

COMPANY	PREPARED BY	DATE
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1 WHERE WE APPEAR TODAY
Three prompts, run live. From the Mirror exercise.

PROMPT	NAMED / MISSING / WRONG
Best [category] for [customer]	
Who should I hire for [service]	
What do you know about [our brand]	

Factual errors found and corrected

2 WHO IS NAMED INSTEAD OF US
From the head to head. This is the number to read first.

Competitor named most often

Head to head, out of three

		Out of the three prompts above, how many named them, and how many us.
THEM	US	

3 WHAT WE CURRENTLY RENT
From the rent ledger. Annual, not monthly.

Annual paid search and paid social

Change in cost per lead over three years

What that buys us the day we stop paying

4 OUR SIX PILLAR SCORE
Tick only what is true today. Untick is not a failure, it is the plan.

☐ S Main copy is still there with no scripts running

☐ O An independent publication wrote about us in the last 12 months

☐ U We publish something no competitor could have written

☐ R New pages are built against a known search intent, with data

☐ C A named human with a real bio appears on our about page

☐ E We know last month's AI-referred traffic figure

Score today of 6

5 THE CONSTRAINT
Which one we actually have, and therefore where we start.

☐ Impressions down, clicks down
Foundations. Start with Structure and Offsite.

☐ Impressions flat or up, clicks down
The answer is taking the click. Structure, then Relevance, then Credibility.

☐ Impressions and clicks up, pipeline down
A conversion problem. Spend nothing on this until the site converts.

☐ Named nowhere in the Mirror
A citation problem. Structure, then Uniqueness, then Offsite.

6 WHAT FIXING IT COSTS
Fill both columns in yourself. Nobody else's numbers matter here.

RUNNING IT IN-HOUSE	RUNNING IT WITH HELP
Senior hire, salary plus on-costs	Monthly engagement
Tooling and data	Included
Ramp time before any output	Starts week one
Months of ground lost while we learn	

7 RECOMMENDATION AND NEXT STEP
Written by us, not by anybody selling to us.

What we are asking for