SOURCE READING SHEET

How 55printing Reads Its Sources

Two counters, one honest story. The visitor tracker counts observed visits, including visits that carry a search or AI referrer. Search Console counts Google impressions and clicks only. Neither proves where a customer first heard about us.

What each label can say

Label	What it observed	What it cannot prove
Search visit	A visit carrying a search referrer	First discovery or the cause of an order
AI referral mention	A customer answer or a surviving AI path	That AI was the only influence
Direct or unknown	No usable source value in the counter	That no discovery source existed
Self-reported answer	What a customer remembered at signup	The complete journey
Search Console row	Google impressions and clicks	AI mentions or non-Google discovery

Before we repeat a source claim

- [ ] The field definition is written next to the number
- [ ] The collection limit is written next to the number
- [ ] The time window matches on both sides of the comparison
- [ ] Conflicts and missing values are counted, not overwritten
- [ ] The conclusion matches the strength of the evidence

Say it at the right strength

Observed, reported, and associated are honest claim words. Caused needs a different level of proof. When the counter cannot see a step, the honest write-up says so instead of guessing.

My notes

Dates checked, numbers kept, and the claim this page supports.