



Follow one agreed improvement.

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

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

Practice / provider

Review date

The agreed work being followed

Work status

Follow-up status

01 / The finding

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

02 / The decision

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

03 / The work

What actually changed? Link or location and completion date?

04 / The check

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

05 / The follow-up

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

The next agreed action

Owner

Date

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.

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