

What should exist by day 30

Evidence you can check at each stage, before rankings have had time to move

1 WEEK 1	2 WEEKS 1-2	3 WEEKS 2-4	4 DAY 30
Access and a baseline • Search Console, analytics, CMS and a developer route granted, each person on their own account • A dated baseline file: clicks and impressions by page and query, organic and AI-referral sessions, current pages, saved AI answers if in scope	A plan you can disagree with • Buyer questions mapped to specific pages • Technical issues ranked by what they block • An owner and date for every item, including yours • Interviews with your experts booked	The first delivered work • Articles published, checked live and linked, not drafts in a folder • Technical fixes live and verified, not only listed • Page updates approved and live	The first review • Baseline restated • Delivered work listed against the plan • Blocked items named, with who they wait on • Next month's priorities, and why

Warning signs at day 30

No baseline, or one taken after work started / Only an audit or strategy document / Access still incomplete
Work stalled on your team without the report saying so / A report that leads with rankings and says little about the work