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If you ever want to succeed in SEO, you have to know your website like the back of your hand. Its current and past rankings, traffic stats, new and emerging competitors, backlinks, and lots more. SEO reports seem to be the best way of dealing with SEO tasks, helping you make intelligent decisions and improving your Search Engine visibility.

Web is packed-full of companies offering SEO reporting services. Depending on the type of reports and the provider, you may end up paying thousands of dollars for professional SEO reports. Pay if you have want, but YOU DONâ€™T HAVE TO.

It is not a secret that SEO companies do not make reports on their own. Instead, they use special SEO software to create reports for them. So if you want to save money and still get nice SEO reports, you should look into getting professional SEO reporting tools that create SEO reports for you â€“ same exact way SEO companies do it.

There are plenty of SEO reporting products on the market today. With such SEO tools at hand, you can track your website progress and generate SEO reports in one click. Now, letâ€™s take a closer look at what kind of data should be included in your SEO reporting tool.

- Keyword Rankings

Whatever your SEO campaign objectives are, keeping track of your websiteâ€™s SE rankings should be your top priority. So your SEO reporting software should be able to generate reports on current rankings, show ranking history and help you track productivity of each keyword.

- Onpage SEO

You need to know whether your site is optimized as a whole, and in part. So you need an on-page optimization tool that reports on Google-friendliness of your entire site and each separate web-page.

- Backlinks

A crucial factor to keep track of is backlinks. Use special backlink tools to get reports on where competitors get their top links. And finally, you need to have a full picture of your own current and potential link providers. So use special link building reports to assess and expand your link-building portfolio.

Among dozens of companies which claim to provide most effective SEO reporting software, there is one that clearly stands out among the rest. I am talking about Link-Assistant and their SEO PowerSuite toolkit that makes detailed and information-rich SEO reports within a few seconds.

SEO PowerSuite reports will assist you in every aspect of SEO: Keyword Rankings, Onpage SEO and Backlinks â€“ in other words, all things that make your website succeed.

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