# Search review workbook

Illustrative examples. Replace them with your own verified records.

## Example: appearances are not customers

A page received 10,000 impressions and 400 clicks in the earlier period, then 12,000 impressions and 360 clicks. CTR changed from 4% to 3%. These sample figures do not prove that its title failed or that sales fell.

## Next check

Compare query, device and country mix using identical filters. Check the actual page and inquiry records. Keep observed changes separate from possible explanations.

## Canonical example

A tracking-parameter URL may duplicate a clean product URL. A collection and an individual product are different pages. Inspect equivalence before choosing a canonical or redirect.

## AI visibility

Record the product, exact prompt, date, location context, cited URLs and accuracy. Report native AI visibility metrics under their own definitions. A sampled citation is not a ranking guarantee or a qualified lead.

## Read the complete instructions

https://www.zincdigital.co/blog/google-search-console-the-operators-guide/

# Search review workbook / your record

Illustrative examples. Replace them with your own verified records.

Business question and target URL

Property, report, filters and complete comparison periods

Observed figures and their definitions

Source URLs / indexed versus live evidence

Possible explanations and the next distinguishing check

Proposed action, owner and follow-up date

# Search review workbook / acceptance checks

Illustrative examples. Replace them with your own verified records.

Check only after verification. Record exceptions below; an empty box is unresolved.

- [ ] The correct property and page are identified.
- [ ] Periods and filters are recorded and comparable.
- [ ] Recent incomplete data and seasonality are noted.
- [ ] Query privacy and export limits are acknowledged.
- [ ] The actual page and intended customer journey were inspected.
- [ ] Canonical or indexing claims have URL-level evidence.
- [ ] Live-test results are distinguished from indexed information.
- [ ] AI observations include platform, prompt, date and limitations.
- [ ] Impressions, visits and qualified inquiries are kept separate.
- [ ] The proposed repair follows the evidence.
- [ ] The changed page will be checked after release.
- [ ] An owner and follow-up date are assigned.

Exceptions, owner and next review date