



Follow one agreed improvement.

A practice owner's worksheet for a website, SEO or Google Ads review.

ILLUSTRATIVE EXAMPLE / FICTIONAL PRACTICE AND WORK

Bring the last two reports. Choose agreed work that matters to the practice or is still open.

Practice / provider

Illustrative practice / sample provider

Review date

October 11, 2026

The agreed work being followed

Improve /first-visit and add a preparation checklist.

Work status

Live and checked

Follow-up status

Review scheduled

01 / The finding

Which search, page or advertising issue prompted the work? Source and period?

Search Console, Sep 28-Oct 4: 'what happens at first dental visit' (240 appearances, 8 clicks); 'what to bring to first dentist appointment' (180, 6). /first-visit lacked practical answers; practice confirmed the questions.

02 / The decision

What action or reason to wait was agreed? Owner, due date and practice input?

Improve the existing page; add a checklist beside its next step. Sample provider handles the page and checklist; practice supplies arrival details and recurring questions.

03 / The work

What actually changed? Link or location and completion date?

Oct 7: expanded /first-visit, clarified title/description and linked it from the new-patient route. Oct 9: preparation checklist published beside the page's next step.

04 / The check

What was tested on the finished work? When and by whom?

Opened the page, checklist and contact link on phone and desktop; checked the practical answer and next step together.

05 / The follow-up

What was learned, or what will be reviewed? Evidence, comparison period and date?

Nov 7, planned: review the same queries, page discovery and checklist use alongside traffic mix. Ask the practice about remaining questions. Effect not yet established.

The next agreed action

Review query/page evidence and checklist use; ask the practice about recurring questions.

Owner

Sample provider / practice contact

Date

November 7, 2026

Leave with one agreed next action, its owner and a date. Bring this sheet to the next review.

Use Not explained to ask for missing detail. Agree the next action before leaving.

SMARTER PRACTICE

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