

SEO · SEARCH VISIBILITY SPECIALIST

Zero-Click Value and Reporting Sheet

How to demonstrate that search work is paying off in a period when the traffic line went down and the visibility went up. This conversation is now routine and most teams are unprepared for it.

THE DECISION THIS TEMPLATE PROTECTS

What we report, and what we say, when sessions fall but presence grows.

ROLE

**SEO · shared with
Manager**

COURSE PLACEMENT

**Future course · Search
Visibility Systems**

REVISION

**Version 1.0
Current as of 19 August
2026**

Set this up **before** the decline, at the start of the engagement. Retrofitted after a bad month, it reads as an excuse, however true it is. Agree the alternative measures with the client while the numbers are still good.

BEFORE YOU START, YOU NEED

- A completed Measurement Truth Sheet (A6).
- A baseline of assistant and answer-feature appearances, dated.
- A client relationship strong enough for a nuanced conversation.

01 Set the expectation early

The sentence to say in month one, in writing: some of the value of this work will show up as visibility we can observe but not as sessions we can count. Here is how we will track it.

DATE THIS CONVERSATION WAS HELD, AND WITH WHOM

WHAT WAS AGREED AS EVIDENCE OF VALUE BEYOND SESSIONS

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02 The alternative measures

MEASURE	HOW IT IS COLLECTED	CONFIDENCE	BASELINE	NOW
Impressions on priority queries				
Appearances in answer features				
Assistant descriptions: accuracy and mention				
Branded search volume				
Direct and dark-social arrivals				
Enquiries citing something they read				
Third-party mentions and citations				

Branded search volume is the most underrated line here. If people are learning about the brand and later searching for it by name, that is demand creation showing up in a channel the client already trusts.

03 The honest limits of each measure

MEASURE	WHAT IT CANNOT TELL YOU
Impressions	Whether anyone read the answer or acted on it
Assistant mentions	Whether any real user asked that question
Branded search	Whether the cause was search work or something else entirely
Self-reported enquiry source	Anything reliable. People misremember

04 The conversation

- 1. State the session decline first, with the number.
- 2. Show the visibility measures alongside it, with their confidence levels.

3. Say plainly which of these you can prove and which you infer.
4. Give the client the honest version: this may be a good outcome, it may be a bad one, and here is the evidence that would settle it.
5. Name what you would change if the alternative measures were also flat.

JUDGMENT PROMPTS

1. Did you agree these measures before or after the traffic fell?
2. If every alternative measure was also flat, would you say so plainly?
3. Are you using nuance to explain a real result, or to avoid one?

WHAT THIS TEMPLATE WILL NOT DO FOR YOU

- It will not turn a genuine decline into a success. Sometimes the traffic fell because the work is not good.
- None of the alternative measures survives contact with a finance director who wants revenue attribution. Do not pretend otherwise.
- Assistant checks are a sample of one, run by you. Report them as observations, never as measurement.

THE DEFENSIBLE OUTPUT

A dated baseline agreed in month one, and a reporting format that shows sessions and visibility side by side with confidence levels on both.

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