

Location, service, next step

Choose one local-search issue to fix first.

Business / page

Completed by / date

Actual location or service area

Service and its boundaries

Customer's immediate question

Verified opening hours / source

Check the route to an action

Action	Page / public source	What worked or failed
Call or contact		
Directions or service area		
Menu, booking or enquiry		

One mismatch worth fixing

Evidence that would change this choice

Next action / owner / recheck date

Use real locations and services. Do not imply an office that does not exist.

Audit an AI answer

Reproduce the observation before choosing a correction.

Business / page

Completed by / date

Exact question / branded or unbranded

Product / model shown / search mode

Observation date / location assumptions

Expected fact / first-party source

Answer audit

Item	Observation / excerpt	Source URL / evidence	Next check
Business description			
Service or scope claim			
Suggested next step			

Correct, partly correct, wrong or unknown?

Visible source of the problem, if known

Bounded correction / comparable retest / owner

One answer is a sample. Record a missing citation without assuming that no source was used.

Check the evidence behind a claim

Decide whether to improve the source, the evidence or access.

Business / page

Completed by / date

Claim being evaluated

Source page / access date

Evidence rubric — strong / partial / unknown

Criterion	Rating	Evidence or missing information
Named author / relevant expertise		
Date / current applicability		
Method / original support		
Limits / conflicting evidence		
Retrievable supporting material		

Mention, citation or independent endorsement?

Does the source support this exact claim?

Smallest improvement / owner / review date

A citation shows a linked source; it does not by itself establish an endorsement or the truth of every claim. Unknown is not failure.

What does this Google observation tell us?

Separate the visible result from a proposed explanation.

Business / page

Completed by / date

Query or query group

Date / location / device

Observed experience / available report / source

Comparable time windows / page group

Observation and inference

Observation	What it supports	What it cannot establish	Next evidence check
Search appearance			
Exposure / clicks			
Position / demand			
Useful customer actions			

Tracking or indexing change to rule out

Evidence still missing

Decision: act, investigate or leave unchanged / owner

Record the report name, access status and available measures. Do not assume separate AI clicks or conversions. One result or a sitewide total does not establish cause.

Diagnose a traffic change

Check measurement before deciding to repair or rewrite.

Business / page

Completed by / date

When the change began

Affected page / query / device group

Comparable baseline and observation windows

Measurement and consent checks completed

Rank competing explanations

Hypothesis	Evidence for / against	Next test
Tracking or collection changed		
Demand or seasonality changed		
Release, index or redirect issue		
Ranking or result appearance changed		

Smallest useful test / responsible person

Other changes that could affect the result

Check date / meaningful result / inconclusive outcome

Use the blank change/result timeline alongside this sheet. A before-and-after pattern alone does not isolate cause.

Compare the actual scope

Make two proposals comparable before comparing price.

Business / page

Completed by / date

Business problem and required outcome

Options / proposals being compared

Scope comparison

Work or responsibility	Option A	Option B
Initial build / migration / repair		
Ongoing content and site changes		
Expert review / client review time		
Measurement / review cadence		
Access, ownership and exit		
Exclusions / third-party fees		

Confirmed one-time cost / evidence

Confirmed recurring cost / evidence

Unpriced work / assumptions / question for the provider

Enter quoted costs, not guessed market benchmarks. A build and continuing operation are separate scopes.

Choose a partner with evidence

Use the same criteria for an agency, an internal hire or another provider.

Business / page

Completed by / date

Options being compared

Business problem / required expertise

Set weights before comparing. Use 0–3 only when supported: 0 does not meet, 1 partly meets, 2 meets, 3 exceeds the agreed need. Write unknown when evidence is missing.

Weighted partner scorecard

Criterion	Weight	Option A score / evidence	Option B score / evidence
Who performs / reviews the work			
Relevant, attributable proof			
Review and release process			
Ownership, access and exit			
Handling inconclusive results			

Assessed weight / unassessed weight for each option

Weighted result / evidence gaps

Next evidence request / decision / owner

For each option: $\text{sum}(\text{weight} \times \text{known score}) \div \text{sum}(\text{assessed weight})$. Keep unknown weights separate. A higher partial score is not a winner when evidence coverage differs.

Find the weak link in AI visibility

Start with one real buying question, then choose what to inspect.

Business / page

Completed by / date

Real buying question / audience

Product / mode / date / location assumptions

Four-part diagnostic

Question	Observation / source	Known or uncertain?	Next check
Can they find us?			
Can they describe us accurately?			
Can they substantiate the claim?			
Can the customer take the next step?			

Weak link supported by the observations

Relevant guide: local, answers, evidence or Google

One bounded action / owner / comparable retest

Keep discovery, accuracy, recommendation and citation distinct. A mention is not a qualified enquiry.

Choose the next useful change

Make one proposal reviewable, including the option to do nothing.

Business / page

Completed by / date

Customer question / affected page

Evidence / source / date / uncertainty

Proposed change: exact words or behavior

Competing explanation / no-action reason

Expected useful outcome / baseline

Reviewer / facts to confirm

Decision: approve, revise or leave unchanged

Approved version / release owner

Live page and customer-action check

Observation window / result / limitations / next decision

Use the decision-card example for structure, not as evidence. An inconclusive outcome does not authorize another change.

From visit to qualified enquiry

Find where a suitable customer loses clarity or cannot act.

Business / page

Completed by / date

Intended customer / need / fit boundaries

Entry question and page

Enquiry journey

Stage	Customer question or action	Observed friction / evidence	Improvement to test
Understand the offer			
Check relevant proof			
Understand scope and fit			
Complete the enquiry			
Receive the next response			

Keyboard / touch / form-error checks

Useful action and lead-fit measure

One test / owner / baseline and check window

More completed forms do not automatically mean more suitable enquiries. Use redacted or aggregate observations.