Swydo

Reporting and Monitoring Software for Online Marketers

SEO example report

Bring your online marketing data together in a single report

Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that**.

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocated that saved time to managing and optimizing (client) campaigns and securing new business.

How it works

Swydo brings together data from the most important online marketing channels, including AdWords, Bing, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.

Google AdWords	Google Analytics	dialogtech	Instagram Ads
facebook Insights	facebook Ads	Bing ads	pingdom
CallTrackingMetrics	CallRail	MailChimp	Twitter Ads
LinkedIn Ads Beta	Google Search Console	Google PageSpeed	

Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 1,500 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to sales@swydo.com.

Sincerely,
Team Swydo

Sample Report

Creating a SEO report with Swydo is super simple. With a click, you can connect to a data source, like a Google Search . Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, and website analytics.

Google Search Console

IMPRESSIONS	CTR	CLICKS
2,854	10.23%	292
	↑ ∞%	↑ ∞%

TOP KEYWORDS

Keyword	Impr.	Clicks	CTR	Avg. position
Keyword 1	905	124	13.7%	5.4
Keyword 2	188	39	20.74%	3.7
Keyword 3	159	23	14.47%	4.2
Keyword 4	102	23	22.55%	5.9
Keyword 5	68	10	14.71%	5.5
	1,422	**219**	**15.4%**	**4.9**

TOP PAGES

Pages	Impr.	Clicks	CTR	Avg. position
Page 1	2,309	269	11.65%	4.9
Page 2	159	7	4.4%	18.5
Page 3	110	5	4.55%	12.9
Page 4	34	1	2.94%	5.7
Page 5	24	1	4.17%	8.5
	2,636	**283**	**10.74%**	**10.1**

Website performance (organic)

SESSIONS

14,531

▼ -2%

NEW USERS

9,293

▼ -3.5%   ● 12,500 targeted

GOAL CONVERSION RATE

0.49%

▲ 6.5%

GOAL COMPLETIONS
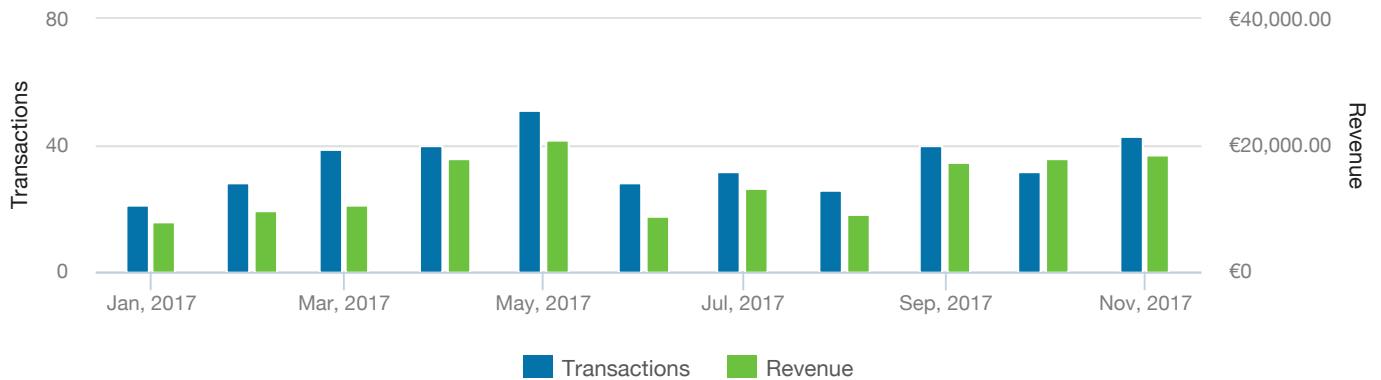
71

▲ 4.4%

TRANSACTIONS

43

▲ 38.7%   ● 50 targeted

TRANSACTION REVENUE

€ 18,620.24

▲ 5.3%   ● € 25,000.00 targeted
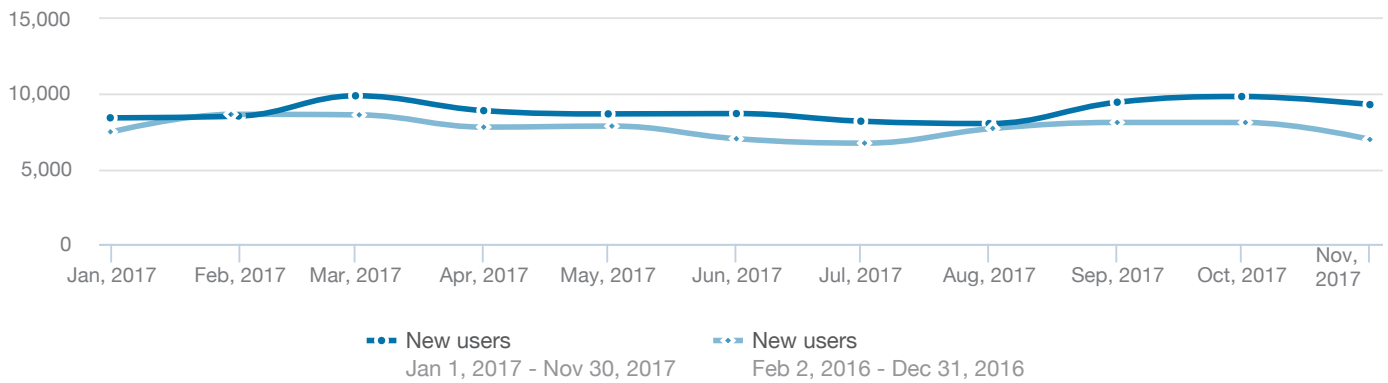
TRANSACTIONS & REVENUE
YEAR-TO-DATE

MONTHLY RESULT

	Nov 1, 2017 - Nov 30, 2017	Oct 2, 2017 - Oct 31, 2017	
Sessions	14,531	14,823	-2%
Users	11,207	11,474	-2.3%
New users	9,293	9,635	-3.5%
Pages / session	3.91	3.81	+2.6%
Avg. session duration	2m 22s	2m 17s	+4.2%
Bounce rate	51.55%	51.62%	-0.1%
Goal conversion rate	0.49%	0.46%	+6.5%
Goal completions	71	68	+4.4%
Transactions	43	31	+38.7%
Revenue	€ 18,620.24	€ 17,684.68	+5.3%

WEEKLY PERFORMANCE

Month	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal conversion rate	Goal completions	Transactions	Revenue
November 2017	14,531	12,234	9,293	3.91	2m 22s	51.55%	0.49%	71	43	€18,620.24
Week 47	3,380	2,843	2,166	3.72	2m 18s	52.13%	0.53%	18	5	€1,578.72
Week 45	3,361	2,771	2,128	3.93	2m 36s	51.74%	0.33%	11	9	€4,090.61
Week 46	3,295	2,760	2,070	4.02	2m 18s	52.02%	0.36%	12	13	€7,425.93
Week 48	2,538	2,168	1,647	3.91	2m 16s	49.25%	0.75%	19	7	€2,277.91
Week 44	1,957	1,692	1,282	4.03	2m 21s	52.43%	0.56%	11	9	€3,247.07
	14,531	**12,234**	**9,293**	**3.91**	**2m 22s**	**51.55%**	**0.49%**	**71**	**43**	**€18,620.24**

NEW VISITORS
YEAR-TO-DATE

15,000

10,000

5,000

0

Jan, 2017   Feb, 2017   Mar, 2017   Apr, 2017   May, 2017   Jun, 2017   Jul, 2017   Aug, 2017   Sep, 2017   Oct, 2017   Nov, 2017

New users
Jan 1, 2017 - Nov 30, 2017

New users
Feb 2, 2016 - Dec 31, 2016

CONVERSION (BY TOTAL CONV.)

Goal	Goal name	Total conv.	Total conv. value
		48	€18,843.63
4	Goal	24	€0
15	Goal	17	€0
3	Goal	8	€0
6	Goal	8	€0
		105	**€18,843.63**

ECOMMERCE PRODUCT PERFORMANCE (TOP 5 BY REVENUE)

Product name	Item quantity	Unique purchases	Item revenue
Product 1	1	1	€ 1,575.00
Product 2	1	1	€ 1,540.00
Product 3	1	1	€ 1,325.00
Product 4	1	1	€ 995.00
Product 5	1	1	€ 975.00
	172	**61**	**€ 15,010.60**

DEVICE CATEGORY PERFORMANCE

Device category	Sessions	Users	New users	Pages / session	Avg. time on page	Bounce rate	Goal conversion rate	Goal completions	Transactions	Revenue
desktop	8,788	6,724	5,559	4.11	52s	47.45%	0.63%	55	29	€ 14,575.34
mobile	4,359	3,344	2,772	3.47	42s	57.95%	0.28%	12	11	€ 2,977.80
tablet	1,384	1,121	962	4.08	40s	57.44%	0.29%	4	3	€ 1,067.10
	14,531	**11,189**	**9,293**	**3.91**	**49s**	**51.55%**	**0.49%**	**71**	**43**	**€ 18,620.24**

CHANNEL GROUPING PERFORMANCE (GOAL COMPLETIONS & REVENUE)
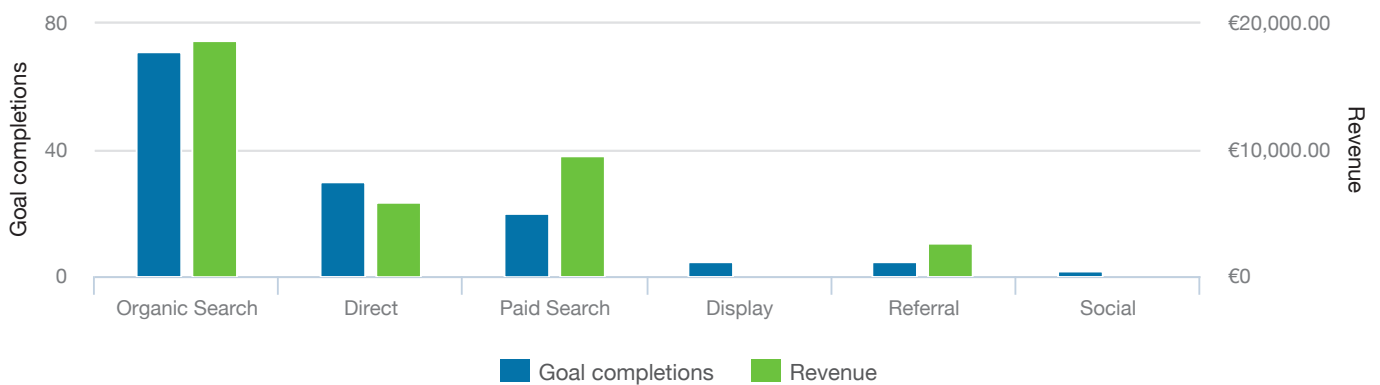
CHANNEL GROUPING PERFORMANCE

Channel grouping	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal conversion rate	Goal completions	Transactions	Revenue
Organic Search	14,531	11,207	9,293	3.91	2m 22s	51.55%	0.49%	71	43	€18,620.24
Paid Search	7,883	6,499	5,591	2.4	1m 11s	71.05%	0.25%	20	33	€9,593.42
Direct	3,637	2,894	2,612	4.08	2m 23s	49.79%	0.82%	30	12	€5,811.63
Social	1,011	829	697	4.02	1m 59s	57.96%	0.2%	2	0	€0
Referral	993	557	368	5.81	5m 45s	35.75%	0.5%	5	9	€2,620.28
Display	702	399	45	3.25	1m 36s	71.51%	0.71%	5	0	€0
	28,757	**22,385**	**18,606**	**3.57**	**2m 8s**	**56.84%**	**0.46%**	**133**	**97**	**€36,645.57**

LANDING PAGE PERFORMANCE (TOP 5 BY NEW USERS)

Landing page path	Sessions	Users	New users	Goal conversion rate	Goal completions	Transactions	Revenue
/path 1	2,625	1,883	1,138	0.65%	17	11	€6,684.44
/path 2	363	320	227	0%	0	0	€0
/path 3	102	94	82	0%	0	0	€0
/path 4	83	80	71	1.2%	1	0	€0
/path 5	85	81	68	5.88%	5	0	€0
	14,531	**12,978**	**9,293**	**0.71%**	**71**	**43**	**€18,620.24**

HISTORICAL TABLE
PAST 6 MONTHS

Month	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Goal conversion rate	Transactions	Revenue
November 2017	14,531	11,207	9,293	3.91	2m 22s	51.55%	71	0.49%	43	€18,620.24
October 2017	15,096	11,728	9,833	3.81	2m 17s	51.76%	68	0.45%	32	€18,033.77
	80,591	**63,704**	**53,496**	**3.83**	**2m 19s**	**52.12%**	**402**	**0.5%**	**201**	**€85,028.45**

Month	Sessions	Users	New users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Goal conversion rate	Transactions	Revenue
September 2017	14,020	11,122	9,454	3.77	2m 16s	52.52%	79	0.56%	40	€ 17,338.45
August 2017	11,518	9,354	8,031	3.68	2m 10s	53.55%	62	0.54%	26	€ 9,081.60
July 2017	12,269	9,907	8,188	3.97	2m 26s	51.35%	47	0.38%	32	€ 13,166.02
June 2017	13,157	10,386	8,697	3.8	2m 23s	52.22%	75	0.57%	28	€ 8,788.37
	80,591	**63,704**	**53,496**	**3.83**	**2m 19s**	**52.12%**	**402**	**0.5%**	**201**	**€ 85,028.45**