

Monthly SEO + AI search report

Complete with evidence. Keep delivery, visibility and business outcomes separate.

01 Dates and scope

Report period		Comparison	
Website		Countries / time zone	
Sources, filters and exclusions			

02 Delivery you can inspect

Work / deliverable	Agreed	Complete	Evidence URL or record
Articles + media			
Website changes			
Links / mentions			

Record linked-mention overlap; carry blocked or unfinished work into the next decision.

03 Relevant search

Search Console counts. Use the same page/query filters in both periods.

Country	Clicks: prior	Clicks: now	Impr.: prior	Impr.: now	Evidence

04 AI observations by country and model

Use one prompt group per worksheet; record its ID above. Rates = counts / valid answers.

Country / model	Valid	Mentions	Recomm.	Citations	Missing	Evidence

Keep provider-selection answers separate from learning answers. Exclude missing runs; link saved answers.

05 Business outcomes

Accepted inquiries	Qualified opportunities	Paying customers
Evidence / comparison / consent gaps		

06 Next decision

Action + evidence	
Owner	
Review date	