WORKSHEET COPY FOR EACH AUDIT

Audit setup

Business and website: _____

Service and genuine service area: _____

Customer type and decision this audit supports: _____

Priority page URL: _____

Audit owner and date range: _____

Platforms and answer surfaces: _____

Prompt-set version and evidence folder: _____

One record per attempt

Run ID and prompt ID: _____

Exact prompt: _____

Date, time and time zone: _____

Platform, model or mode, and search setting: _____

Prompt location and observed account or device location: _____

Fresh conversation and visible personalisation settings: _____

Outcome — valid answer / feature absent / error / refusal: _____

Mention — yes / no / unclear: _____

Recommendation — yes / no / unclear: _____

Owned citation — yes / no / unclear; destination URLs: _____

External citation — yes / no / unclear; destination URLs: _____

Accuracy issue and verified correction: _____

Full response or screenshot evidence path: _____

Report each platform and prompt group separately

Attempts: _____ Valid answers: _____ Feature absences: _____ Errors: _____

Refusals: _____ Unclear classifications: _____

Mentions / valid answers: _____ / _____ = _____% or not applicable

Owned citations / valid answers: _____ / _____ = _____% or not applicable

Classification rule and denominator notes: _____

AI Overview coverage, if relevant: _____ Overviews / _____ searches

No result entered here represents a population estimate or ranking guarantee.

Action and retest

Observed problem and evidence run IDs: _____

Affected page or profile: _____

Proposed change and rationale: _____

Owner and target date: _____

Completion evidence: _____

Retest date and unchanged prompt-set version: _____

Changes to test conditions since baseline: _____