

Monthly Progress Report

Example West Michigan Trades

Illustrative example - not a client result

Grand Rapids / West Michigan | Report month: 2026-09

Prepared by: Benchmark Digital Solutions | Fictional business for illustration

Fictional website: <https://example.com>

EXECUTIVE SUMMARY

Illustrative example - not a client result. The work items below are fictional examples of how a monthly report records progress. No client account, performance result or inquiry total has been supplied.

AGREED SERVICE SCOPE / CUSTOM

Example agreed scope: website care, approved content improvements and a monthly review of available search and inquiry information. The actual client agreement defines the included work.

Work completed & in progress

Work item	Status	Evidence
Illustrative work item: refreshed a core service page after owner review.	Completed	Unavailable
Illustrative work item: organized photographs for a project story; captions are under review.	In progress	Unavailable
Illustrative work item: prepared a service-area update, pending the owner's confirmation.	Awaiting input	Unavailable

Work and evidence references are fictional demonstration entries.

Website inquiry activity

Accepted website-review requests	Email-link clicks	Reporting period
Unavailable	Unavailable	Example period: September 1-30, 2026. No inquiry data connected.

No inquiry data supplied. Unavailable is not zero. Email-link clicks do not confirm an email was sent. Accepted requests are recorded submissions, not qualified leads or sales.

Evidence & next decisions

Illustrative example - not a client result

Metrics & comparisons

Source: Google Search Console - example source only

Period: Example reporting period: September 2026; comparison period to be confirmed

Metric / notes	Current	Previous	Comparison
Organic search clicks Unit: Count No account data supplied. Unavailable is not a zero.	Unavailable	Unavailable	Unavailable
Search impressions Unit: Count Use the same property and comparable filters when real figures are available.	Unavailable	Unavailable	Unavailable
Search click-through rate Unit: Percent When supplied, percentage-point changes are shown separately from relative percentage changes.	Unavailable	Unavailable	Unavailable

No measured data is supplied. Unavailable is not zero. Comparisons, when available, describe numerical change; they do not establish attribution, revenue or business impact.

Issues & blockers

Example dependency: project photographs need approval and permission before publication. Search and inquiry figures remain unavailable until source access and reporting dates are confirmed.

Decisions & client input

Confirm the service-area wording, approve photographs and captions, and choose the next content priority. These are illustrative decisions, not requests sent to a real client.

Next month

1. Publish owner-approved service-area information.
2. Finish the approved project story.
3. Review source-backed search and inquiry figures for a clearly defined period.

DISCUSS THE NEXT STEP

Review the open decisions and agree the next month's priorities with Benchmark Digital Solutions · hello@benchmarkdsmi.com.