

Zero-Click SEO Review Worksheet

WORKSHEET | 7 OCTOBER 2026 | Record evidence before checking a box

- ☐ Choose a stable page cohort and business objective.
- ☐ Set equal-length complete comparison periods.
- ☐ Record country, device, search type and time-zone differences.
- ☐ Keep brand and non-brand query definitions unchanged.
- ☐ Export overall GSC visibility and clicks with filters intact.
- ☐ Keep dedicated AI impressions separate from overall totals.
- ☐ Preserve unavailable values; do not replace them with zero.
- ☐ Validate successful enquiry or purchase events and exclude tests.
- ☐ Separate sessions, unique leads and qualified outcomes.
- ☐ Distinguish call-button clicks from connected and qualified calls.
- ☐ Reconcile CRM/order records and allow for outcome maturity.
- ☐ Choose keep, improve, expand or investigate with an owner.

Evidence and next decision

Page cohort / periods / filters

Outcome definition / missing evidence

Hypothesis / next action / owner

Remeasurement date / decision

Reference guidance: links to the sources used in the companion article

Pew: search click study

Google: metric definitions

Google: AI reporting launch