



ILLUSTRATIVE SAMPLE

Monthly Decision Report

ExampleCo: a fictional UK ecommerce brand showing how GeoLinks connects work, visibility and commercial decisions.

Sample data only. No client result or promised outcome.

Keep one theme. Change one route.

This month improved discoverability for the priority comparison page. Referral quality remained uneven across publisher groups.

Continue

Keep the comparison theme because search impressions, citations and qualified visits moved in the same direction.

Change

Stop broad home-and-garden outreach. Concentrate on specialist installation and buyer-advice publications next month.

Five questions this report answers

- What shipped and where?
- What changed across search and AI answers?
- Which authority signals produced qualified attention?
- What did not work, and why?
- What deserves the next investment?

What shipped

Type	Asset or route	Status	Decision note
Citable asset	Small garden comparison	Live	Priority commercial question
Citable asset	Installation cost guide	Live	Supports risk and cost queries
Editorial placement	Specialist installer publication	Live	Relevant referral traffic
Editorial placement	Home buying guide	Live	Cited comparison evidence
Editorial placement	Broad lifestyle publication	Live	Low buyer relevance

Quality control

Each placement record includes the live URL, topic fit, index status, traffic pattern, link attribute and agreed cover.

Cost note

Standard production and agreed editorial costs are included. Premium media fees always need written approval.

What changed

Surface	Question group	Observation	Next test
Google Search	Priority comparison query	Position improved	Watch qualified clicks
Google AI Overview	Suitability question	Brand newly observed	Check source stability
ChatGPT	Category recommendation	No material change	Strengthen independent support
Perplexity	Cost question	Owned guide cited	Defend source freshness

Interpretation

Movement matters only when it supports a useful buyer question. Raw mention counts are not the commercial result.

Evidence standard

A live observation records the date, market, prompt or query, cited source and landing page. Third-party visibility can change.

Which signals mattered

Publisher route	Topic fit	Supported page	Observed action
Specialist installer	Strong	Comparison page	Qualified product enquiry
Buyer-advice publisher	Strong	Cost guide	Long engaged visit
Broad lifestyle site	Weak	Homepage	No qualified action

Decision

Prioritise specialist publications. Decline broad placements unless the page serves the named buyer question.

Commercial chain

- Buyer question leads to the owned answer.
- The owned answer contains useful evidence.
- Relevant publishers corroborate that evidence.
- Search visibility produces qualified attention.
- Sales feedback decides the next investment.

Three funded priorities

Priority	Decision	Definition of done
1	Improve the comparison asset	Add verified suitability evidence and a clearer decision table.
2	Build specialist corroboration	Pursue three publications serving installers and serious buyers.
3	Test commercial quality	Track assisted enquiries and ask sales which evidence changed the call.

Stop rule

Pause the theme if stronger visibility produces no qualified attention after the agreed evidence window.

Client action

Confirm product evidence, approve the specialist publisher shortlist and return sales feedback by the agreed review date.

This sample demonstrates reporting structure only. Client reports use verified delivery records, dated observations and agreed commercial data.