Landing Page Optimizations Dashboard

Dashboards · https://www.serpsmoothie.com/support/dashboards/landing-page-optimizations/

Landing Page Optimizations ranks pages by improvement potential across both SEO and PPC so you can focus on changes that move the whole funnel.

What this dashboard helps you decide

- Which pages to fix first and why
- Whether to emphasize content/tech SEO, LP relevance, or speed experience
- How page changes could reduce paid costs and improve organic outcomes

How it works

The dashboard aggregates page-level metrics from GSC and Ads and correlates them with relevance and experience proxies. It then proposes goal-aware recommendations.

Start at the top

- Summary cards show the count of pages flagged (Optimize content, Improve speed, Tighten relevance)
- Filters: region, time, device, categories, campaigns/ad groups, recommendation type

Read the charts

- Traffic-focused: SEO vs PPC clicks reveal intent fit and cannibalization
- Conversion-focused: PPC conversions/ROAS vs SEO traction shows payback potential
- Other: coverage and related-entity counts help size the work

Work the table

- Add columns for opportunity score, recommendation, and core KPIs

- Sort by score; batch pages by theme (template, category) for faster rollout
- Click into Performance view for a diagnostic snapshot

Performance view (per-page drill-down)

- Rationale with expected impact, trend charts, and tiles (speed/relevance proxies, SEO position, ROAS, cost share)
- Related queries/keywords feeding the page so teams can coordinate changes

Goal-aware recommendations

- Budget efficiency: fix relevance and speed to lower CPC/CPA and lift SEO cheaply
- Cost reduction: move pages with strong SEO upside to offset paid reductions
- SERP domination: tune top pages to win across both channels simultaneously
- Thresholds (min impressions, poor experience flags) can be tuned per project

Scope & limits

- Page metrics from GSC and Ads for the selected window, plus connections to the driving entities

Workflow (5 steps)

1) Filter to target market and last 30 days; include device split if relevant 2) Sort by opportunity score; group pages by template/theme 3) Open Performance view to confirm the fix type (content, speed, relevance) 4) Create tickets with owners and expected impact; execute in waves 5) Export the backlog and review deltas after deployment

Export & handoff

- Export all or selected rows to CSV/XLSX for backlog import or client packs

Tips

- Fix template-level issues first to lift many pages at once
- Align copy and metadata with target query clusters before scaling bids