaigns and local offer campaigns can support top-of-funnel demand and lower-cost audience building.



LEAD FORMS

Meta examples: lead cost changes by offer, audience and location.

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	New Leads campaign - financial planning lead...	11	2,332	5,096	\$17.18	\$189.01	Ongoing
<input checked="" type="checkbox"/>	New Leads campaign	Meta leads	---	---	Per Meta lead	---	Ongoing
<input checked="" type="checkbox"/>	Life Insurance Leads AUS Lead Form - Tell...	Meta leads	---	---	Per Meta lead	---	Ongoing
<input checked="" type="checkbox"/>	Life Insurance Leads AUS Lead Form	Meta leads	---	---	Per Meta lead	---	Ongoing
<input checked="" type="checkbox"/>	Retirement Leads AUS Lead Form	Meta leads	---	---	Per Meta lead	---	Ongoing
<input checked="" type="checkbox"/>	New Leads campaign	Meta leads	---	---	Per Meta lead	---	Ongoing
<input checked="" type="checkbox"/>	[16/06/2024] Promoting Strategem Wealth	Meta leads	---	---	Per Meta lead	---	Ongoing
Results from 10 campaigns		11	2,332	5,096	---	\$189.01	---

Supplied Meta dashboard: financial planning lead campaign

11
FINANCIAL PLANNING LEADS
\$17.18 cost per result

\$189.01
AMOUNT SPENT
Apr 1 - Apr 27, 2025 snapshot

2,332
REACH
From selected active campaign

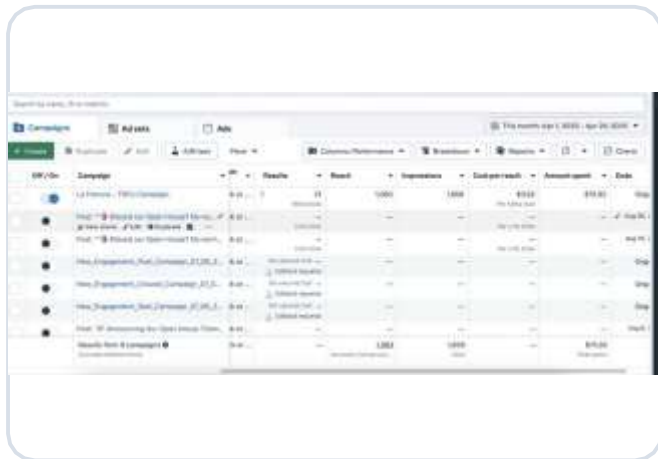
5,096
IMPRESSIONS
Top-of-funnel visibility

Client-facing recommendation

Use Meta lead forms when speed matters, but qualify the lead with form questions, follow-up speed and CRM tracking. A low CPL is helpful only when the leads can be contacted and converted.

LOCAL CAMPAIGN PROOF

Local and traffic campaigns can create affordable intent pools



La Fortuna TOFU campaign snapshot



Landing page view campaign snapshot

Campaign snapshot	Visible result	Cost
La Fortuna TOFU	21 Meta leads	\$3.62 per lead
Broadband traffic	275 landing page views	\$0.53 per LP view
A&M Auckland traffic	144 landing page views	\$0.97 per LP view
A&M ex Auckland	379 landing page views	\$0.85 per LP view

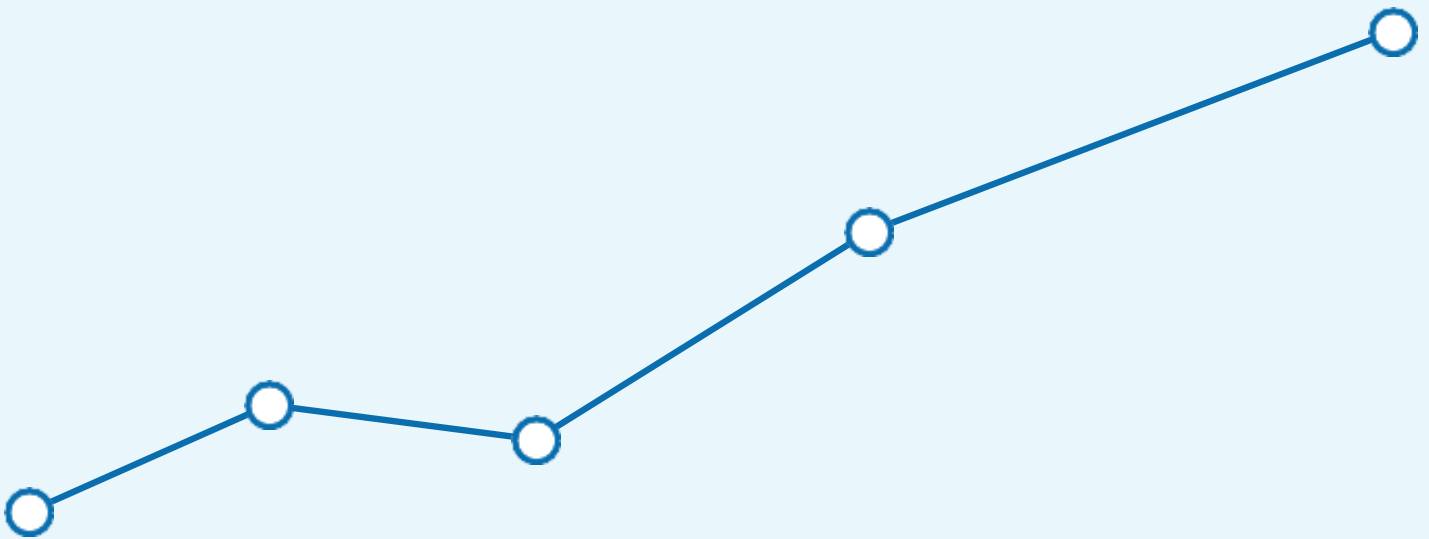
What should be optimized next

- Build remarketing audiences from page-view campaigns and retarget them with stronger offers.
- Separate low-cost traffic from sales-qualified leads in the monthly report.
- Track phone calls, lead form quality and appointment outcomes so CPL can be tied to pipeline value.

INDUSTRY SNAPSHOT

Dental and Local Service Lead Generation

Healthcare and dental campaigns often perform best when the offer is clear, the landing page is specific and follow-up is fast. The screenshots show multiple Invisalign, braces, open day and retargeting campaigns.



DENTAL LEAD GENERATION

Finest Dentistry: lead-form performance

Off/On	TI	Campaign TI	Results	Cost per result	TI	Budget TI	Amount spent	TI	Impressions TI	Reach TI
		Branding Campaign	938 Link clicks	\$0.52 Per Lead Form		\$1.00 Daily average	\$333.19		17,873	22,148
		DF - Invisalign doctor July - New Form	374 Lead Form	\$42.99 Per Lead Form		Using ad set bud...	\$13,246.47		690,699	231,333
		C_in_ABD_Traffic_March_2020	706 Link clicks	\$0.33 Per Lead Form		Using ad set bud...	\$86.68		19,955	8,528
		DF - Invisalign doctor video	147 Lead Form	\$24.13 Per Lead Form		Using ad set bud...	\$3,547.94		82,592	45,411
		Invisalign Open Day	108 Lead Form	\$35.73 Per Lead Form		Daily average	\$4,005.11		147,954	84,781
		DF - Invisalign Day Jan 2020	85 Lead Form	\$50.18 Per Lead Form		Using ad set bud...	\$4,767.84		181,702	99,026
		DF Braces customized video 11th June 2020 - ...	91 Lead Form	\$33.05 Per Lead Form		Using ad set bud...	\$2,754.84		92,034	35,648
		DF - LP - Invisalign Reg Mats - ASD	80 Website Conversion	\$11.6 Per Website Subscri...		Using ad set bud...	\$3,828.76		203,378	87,112
Results from 144 campaigns										

Supplied Meta dashboard: Finest Dentistry account

756

SELECTED VISIBLE LEADS

Across visible lead-form rows

\$37.43

APPROX. BLENDED CPL

For selected visible lead campaigns

635

BRANDING LINK CLICKS

\$0.52 per click

590K

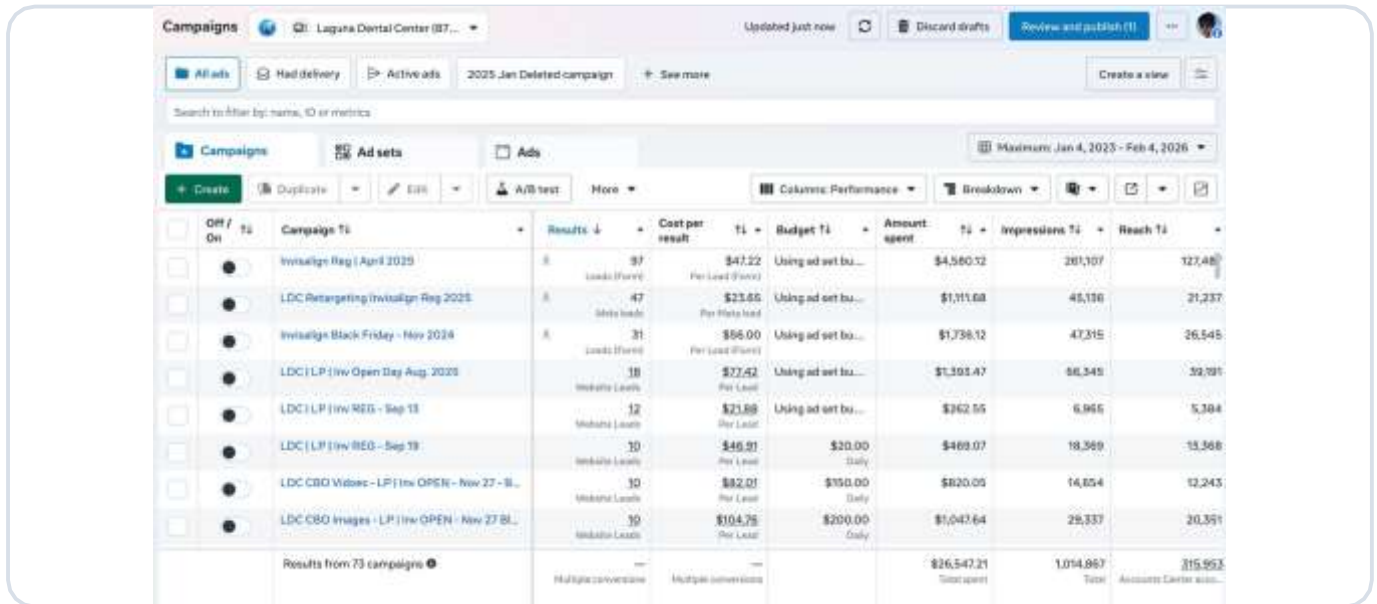
IMPRESSIONS

Invisalign doctor July campaign

Key insight: Dental campaigns should be reported by treatment type. Invisalign, braces, open day and retargeting can have different CPLs, intent quality and follow-up outcomes.

RETARGETING AND OPEN DAY

Laguna Dental: lead campaign snapshot



Supplied Meta dashboard: Laguna Dental Center

Visible account insight	Result
Total account spend shown	\$26,547.21
Total impressions shown	1,014,867
Total reach shown	315,953
Top visible campaign	97 leads at \$47.22
Retargeting campaign	47 Meta leads at \$23.65

Optimization direction

Separate cold acquisition from retargeting. Retargeting often produces lower CPL because the audience is warmer, so it should not be mixed with cold lead campaigns when judging performance.

ECOMMERCE SNAPSHOT

Ecommerce campaign purchase tracking

Off / On	Campaign T1	Actions	Results T1	Cost per result T1	Budget T1	Amount spent T1	Impressions T1
	DRPfit Sales 15th Jan - Copy	Website Purchase	Website Purchase	Per Purchase	\$5.00 Daily average	\$5.38	11
	DRPfit Sales 15th Jan	Website Purchase	Website Purchase	Per Purchase	\$10.00 Daily average	\$10.19	20
	DRPfit Sales US 15th Jan Carousel	Website Purchase	Website Purchase	Per Purchase	\$9.97 Daily average	\$9.97	31
	DRPfit Sales US 15th Jan	Website Purchase	Website Purchase	Per Purchase	\$10.00 Daily average	\$5.44	20
	New Sales Campaign 1.03	Purchase (Website p...	Purchase (Website p...	Per purchase (websit...	\$0.00 Daily average	\$0.00	-
	New Sales Campaign-11.16.20	Website Purchase	Website Purchase	Per Purchase	\$0.00 Daily average	\$0.00	-
	New Sales Campaign-Video	Website Purchase	Website Purchase	Per Purchase	\$0.00 Daily average	\$0.00	-
	New Sales Campaign 10.24	Website Purchase	Website Purchase	Per Purchase	\$0.00 Daily average	\$0.00	-

Supplied Meta dashboard: DRPfit Apparel daily snapshot

1
WEBSITE PURCHASE
From carousel campaign row

\$9.97
COST PER PURCHASE
Visible campaign snapshot

\$10/day
TEST BUDGET
Carousel campaign daily average

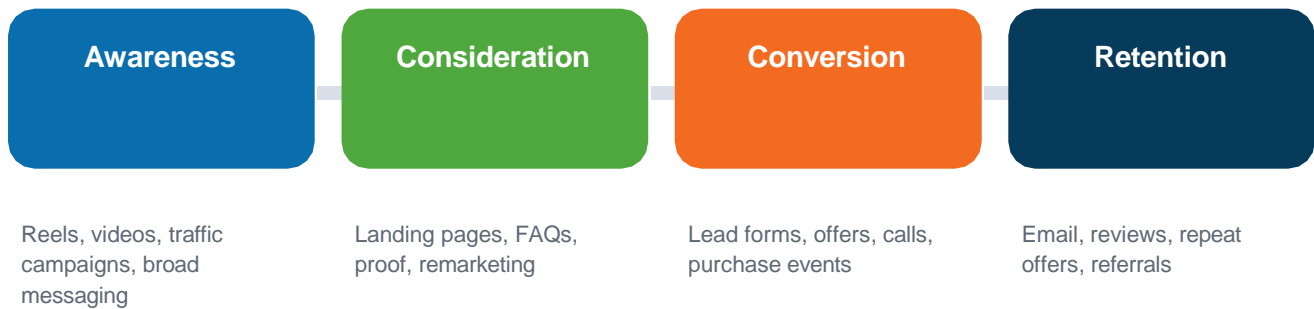
44
CAMPAIGNS IN ACCOUNT
Visible account count

Recommendation: For ecommerce, the report should show product feed health, purchase event tracking, creative tests, abandoned cart retargeting and return on ad spend. One early purchase is useful, but scaling needs more conversion data.

CREATIVE STRATEGY

Campaign results improve when creative matches funnel intent

A strong digital marketing report should not only show numbers. It should explain what the numbers mean and what creative action will happen next.



Monthly creative reporting checklist

- Top 3 creatives by cost per result, hook type and offer angle.
- Creative fatigue review: frequency, CTR movement and comments quality.
- Next 4 tests: new hook, new visual, new CTA and new landing page variant.
- Channel note: what belongs on Google, Meta, LinkedIn, YouTube and organic social.

Simple client explanation

We do not just spend more. We first learn which message, audience and page combination is creating the strongest result, then we shift budget into what works.

CLIENT REPORTING

A simple dashboard structure clients can understand

Use The same KPI logic every month so the client can see what improved, what dropped and what action will be taken next.

Report area	What to show	Why it matters
Traffic	Sessions, source, landing pages	Shows where demand is coming from
Leads	Forms, calls, booked meetings	Connects marketing to sales activity
Paid ads	Spend, CPL/CPA, CTR, conversion rate	Controls efficiency and scaling
SEO	Keyword movement, impressions, clicks	Tracks long-term visibility
Creative	Top ads, fatigue, next tests	Improves messaging and conversion
Next actions	Priorities, owners, deadlines	Keeps work accountable

Recommended report cadence

Weekly: quick performance checks and tactical fixes. Monthly: full KPI review, learnings, recommendations and next-month plan. Quarterly: strategy review and budget allocation.

ACTION PLAN

90-day digital marketing roadmap for new clients

Days 1-30

Foundation

- Audit website, tracking and current campaigns
- Define KPIs and funnel goals
- Create landing page and creative plan
- Fix core technical SEO issues

Days 31-60

Testing

- Launch SEO content and paid campaigns
- Test hooks, offers and audiences
- Review search terms and landing page data
- Build remarketing pools

Days 61-90

Scale

- Move budget to stronger campaigns
- Refresh weak creatives
- Expand profitable keywords and audiences
- Present strategy and next-quarter plan

Client promise

Clear strategy, transparent reporting and consistent optimization focused on better traffic, better leads and better business decisions.

NOTES

Data notes and contact

- This PDF uses the supplied Digital Report Card only as a layout direction. All writing, structure and metrics have been prepared for SEO Firms India.
- Paid media metrics are taken from screenshots supplied in this conversation. They cover different accounts, industries, platforms and date ranges.
- Results vary based on website health, budget, offer, competition, tracking setup, creative quality and sales follow-up.
- For client use, replace sample snapshots with the client's own Google Analytics, Search Console, Meta Ads, Google Ads and CRM data.

SEO Firms India

Digital marketing, SEO, PPC, content, technology and growth support

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Ready to turn reports into growth?

Use this report as a branded conversation starter, then customize the data pages for each client using their live analytics and campaign dashboards.