

Five-stage diagnostic worksheet

Answer each question. Start with the earliest stage marked “No” or “Not consistently.”

01 Foundation

Can systems access, crawl, index and interpret the right information?

☐ Yes☐ Not consistently☐ No

Evidence / note: _____

02 Authority

Does the business demonstrate topical and entity-level credibility?

☐ Yes☐ Not consistently☐ No

Evidence / note: _____

03 Answerability

Can systems extract a clear, relevant and useful answer?

☐ Yes☐ Not consistently☐ No

Evidence / note: _____

04 Evidence

Are material claims supported by reliable first- and third-party signals?

☐ Yes☐ Not consistently☐ No

Evidence / note: _____

05 Measurement

Can visibility be connected to behavior, demand, leads and attributed revenue signals?

☐ Yes☐ Not consistently☐ No

Evidence / note: _____

Evidence and action plan

Record the evidence that supports the diagnosis before prescribing tactics.

01 Foundation	Evidence reviewed
	Next action
	Success signal
02 Authority	Evidence reviewed
	Next action
	Success signal
03 Answerability	Evidence reviewed
	Next action
	Success signal
04 Evidence	Evidence reviewed
	Next action
	Success signal
05 Measurement	Evidence reviewed
	Next action
	Success signal
Primary constraint: _____ Reassessment date: _____	