MEASUREMENT SERIES

After-Publish Measurement Checklist

Reach and customer signal are different numbers. Check them on a rhythm so a quiet week is not confused with a failed page.

What to review, and when

When	Check	Watch for
Day 1	Page loads, links, download opens, index request	Broken assets before anything else
Day 7	Impressions and first queries in Search Console	Indexing before judging clicks
Day 30	Clicks vs impressions, FAQ engagement, sibling overlap	Real queries the page should answer
Quarterly	Stale claims, price cells, dated examples, tool links	Facts that expired while the page ranked

Do not count these as proof

- [ ] A single-day traffic spike
- [ ] Views from your own team or office
- [ ] A ranking screenshot without a date
- [ ] A share or mention count with no source
- [ ] Signups the counter could not connect to the page

The honest report

Say what the page earned: impressions, clicks, and the customer actions the counter could actually connect. Everything else is a maybe, and it is labeled that way.

My notes

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