

How We Measure Success

Search + AI Visibility reporting sample (definitions + what matters). Built for service businesses that want commercially useful visibility: the right page wins, the visitor trusts it, and inquiry paths are clear.

What matters (in order)

- **Right-page ownership:** the service page owns hire intent (not the homepage or a blog post).
- **Decision readiness:** the page answers process, fit, pricing factors, timeline factors, and next steps clearly.
- **Proof at decision points:** examples, context, constraints, and “what changed” reduce doubt.
- **Routing:** blog/support pages route to the owner page, proof, and inquiry (no dead discovery).
- **Compounding:** once the page system is clear, new support content wins faster and overlap decreases.

Sample monthly snapshot (example numbers)

Category	Metric	This month	Last month	What it indicates
Visibility signals	Search clicks (Web)	1,240	1,010	Overall discoverability + demand
Visibility signals	Search impressions (Web)	68,400	59,200	Coverage and eligibility
Ownership	Owner page share of commercial impressions	62%	48%	The right URL is winning more hire intent
Routing	Blog → service page click-through (top 5 posts)	4.1%	2.7%	Support content is sending visitors to the owner service page
Outcomes	Key inquiries (GA4 key events)	38	29	Lead actions increasing (quality checked separately)

How to read this: We don't chase “more keywords” as a primary goal. We measure whether the right pages are being surfaced, whether they help a buyer decide, and whether discovery routes into inquiry.

Definitions and where to find them

This page is the glossary that prevents reporting confusion. Definitions below match how tools count and report metrics.

Search Console (visibility signals)

Metric	Definition (plain language)	Where to find it
Clicks	Number of times a user clicked your site from Google Search results.	Search Console → Performance (Web)
Impressions	How many times your site appeared in Search results.	Search Console → Performance (Web)
CTR	Click count divided by impression count.	Search Console → Performance (Web)
Average position	Average position of the topmost result from your site.	Search Console → Performance (Web)

GA4 (outcomes)

Item	Definition	Why it matters
Key event	An event you mark as important (formerly called a conversion).	Makes lead actions visible and reportable.
Lead key events	Form submits, call clicks, booking actions, etc. (configured per site).	Measures inquiry volume by landing page and source.

AI discovery notes (what we can and can't measure cleanly)

- Google AI feature traffic is included in overall Search Console traffic (Web search type). We track outcomes at the page and query level, not “guaranteed AI citations.”
- ChatGPT referral links can include `utm_source=chatgpt.com`, which allows clean analytics tracking when it occurs.
- The goal is not “being mentioned.” The goal is: the right pages are visible, understood, and routable into inquiry.

References (official docs)

Google Search Console Performance report metrics: <https://support.google.com/webmasters/answer/7576553>
 Google Search Central - AI features and your website: <https://developers.google.com/search/docs/appearance/ai-features>
 GA4 - Conversions vs key events: <https://support.google.com/analytics/answer/13965727>
 OpenAI - Publishers and Developers FAQ (`utm_source=chatgpt.com`):
<https://help.openai.com/en/articles/12627856-publishers-and-developers-faq>