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Updated: June, 2025 Before I start talking about the best SEO reporting tools, let me remind you, it is very much more, just like you and me! Most people use search engines to find something. Almost 68% of online experiences begin with a search engine. SEO is better for creating organic leads and sales. 61% of B2B marketers state that SEO and organic traffic generate more leads than any other marketing initiative. 70% of online marketers say that SEO is better than PPC for generating sales. Being on the first page of Google Search results can make a big difference. The top page listed in a Google search has an average click-through rate of 32%. 75% of people never scroll past the first page of search engines. SEO is pretty much crucial for websites even today. Without optimizing your websites and blogs for search engines, you will be missing a lot of business opportunities. Top 8 Free & Paid Google Analytics Reporting Tools 2025 Supercharge Your SEO Reporting with Stackify! What is SEO Reporting and why is it important? To state in simple terms, SEO, or Search Engine Optimization, is the process of improving your website so that it can reach more and more people when they search for a product or service on a search engine like Google. SEO is measured using various metrics that search engines use to rank a web page such as: CTR or click-through rate, domain authority, page speed, keywords, backlinks, and more. An SEO report is generated to keep a track of all these metrics related to a website. It gives a complete idea about the performance of a website on search engines. SEO Audit Reports: SEO reporting is important for a business for many reasons: it gives a detailed report of every metric associated with search engine performance, it helps you to identify the strengths and weaknesses of your website, it helps you to track the progress of your SEO efforts, and it helps you to make data-driven decisions. On-page SEO: On-page SEO refers to the optimization of individual web pages to rank higher and earn more relevant traffic in search engines. You can track using SEO reporting. Total number of backlinks, backlinks from related websites, anchor text, link freshness, link diversity, social sharing, etc. can help you track your website's performance over time so that you can determine which SEO technique is working for you and which is not. It is quite difficult to track the SEO metrics manually. An SEO report makes it easier for marketers to track every important SEO metric automatically. Last, but not least, an SEO report can be shared with all your team members and other stakeholders of your website to enhance the decision-making process. Why do you need an SEO reporting tool? An SEO reporting tool is software that can be used to track all the important search engine optimization metrics for a website automatically. It makes the process of SEO reporting much easier and faster, enabling marketers to concentrate on other important SEO tasks rather than just collecting data about the website. With an SEO reporting tool, you can: Save your time and energy from copying and pasting the important data from different analytics platforms such as Google search console, Ahrefs, SEMRush, SerpStat, PageSpeed, Google analytics, and so on. Bring accurate data related to your website's performance in a centralized location to facilitate quick decision-making and collaboration of the whole team. Connect with different third-party tools so that you can display all the essential KPIs in one place. Handle a large number of clients and their SEO reporting easily. While there can be many other factors like flexibility, ease of use, pricing, customer support, etc., that contribute to determining which SEO reporting tool is the best, the above points pretty much summarize what you need to look for in an SEO reporting tool. Now, let me introduce you to some of the best SEO reporting tools that I have come across, and using them can simplify your tasks as an SEO manager. Read More: 5 SEO Templates to Supercharge your SEO Research & Save Hours! Ahrefs/Ahrefs is another popular SEO reporting tool that includes the complete SEO toolset in one place. It offers a wide range of features, including on-page SEO, off-page SEO, and technical SEO. It also provides a comprehensive suite of SEO metrics and analytics, including keyword rankings, backlinks, and site performance. Ahrefs is known for its accurate and comprehensive data, and its user-friendly interface makes it a popular choice among SEO professionals. It offers a variety of pricing plans, including a free trial, and its customer support is highly responsive. Ahrefs is a powerful tool for SEO reporting and analysis, and it is well-suited for businesses of all sizes. It provides a comprehensive overview of your website's SEO performance, including keyword rankings, backlinks, and site performance. It also offers a variety of advanced features, such as content explorer, site explorer, and backlink explorer, which can help you to identify opportunities for improvement. Ahrefs is a highly respected and reliable tool in the SEO industry, and it is a great choice for businesses looking to improve their search engine performance. It offers a comprehensive suite of SEO metrics and analytics, including keyword rankings, backlinks, and site performance. It also provides a user-friendly interface and excellent customer support. Ahrefs is a powerful tool for SEO reporting and analysis, and it is well-suited for businesses of all sizes. 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