SEO Metrics That Actually Matter

By [@alexcornici](#) | [What is SEO](#)

The Problem

You're drowning in dashboards.
 Pageviews. Bounce rate. Session duration. Impressions. Index coverage. Crawl stats. DA. DR. CTAs. CPC. ROI. LOL.

And still somehow, no leads. No revenue. Just stress and pie charts.

Let's fix that.

This guide cuts through the noise and gives you the metrics that actually tell you what's working, what's broken, and what your boss/client/investor needs to see without falling asleep.

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1. Organic Search Visibility

What It Is: The percentage of times your site shows up in SERPs for target keywords.

Why It Matters: Tells you if you're even in the race. You can't win rankings you don't show up for.

Where to Track It:

- Ahrefs

- Semrush

- Google Search Console (via Impressions for tracked queries)

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2. Ranking Position for Strategic Keywords

What It Is: Your actual position in search results for your money keywords.

Why It Matters: If you're not in positions 1–3, you're barely alive. Position 4–10? You're someone's backup plan.

Where to Track It:

- Ahrefs

- SERPWatcher

- GSC > Performance > Queries

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3. Click-Through Rate (CTR)

What It Is: The percentage of impressions that result in clicks.

Why It Matters: High impressions and no clicks = bad titles, bad meta, or you're just boring.

Fix It By:

- Writing better title tags and meta descriptions

- Matching intent more closely

- Adding structured data for visual enhancements

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4. Organic Conversions

What It Is: Leads, sales, signups, downloads—whatever *matters* to you—from organic traffic.

Why It Matters: Because traffic doesn't pay the bills. Conversions do.

Track It With:

- Google Analytics (GA4 > Conversions)

- CRM integrations (HubSpot, Pipedrive, etc.)

- Manual UTMs for gated assets

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5. Indexed vs. Non-Indexed Pages

What It Is: How much of your content Google actually considers worthy of listing.

Why It Matters: If your best content isn't indexed, you might as well print it and leave it on a bench.

Where to Track It:

- Google Search Console > Coverage

- Screaming Frog + GSC integration

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6. Crawl Stats and Errors

What It Is: How often and how deeply Googlebot visits your site—and what it finds broken.

Why It Matters: You can't rank what bots can't crawl.

Fix:

- Eliminate 404s

- Remove redirect chains

- Submit valid sitemaps

- Don't block important pages in robots.txt

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7. Page Load Speed (Especially on Mobile)

What It Is: Time to interactive. Largest contentful paint. All the things Core Web Vitals track.

Why It Matters: If your site's slow, your users are gone before your hero image loads.

Tools:

- Google PageSpeed Insights

- Lighthouse

- GTmetrix

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8. Backlink Quality (Not Just Quantity)

What It Is: The number and domain strength of sites linking to yours.

Why It Matters: Google still sees backlinks as trust signals—but only if they're from real, relevant sites.

Track It Using:

- Ahrefs

- Moz

- Majestic

Avoid:

- Spammy blog comments

- Link wheels

- Low-quality directories

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9. Engagement Signals (That Aren't Bounce Rate)

Instead of obsessing over bounce rate, track:

- Time on page (are people actually reading?)

- Scroll depth (are they seeing your CTAs?)

- Pages per session (are they exploring?)

- Session source + conversion (did search lead to real action?)

Use tools like:

- Google Analytics (GA4)

- Microsoft Clarity

- Hotjar

Bonus: Metrics to Stop Obsessing Over

- **Bounce Rate (alone):** High bounce can be good if they found what they needed. Context matters.

- **DA/DR Scores:** Not actual ranking factors. Just third-party approximations.

- **Keyword Difficulty:** A guess. Good to know, not gospel.

- **Session Duration:** Useless if there's no intent to convert.

Final Word

You don't need to track everything.
You need to track the right things—and actually act on them.

SEO isn't about feeling productive.
It's about being effective.
This cheat sheet? That's your compass. Use it to stop wasting time and start making progress.