

Save one question. Inspect one answer.

Use one copy per question. Write Unknown when a field is not available.

1. Record the question and conditions

Exact question:

Buyer decision and the page you expect to help:

Observation date/time, country, device and account state:

- ☐ Platform checked: Google AI Overview (not AI Mode)
- ☐ Evidence: native search screenshot / stored monitoring record

2. Separate the answer from the interpretation

Circle one answer for each item.

Did an AI Overview appear?	Yes / No / Unknown
----------------------------	--------------------

Was our brand named?	Yes / No / Unknown
----------------------	--------------------

Was our exact page URL cited?	Yes / No / Unknown
-------------------------------	--------------------

Saved answer / screenshot location:

What can this record NOT establish?

Read the sources. Check your page.

A cited page is a lead to investigate, not an independent guarantee of accuracy.

3. Inspect three source pages

Source 1: URL and access date

What task does it help with? What useful evidence does it show?

Source 2: URL and access date

What task does it help with? What useful evidence does it show?

Source 3: URL and access date

What task does it help with? What useful evidence does it show?

4. Check your page in Search Console

Indexed-page status and Google-selected canonical:

Live test date, rendered content or snippet restrictions to investigate:

Technical issue owner / next action:

A successful live test does not prove the page is indexed or will be cited.

Make one improvement. Keep the proof.

Choose evidence that helps a reader act, not another list of generic tips.

5. Write the improvement brief

Reader task and observed weakness:

New evidence or demonstration we will create:

Owner, publication date and exact changed URL:

6. Recheck and decide the next action

Repeat-check date / conditions and mention / citation result:

Search Console report, filters, dates and website enquiry measure:

Other changes that could explain the result:

Next action supported by the evidence:

No ranking or citation outcome is guaranteed. A later citation alone does not prove your edit caused it. Keep observed results separate from examples.