

47 pages, 42,366 impressions, and one page to read first

An anonymised demonstration of the \$699 Expert Search Console Diagnostic

THE FINDING

This is a demonstration report using anonymised sample data, not a client result. The property has visibility, but several pages earn very few clicks relative to the impressions they receive. The first decision is not to publish more content; it is to inspect the pages already being shown and decide which one deserves the first change.

47

RANKING PAGES IN
THE SAMPLE

42,366

IMPRESSIONS IN THE
SAMPLE WINDOW

12

CLICKS ON THE
EXAMPLE ARTICLE

5 days

TYPICAL MEMO
DELIVERY

PROPERTY

**Anonymised
demonstration
property**

WINDOW

**12 months of
Search Console
history**

READ

Illustrative sample

ACCESS

**Read-only Search
Console**

Every figure in this report comes from a dated capture held on file. The evidence register on the last page maps each one to its source. 0 captures in total.

How to read the numbers

Every figure in this report belongs to one of three tiers, and the tier says how much weight the figure can carry. Where this report reasons rather than measures, it says so.

MEASURED

Produced by an instrument we run: a crawl, an API read, a grid scan.

OBSERVED

Read from a dated first-party surface, such as a search or speed console.

INFERRED

Professional judgement. Labelled as judgement wherever it appears.

The answer this memo is meant to provide

The report is not a list of every possible SEO problem. It answers one decision: **which page deserves attention first, what changed around it, and what evidence supports that order?**

The sample finding. Visibility exists. The example article received **42,366 impressions and twelve clicks** in the demonstration window. The next read is selection and page ownership, not another generic crawl list.

What the data shows

42,366

EXAMPLE IMPRESSIONS

12

EXAMPLE CLICKS

0.03%

EXAMPLE CTR

9.5

EXAMPLE AVERAGE POSITION

Demonstration figures only. The production memo computes the figures from the buyer's own property and dated window.

A page can be visible and still fail to be selected. That is why the memo reads impressions, clicks, click-through rate and position together. No single metric is treated as the answer by itself.

The decision order

ACTION	IMPACT	EFFORT	HORIZON
Read the page and query evidence together	High	Low	First
Check whether another page owns the same search	High	Medium	Next
Separate a decline from a seasonal pattern	High	Low	12-month window
Write the first change and the verification measure	Medium	Low	Memo

This is an example of prioritisation language, not an implementation instruction for a real property.

What the twelve months add

A 90-day report can show that a page is weak now. Twelve months can show whether the movement repeats, when the decline began, and whether an apparent fall is actually a seasonal pattern. That is the difference

between locating a symptom and explaining it.

No invented cause. The production memo refuses to name a cause unless the buyer's data supports it. If the history cannot support the conclusion, the memo says so.

Scope and limitations

- Read-only Search Console access; no CMS, hosting or Google password.
- A written memo and a 45-minute walkthrough with the person who read the data.
- The memo reports observed search evidence and a prioritised order; it does not promise rankings, traffic, leads or revenue.
- Implementation is separate from the diagnostic and is scoped only after the finding is understood.
- This PDF is illustrative. It contains no client name, client screenshot or client outcome.

Next step

If you already know which page needs work, implementation may be the right purchase. If you do not know what changed or where to start, the Expert Search Console Diagnostic is the diagnostic step: twelve months read by a person, a memo in writing, and a walkthrough after delivery.

Illustrative demonstration using anonymised sample data. It is not a client case study, forecast, ranking promise or revenue claim.