

# DESIGNING AN E-COMMERCE SEO DASHBOARD TO MONITOR ORGANIC SALES AND PRODUCT VISIBILITY IN GOOGLE DATA STUDIO

## 1. Client Background and Goal

A growing D2C fashion retailer in the US, operating via Shopify, was scaling its content and technical SEO efforts but lacked a single interface to track organic traffic performance across product categories. The team wanted a **real-time SEO dashboard** that could:

- Connect organic traffic data with revenue
- Visualize keyword ranking trends for non-brand searches
- Highlight product-level performance from SEO
- Track technical SEO health (bounce rates, site speed indicators)

**Primary Goal:** Provide marketing and SEO teams with daily insights into organic sales drivers without relying on manual reporting.

## 2. Data Sources and Integrations

The following data pipelines were used to build the dashboard:

- **Google Analytics 4 (GA4):** for traffic, bounce rate, session conversion
- **Google Search Console (GSC):** for impressions, clicks, average position
- **Shopify Analytics (via Google Sheets):** export of SKU-level sales data by traffic source
- **Lighthouse Performance Data:** uploaded monthly to track Core Web Vitals (manual CSV)
- **Google Sheets:** for lookup tables (SKU-to-product category mapping)

### Tools Used:

- Looker Studio (Google Data Studio)
- Native GA4 and GSC connectors
- CSV connectors for Shopify and Lighthouse via Google Sheets
- Blended data sources (GA4 + Sheets) for attribution

## 3. Dashboard Design and Features

### Page 1: SEO Revenue Summary

- KPI tiles for:
  - Organic traffic
  - Organic revenue
  - Conversion rate
- Graph: Traffic vs. revenue trend
- Pie chart: Revenue by product category

### Page 2: Keyword Performance

- Table: Top 25 non-brand keywords (GSC)
- Sparkline: CTR trends over time
- Bar graph: Pages by average position

### Page 3: Product Performance

- Table: Product SKU, organic sessions, organic sales
- Filter by product category or keyword group
- Heatmap: Engagement rate by device type

### Page 4: Technical SEO

- Metrics: Avg. page speed, CLS, LCP (from Lighthouse)
- Scorecards: Pages with poor Core Web Vitals
- Chart: Bounce rate over time (GA4)

## 4. Key Metrics Tracked

- Sessions from Google / Organic
- E-commerce conversion rate (organic source)
- Revenue from organic sessions
- Top organic landing pages
- Non-brand keyword CTR and position

- SKU-level organic sales (Shopify match)
- Bounce rate and scroll depth
- Core Web Vitals by URL cluster

## 5. Impact and Outcome

- **Clarity:** The dashboard clarified the **revenue contribution of SEO**, separating it from paid traffic and brand searches
- **Efficiency:** Eliminated spreadsheet-based weekly reports
- **Strategic Insight:** Helped prioritize content and product page updates for keywords with high impressions but low CTR
- **Technical Focus:** Exposed top pages with failing Core Web Vitals to guide performance audits

## 6. Deliverables Provided to Client

- Live Looker Studio SEO Dashboard
- Google Sheets sync template with Shopify SKUs
- Keyword group filters based on intent (informational, transactional)
- User guide: how to read each KPI
- Update checklist: monthly CSV and field notes

## 7. Academic and Corporate Relevance

- **Corporate:** Highly suitable for Shopify stores, WooCommerce businesses, or marketplaces seeking SEO attribution clarity.
- **Educational:** Use-case for demonstrating SEO and sales data blending in Looker Studio with third-party sources.