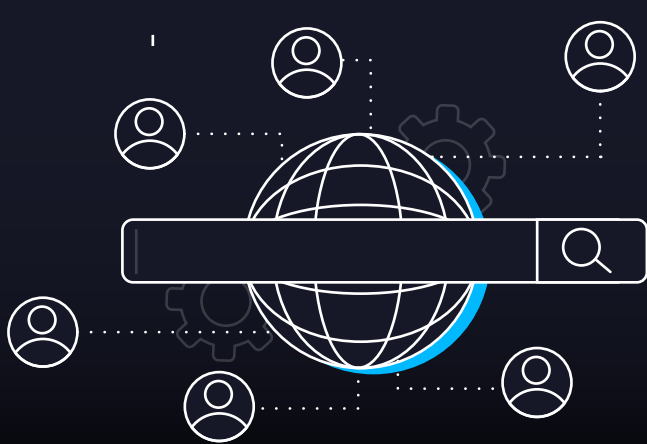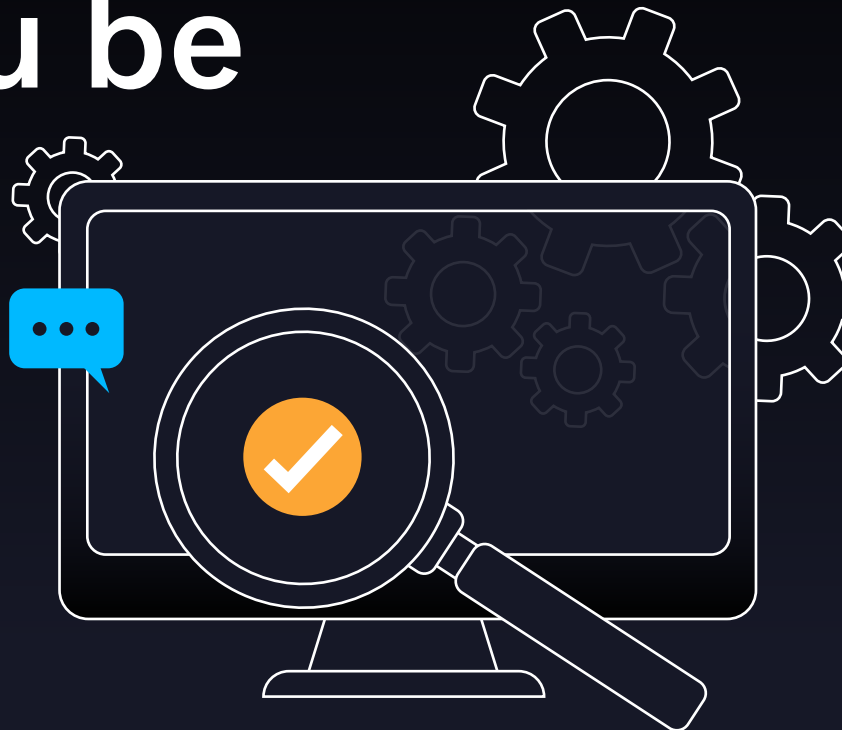# What (SEO KPIs) should you be tracking?

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With a decade of experience under our belt, we've narrowed down the key metrics businesses should be tracking to assess their SEO performance.
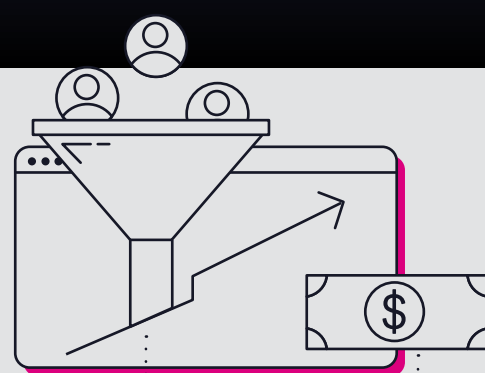
Organic Traffic

is one of the most important. It signals how many visitors reached your site solely from organic search results.

Organic Conversions

is about assessing the quality of your website traffic and tracking exactly how many of these visitors are converting.

- **Mailing list sign-ups**
- **Form submissions**
- **App downloads**
- **eCommerce Sales**

Keyword Rankings

is still valuable as it:

Reveals whether you're current keywords and approach is driving organic traffic

Highlights opportunities to adjust your keyword selection to boost your SEO performance

Clickthrough Rate Benchmarks

captures the percentage of searchers who visit your site after spotting your website in the search results. Your site's CTR is a measure of how effective your content is at grabbing attention and driving action.
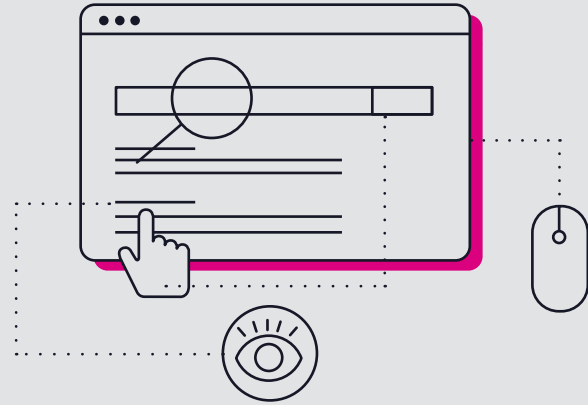
New Backlinks and Referring Domains

Search engines love backlinks because it is a vote of confidence for the webpage being linked to. Backlinks can be brand related, niche specific or in the form of an outreach, such as a guest post. The winning combination is a mix of all three at regular intervals. When monitoring your backlinks activity, your tracking tools should include:
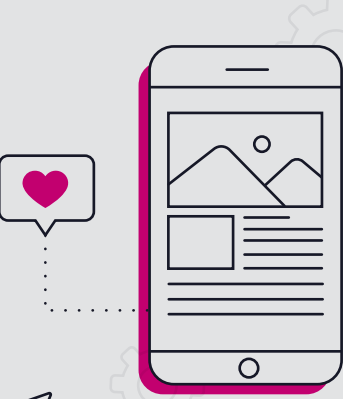
- **Update frequency**
- **Accuracy**
- **Trends**

User Experience and User Behaviour Goals

Your site content needs to be designed for people, not just Google. That means user experience needs to be at the centre of your content's design to ensure you grab and retain users' attention. The key metrics to track are:
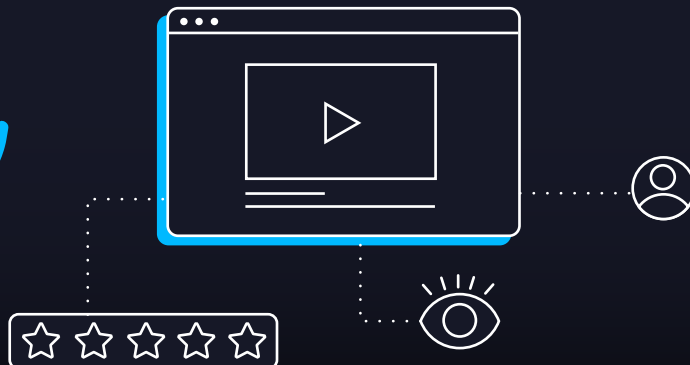
- **Bounce rates**
- **Time on Site**
- **Pages per Visit**
- **Page load time**

Audience Retention

Once you've got users to land on your site, what incentive do they have to stick around? That's where this next KPI comes into play: new vs returning visitors.

Brand Awareness and Authority

Your domain name's authority is tracked on a scale of 0-100, built from the quality of backlinks and brand mentions. The higher this stat, the more trustworthy your domain.
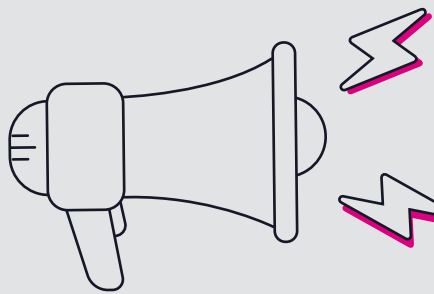
Core Web Vitals

As the name would suggest, Core Web Vitals are all about page speed and site performance, including: Mobile traffic and load speed and Desktop traffic and load speed

SEO ROI

In the case of SEO, it's about assessing how well your time and energy is being spent.

By figuring out your annual SEO expenses (time, software costs etc.) and seeing how this stacks up against your annual SEO revenue to create your annual SEO ROI (shown as a percentage).

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Looking to get more from your SEO investment? Get in touch
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