FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

SEO Monitoring Dashboard

A dashboard for SEO monitoring: automatically collect rankings, indexing and Core Web Vitals and visualize them clearly.

SEO & ANALYTICS

ADVANCED

ABOUT 2–3 HOURS SETUP

OVERVIEW

SEO Monitoring Dashboard

A dashboard for SEO monitoring: automatically collect rankings, indexing and Core Web Vitals and visualize them clearly.

CATEGORY	DIFFICULTY	DURATION
SEO & Analytics	**Advanced**	**About 2–3 hours setup**

What you use it for

SEO teams that need to monitor many pages continuously.

Tools in this workflow

Astro · Supabase · Google Search Console API · n8n

STEP BY STEP

How to implement it

1 Fetch Search Console data via API

Set up access to the Google Search Console API to retrieve queries, pages, and coverage data. This enables automatic collection of SEO data for further analysis.

WHAT YOU NEED TO DO

1. Goto the Google Cloud Console and create a new project.
2. Enable the Search Console API for your project.
3. Create credentials and download the JSON file with the credentials.
4. Use the API to retrieve data on queries, pages, and coverage.

CHECK AT THE END

[ ] Project created in the Google Cloud Console
[ ] Search Console API enabled
[ ] Credentials downloaded and securely stored

RESULT

The Google Search Console API is set up and ready to retrieve data.

LINKS

Search Console API: https://developers.google.com/webmaster-tools

2 Store metrics in Supabase

Save retrieved SEO metrics to a Supabase database to retain historical data for trend analysis. This enables long-term monitoring of SEO performance.

WHAT YOU NEED TO DO

1. Create a new project in Supabase.
2. Set up a new table for SEO metrics.
3. Import the retrieved data into the Supabase table.
4. Ensure the data is regularly updated.

CHECK AT THE END

[ ] Supabase project created
[ ] Table for SEO metrics set up
[ ] Data successfully imported

RESULT

SEO metrics are stored in Supabase and available for analysis.

3 Measure Core Web Vitals regularly

Set up regular monitoring of Core Web Vitals to track your website's performance regarding LCP, INP, and CLS. These metrics are crucial for user experience.

WHAT YOU NEED TO DO

1. Set up an n8n workflow to regularly measure Core Web Vitals.
2. Use the Google PageSpeed Insights API to capture LCP, INP, and CLS.
3. Store the results in your Supabase database.

4. Scheduling the workflow for regular runs.

CHECK AT THE END

[ ] n8n workflow set up

[ ] Core Web Vitals successfully measured

[ ] Results stored in Supabase

RESULT

Core Web Vitals will be regularly measured and stored in Supabase.

LINKS

web.dev Core Web Vitals: https://web.dev/vitals/

4 Build a dashboard with Astro and charts

Create a dashboard with Astro to visually display aggregated SEO data. Use diagrams to easily recognize trends and anomalies.

WHAT YOU NEED TO DO

1. Install Astro using the command 'npm create astro@latest'.
2. Create a new Astro page for the dashboard.
3. Integrate a chart library like Chart.js to create diagrams.
4. Connect Supabase data to the dashboard.

CHECK AT THE END

[ ] Astro installed successfully

[ ] Dashboard page created

[ ] Diagrams displayed correctly

RESULT

A functional dashboard visually displays SEO data.

5 Set alerts for ranking or error spikes

Set up notifications to inform the team about unexpected metric movements. This helps you react quickly to ranking or error spikes.

WHAT YOU NEED TO DO

1. Create a workflow in n8n to monitor metric spikes.
2. Define threshold values for ranking and error spikes.
3. Set up notifications via email or chat.
4. Test the workflow to ensure notifications are triggered correctly.

CHECK AT THE END

[ ] Notification workflow set up in n8n

[ ] Threshold values defined

[ ] Notifications successfully tested

RESULT

The team will be notified about unexpected metric movements.

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

Astro

https://astro.build/

Supabase

https://supabase.com/?ref=flowmatrix

Official URL

Google Search Console API

https://developers.google.com/webmaster-tools

n8n

https://n8n.io/?ref=flowmatrix

Official URL

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