

AI SEO REPORTING & TESTING METHODOLOGY

MarginsEye Digital — Internal Framework

THE RAW TRUTH ABOUT AI SEO REPORTING

Most agencies send you a PDF full of vanity metrics that look impressive but don't pay your bills. Rankings went up 20%! Traffic increased 40%! But where are the leads? Where's the revenue?

This methodology cuts through the noise. We test, measure, and report on what actually moves the needle for your business.

PART 1: THE TESTING FRAMEWORK

The 90-Day Testing Cycle

AI SEO isn't a one-and-done. Search algorithms change. Competitors adapt. Your testing needs to be continuous. Here's the cycle:

Week 1-2: BASELINE AUDIT

- Current rankings (top 20 keywords)
- Organic traffic (last 90 days)
- Conversion rate from organic
- AI visibility score (are you appearing in ChatGPT/Perplexity?)
- Technical health score
- Competitor gap analysis

Week 3-8: IMPLEMENTATION & MONITORING

- Deploy changes (content optimization, technical fixes, AI visibility improvements)
- Weekly micro-checks (rankings, traffic spikes/drops)

- Bi-weekly AI citation checks
- User behavior tracking (bounce rate, time on page)

Week 9-12: ANALYSIS & ITERATION

- Compare against baseline
- Identify what worked, what didn't
- Double down on winners
- Kill or pivot losers
- Plan next 90-day cycle

PART 2: WHAT TO MEASURE (THE HIERARCHY)

Tier 1: Revenue Metrics (Report Weekly)

These are non-negotiable. If these aren't moving, nothing else matters.

1. Organic Lead Generation

- Form submissions from organic traffic
- Phone calls from organic (track with call tracking software)
- Email inquiries
- WhatsApp clicks (critical for Kenyan market)

2. Organic Revenue Attribution

- E-commerce sales (if applicable)
- Deal value from organic leads
- Customer acquisition cost (CAC) from organic vs. paid

3. Conversion Rate

- Organic traffic to lead conversion %
- Lead to customer conversion %
- Compare against paid traffic conversion rates

Red Flag: If organic traffic is up 50% but leads are flat, you're attracting the wrong audience. Fix immediately.

Tier 2: Visibility Metrics (Report Bi-Weekly)

These predict future revenue. Leading indicators, not lagging.

1. Keyword Rankings (Top 20 Only)

- Position changes for money keywords
- New keywords entering top 20
- Keywords dropping out of top 20
- AI Overview presence (are you appearing in Google's AI answers?)

2. AI Search Visibility

- ChatGPT citations (manually test: "best [your service] in [your city]")
- Perplexity mentions
- Gemini recommendations
- Methodology: Test 10 core queries weekly, document if your brand appears

3. Organic Traffic Quality

- Sessions from organic
- Pages per session
- Average session duration
- Bounce rate (anything over 60% is a problem)

Red Flag: Rankings up but traffic flat = your titles/meta descriptions suck. Rewrite them.

Tier 3: Technical Health (Report Monthly)

These are foundation metrics. Ignore them and everything collapses.

1. Core Web Vitals

- Largest Contentful Paint (LCP) — target: under 2.5s
- First Input Delay (FID) — target: under 100ms
- Cumulative Layout Shift (CLS) — target: under 0.1

2. Index Coverage

- Pages indexed vs. pages submitted
- Crawl errors (404s, 500s)
- Blocked resources
- Duplicate content flags

3. Backlink Profile Health

- New referring domains
- Lost referring domains
- Toxic backlink alerts
- Domain Authority trend

Red Flag: Core Web Vitals in the red = Google is actively penalizing you. Fix before creating new content.

PART 3: THE REPORTING STRUCTURE

Weekly Flash Report (5 Minutes Max)

Sent every Monday morning. One email. No attachments.

SUBJECT: Week 47 Organic Performance — [Client Name]

TRAFFIC: 2,847 sessions (+12% vs last week)

LEADS: 23 leads (+4 vs last week)

TOP WIN: "AI SEO services Kenya" moved from #8 to #4

TOP LOSS: "web design Nairobi" dropped from #3 to #7 (investigating)

AI VISIBILITY: Now appearing in 3/10 ChatGPT test queries (was 1/10)

ACTION ITEMS:

- Fixing meta description on web design page (CTR dropped to 1.2%)
- Publishing 2 new AI SEO case studies this week
- Core Web Vitals improved to "Good" on mobile

Next check-in: Monday 9 AM

Why this works: Busy founders don't read 20-page PDFs. They read this. It's scannable, honest, and action-oriented.

Monthly Deep Dive Report (30 Minutes Max)

Sent first week of each month. PDF + 15-min call.

Structure:

1. Executive Summary (1 paragraph)

- What worked
- What didn't
- Bottom line impact

2. Revenue Impact (The Only Slide That Matters)

- Organic leads this month vs. last month
- Organic revenue attribution
- ROI calculation: $(\text{Revenue} - \text{Investment}) / \text{Investment} \times 100$

3. Visibility Trends

- Keyword ranking movement (top 10 only)
- AI search visibility score (0-10 scale)
- Traffic trend graph (90-day view)

4. What We Did

- Content published (links included)
- Technical fixes implemented
- Backlinks acquired
- AI optimization work

5. What's Next Month

- 3-5 priority actions
- Expected outcomes
- Resources needed from client

6. Red Flags & Opportunities

- Competitor moves
- Algorithm update impacts
- Untapped keyword opportunities

Quarterly Strategy Review (90 Minutes)

In-person or video call. No slides, just a working session.

Agenda:

1. 90-Day Retrospective (20 min)

- What we planned vs. what we delivered
- Wins and losses
- Lessons learned

2. Competitor Intelligence (15 min)

- Who's gaining ground
- What's working for them
- Gaps we can exploit

3. Market Shift Analysis (15 min)

- New AI search features
- Algorithm changes
- Industry trends

4. Next Quarter Strategy (30 min)

- 3-5 major initiatives
- Resource allocation
- Success metrics
- Budget requirements

5. Open Q&A (10 min)

- Client concerns

- New ideas
- Roadblocks

PART 4: AI SEO TESTING PROTOCOLS

Protocol 1: AI Citation Testing

Frequency: Weekly

Time Required: 15 minutes

Process:

1. Create a list of 10 core queries your buyers use:

- "best AI SEO services in Nairobi"
- "how to optimize for ChatGPT search"
- "AI SEO tools for small business Kenya"

2. Test each query in:

- ChatGPT (free version)
- Perplexity AI
- Google Gemini
- Microsoft Copilot

3. Document results:

- Did your brand appear? (Yes/No)
- What position in the answer?
- Was the sentiment positive/neutral/negative?
- Which competitor appeared instead?

4. Track trend:

- Week 1: 1/10 queries
- Week 4: 3/10 queries
- Week 12: 6/10 queries

Success Metric: 50%+ citation rate by month 6

Protocol 2: Content AI-Readiness Testing

Frequency: Per piece of content

Time Required: 10 minutes per page

Process:

1. Entity Clarity Test

- Copy page content into ChatGPT
- Ask: "What company/service is this page about?"
- If AI can't clearly identify your brand/service, rewrite

2. Semantic Completeness Test

- Use Surfer SEO or MarketMuse
- Target content score: 70/100 minimum
- Check NLP term coverage

3. Structured Data Test

- Run through Google Rich Results Test
- Verify Schema markup is valid
- Check if appearing in rich snippets

4. Citation Potential Test

- Ask ChatGPT: "What are the key facts about [topic]?"
- Does your page contain those exact facts in a citable format?
- If not, add statistic/definition boxes

Success Metric: Every new page scores 70+ on AI-readiness before publishing

Protocol 3: Competitive AI Visibility Gap Analysis

Frequency: Monthly

Time Required: 45 minutes

Process:

1. Identify 3-5 main competitors
2. Run the same 10 AI citation tests for each competitor
3. Calculate AI Visibility Score:
 - ChatGPT citations: ____/10
 - Perplexity citations: ____/10
 - Gemini citations: ____/10
 - Total Score: ____/30
4. Compare against your score and reverse-engineer their advantage.

Success Metric: Close the gap by 20% each quarter

PART 5: TOOLS STACK

Essential (Non-Negotiable)

1. Google Search Console (Free)

2. Google Analytics 4 (Free)
3. Ahrefs or SEMrush (\$99-129/mo)

Advanced (If Budget Allows)

4. Surfer SEO (\$89/mo)
5. BrightLocal (\$49/mo)
6. CallRail (\$45/mo)

AI-Specific (New Category)

7. Manual AI Testing (Free, 15 min/week)

PART 6: RED FLAGS & EMERGENCY PROTOCOLS

Red Flag 1: Traffic Drop >20% Week-over-Week

Immediate Actions (Within 24 Hours):

1. Check Google Search Console for manual penalties and index errors.
2. Verify technical health (downtime, robots.txt, noindex tags).
3. Check analytics to see if it's all traffic or just organic.
4. Competitor check.

Response Time: 48 hours max.

Red Flag 2: Rankings Collapse (Top 3 to Page 2)

Immediate Actions:

1. Identify the trigger (algorithm update, competitor surge, on-page changes).
2. Analyze what changed (content freshness, backlink loss, technical issues).
3. Recovery plan (update content, build backlinks, improve speed).

Timeline: 2-4 weeks for recovery.

Red Flag 3: AI Visibility Disappearing

Actions:

1. Audit recent content (is it outdated? missing data?).
2. Check competitor content format and data sources.
3. Optimize for AI (add statistic boxes, clear H2/H3 structure).

Timeline: 4-8 weeks to rebuild AI authority.

PART 7: SUCCESS METRICS BY BUSINESS TYPE

For E-Commerce:

- Primary: Organic revenue, conversion rate, average order value.

For Service Businesses (B2B):

- Primary: Qualified leads, cost per lead, lead-to-close rate.

For Local Businesses:

- Primary: Phone calls, direction requests, booking form submissions.

For SaaS/Tech:

- Primary: Free trial signups, demo requests, MRR from organic.

PART 8: THE 90-DAY IMPLEMENTATION ROADMAP

Month 1: Foundation

- Install tracking, baseline audit, competitor analysis.
- Technical fixes, keyword mapping, content audit.

- Publish 2-3 optimized pieces of content.

Success Metric: Technical health score >80/100.

Month 2: Momentum

- Content expansion, AI optimization, local SEO.
- Link building campaign, conversion optimization.

Success Metric: 20% increase in organic traffic vs. baseline.

Month 3: Scale

- Double down on what's working. Kill or fix what's not.
- Advanced AI optimization.

Success Metric: 40%+ increase in organic traffic, 25%+ increase in leads.

FINAL WORD: REPORTING ISN'T THE GOAL

Here's what most agencies get wrong: They think sending you a report means they did their job.

Wrong.

The report is just proof of work. The actual job is moving the needle on revenue. If your monthly report shows rankings up 50% but revenue flat, that's not a win. That's a failure dressed up in green arrows.

This methodology exists to keep you honest. To keep us honest. To make sure every hour we spend, every shilling you invest, is actually building something that matters.

Test. Measure. Report. Iterate. Repeat.

That's the game. Nothing more, nothing less.

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Copy that, paste it in, apply your headings, and save it. It's done. Go build.