Monthly SEO Report

Property: esystum.com · Programme summary to 13 November 2026 · Prepared by eSYSTUM (in-house programme)

This sample uses eSYSTUM's own website and its real programme record, so every figure below can be checked against Google Search Console or the public site. Client reports follow this exact format; client figures are, of course, the client's own.

1 · Indexing status

- Issue found: a set of pages held at **“Discovered – currently not indexed”** in Search Console — Google knew the URLs but was not crawling them.
- Cause traced and fixed on the site; fix submitted for validation.
- Result: **Google's validation passed for 11 pages** (November 2026, Search Console). All sitemap pages are on a clean indexing path.

2 · Visibility

- The Week-1 guide — *website development cost in Pakistan* — ranks **#1 when the search includes the domain** (observed 13 November 2026).
- Brand-term baseline, stated honestly: for the bare term “esystum”, older sound-alike companies still hold page 1. Entity work (below) is the current remedy; movement will be tracked in this section monthly.
- Question-style queries from Search Console are mined weekly and converted into blog and FAQ candidates — the content pipeline for the coming month.

3 · Work completed this period

- Technical bundle shipped and verified live: duplicated brand suffix removed from blog titles; canonical and metadata hygiene; Plotium subdomain given its own sitemap, canonicals and SoftwareApplication schema.
- Organization entity completed on both esystum.com and plotium.esystum.com — schema now names the official Instagram, LinkedIn and Facebook profiles; the schema organisation name standardised to “eSYSTUM”.
- Footer social links restored on every page; a social row added to every blog post; blog Open Graph images replaced with stable, branded assets (the previous images were expiring signed URLs).

4 · Next steps

- Continue weekly Search Console reporting; monthly technical audit on the 1st.
- Publish from the question-query backlog; tag all social profile links with UTM parameters so referral traffic becomes measurable once analytics is live.
- Google Business Profile: verification (video, service-area) is the gating step for map visibility — with the business owner.

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