Monthly local SEO report

Client Business name and address

Keyword One keyword per report, e.g. "plumber"

Period Scan dates compared, e.g. first scan of last month → first scan of this month

Prepared by Your name, agency and reply address

1. Grid summary

Where was the business checked, and what is the one-sentence result?

Grid e.g. 5×5 points, 2.5 miles apart, centered on the business

How it was measured Same grid, keyword and zoom as last month; signed out

Headline One sentence: held, improved or dropped, and where

- Write the headline last, and so that a reader who stops there still knows what happened.
- Compare only like with like: the same points, keyword and zoom level as the previous report. A rank checked from a different spot or zoom is a different measurement.

2. Points in the top 3, top 10 and not ranking

At how many grid points does the business show up, and how high?

	Last period	This period	Change
Top 3	__ of __ points	__ of __ points	
Top 10	__ of __ points	__ of __ points	
Not ranking	__ of __ points	__ of __ points	

- Top 3 shows where the business is strong. Top 10 shows how far it reaches. Not ranking counts the points where it is outside the results you check (for example the top 20).
- Top 3 is part of top 10. Top 10, the points ranked 11 to 20 and the points not ranking add up to the whole grid.
- Treat a move of one place at a single point as noise. Report a change when it goes beyond one place, shows at more than one or two points, and holds in the next scan.

3. Competitor changes

Which nearby businesses gained or lost ground on the same grid?

Competitor	Top-3 points before	Top-3 points now	Note

- List businesses that entered or left the top 3 at two or more points. One-point moves come and go between scans.
- Note anything visible on their profile: a burst of new reviews, a new or changed category, a new location nearby.

4. Why it changed

What is the most likely reason, and what is the evidence?

Reason 1 The likely cause, and the data it rests on

Reason 2 (optional) At most two reasons; two clear ones beat six vague ones

- Causes you can check: a competitor that entered or left the top 3, the pace of new reviews (the client's and the neighbors'), a category or name change, a profile edit, points lost at the edge of the area.
- If nothing explains a change, write that. "No change beyond normal movement" is a result too.
- Never credit your own work for a move of one place, and never name a cause you cannot point to.

5. Recommended next steps

What happens before the next report, and who does it?

Step	Who	By when

- One to three steps, each tied to something in sections 2 to 4.
- Start the next report with last period's steps: done or not, and what the grid did after them.
- "Keep asking every customer for a review" is a step. "Continue optimization" is not.

Notes

EXAMPLE

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The numbers are real: two scans of the same 5×5 grid for "plumber" around one plumbing company in Austin, TX, a week apart (the public demo at gridwhy.com/demo). The business and its competitors are left unnamed.

Client	Example: a plumbing company in Austin, TX (name left out)
Keyword	"plumber"
Period	Nov 8 → Nov 15, 2026 (one week here; a monthly report compares the same way)
Prepared by	Your agency

1. Grid summary

Grid	5×5 points, 2.5 miles apart (a 10-mile square), centered on the business
How it was measured	Same grid, keyword and zoom level in both scans; signed out
Headline	Rankings held steady: top 3 at 11 of 25 points, the same as last time, and a competitor lost its top-3 spots on the grid.

2. Points in the top 3, top 10 and not ranking

	Last period	This period	Change
Top 3	11 of 25	11 of 25	no change
Top 10	12 of 25	12 of 25	no change
Not ranking (outside the top 20)	13 of 25	13 of 25	no change

Only one point changed rank, from #5 to #4: one place, inside normal movement.

3. Competitor changes

Competitor	Top-3 points before	Top-3 points now	Note
Competitor A	2	0	Left the top 3 at every point where it held it

6 other competitors moved by one point each, which is normal between two scans; not listed.

4. Why it changed

1. A competitor that held the top 3 at 2 points dropped out of it. Our client did not take those spots in this scan; the space is open.
2. Our client added 45 Google reviews in 7 days, more than any other business on the grid (the next-highest added 23). Rankings did not move with it in this scan, so we keep the pace and compare again over the next reports.

5. Recommended next steps

Step	Who	By when
Keep the review request in every job close-out	Client's office	Ongoing
Look at what changed on the competitor's profile that dropped out (category, reviews, name)	Agency	Before the next report
Compare the same grid again before calling anything a trend	Agency	Next scheduled scan

Example only. Template: gridwhy.com/local-seo-report-template