Example data

Monthly report sample (example data)

The structure of a 4-6 page monthly report. Every figure is an example, not a real client result; it only shows the fields, denominators and wording.

1 Decision summary

• Supplier shortlist rate rose from an 8% baseline to 15% (21 / 140). The direction is positive; the sample is still small, so this is an exploratory reading and we do not claim significance.
• Part-page citation rate is 9% (12 / 132): higher on Perplexity and ChatGPT, lower on AI Overviews, where the feature triggered in only about 86% of runs.
• Fact accuracy is 88% (37 / 42). Two versions of the lead-time wording coexist, and fixing it is on next month's list.

2 Delivery and acceptance

Item	Approved	Delivered	Accepted	Status
Part pages	12	12	9	3 pages await client sign-off on specs
Buyer articles	2	2	1	1 awaiting review
Site fixes	5	5	5	All accepted
External data updates (directories, platforms)	4	3	2	1 awaiting platform review

3 GEO metrics by tool

The denominator is the valid answers for that metric on that tool; the baseline is the period before kickoff.

Metric	Tool	Baseline	This month	Numerator / denominator
Supplier shortlist rate	ChatGPT	8%	17%	9 / 52
Supplier shortlist rate	Perplexity	8%	17%	8 / 48
Supplier shortlist rate	AI Overviews	8%	10%	4 / 40
Correct part-page citation rate	ChatGPT	0%	11%	5 / 46
Correct part-page citation rate	Perplexity	0%	11%	5 / 44
Correct part-page citation rate	AI Overviews	0%	5%	2 / 42
Fact accuracy rate	ChatGPT	71%	88%	14 / 16
Fact accuracy rate	Perplexity	71%	87%	13 / 15
Fact accuracy rate	AI Overviews	71%	91%	10 / 11

The denominator of fact accuracy is answers that mention the company. The sample is small, so single-row differences are directional only.

Sampling status codes (month to date, 192 runs per tool)

Tool	Valid answer	Valid, zero mentions	Feature not triggered	Collection failed
ChatGPT	52	134	4	2

Tool	Valid answer	Valid, zero mentions	Feature not triggered	Collection failed
Perplexity	47	141	2	2
AI Overviews	30	134	27	1
Total	129	409	33	5

4 SEO and traffic

Item	Last month	This month	Note
Search impressions (Search Console)	12,400	15,900	Equal 28-day windows
Search clicks	310	392	Excludes paid traffic
Index spot check	41 / 48	46 / 48	Pages Google reports as indexed
AI referral sessions (GA4)	14	23	Source domains listed in the attachment
Generative AI report impressions	Insufficient data	Insufficient data	Not shown at low volume; field left blank

5 Inquiry funnel

One buyer with one need counts once. Trade-show and ad sources are tagged separately.

Stage	Count	Note
Raw form and WhatsApp inquiries	38	Includes duplicates and invalid ones
After de-duplication	29	Same buyer and need merged
Qualified inquiries	17	Contact details, a clear part need and purchase intent
Quoted	9	Filled in by sales
Closed	Pending	Long cycle; missing months stay blank

6 Three actions for next month

Action	Owner	Due
Unify the lead-time wording and update 6 part pages	Client sales	12 Dec
Write specs for the second batch of 12 part pages and review	wantone consultant	20 Dec
Rewrite and re-test questions where AI Overviews rarely triggers	wantone consultant	27 Dec

All figures are examples, not real client results. No guarantee of rankings, AI recommendations or inquiry volume.