

Northline Studio

Fernwood Home · October 2026

• Example

Example values. Replace the figures below with your client's own.

Summary

What Search Earned

Organic search earned more Known revenue than last month, led by the category pages. The Modeled figure is an estimate, not a result.

What Changed

Four changes are listed on the Work and Results sheet. One is Verified, with a lift above its baseline; one had no effect.

What's Next

Refresh the pages that lost clicks and extend the guides that earned the most.

Revenue

Known, Influenced and Modeled revenue are different kinds. They are never added together, so there is no total.

Known

Measured directly and stored as the source reported it, with nothing estimated.

This Period

\$48,200

Previous Period \$41,900 Change +\$6,300

How You Measured It. Orders from organic search visits in the store reports

Influenced

Measured, but organic search was only one of the things that led to it.

This Period

\$12,600

Previous Period \$11,800 Change +\$800

How You Measured It. Orders where organic search was one of several visits

Modeled

An estimate worked out from other figures, not a measurement; its inputs are named.

This Period

\$9,400

Previous Period \$8,100 Change +\$1,300

How You Measured It. Estimate from assisted conversions × average order value

Search

Clicks

18,400

Previous Period
16,900
Change +1,500

Impressions

612,000

Previous Period
590,000
Change +22,000

CTR

3.0%

Previous Period
2.9%
Change +0.1 pts

Average Position

8.4

Previous Period 9.1
Change -0.7

Pages

Top 10 Pages

/category/espresso-machines/	2,410	+220
/guides/choose-a-grinder/	1,980	+220
/category/grinders/	1,620	+80
/guides/grind-size-chart/	1,310	+140
/category/milk-jugs/	980	+40
/blog/home-coffee-corner/	870	+80
/category/scales/	760	+40
/guides/descale-a-machine/	640	+60
/category/kettles/	590	-20
/blog/dial-in-espresso/	540	+70

Pages Losing Clicks

/blog/coffee-trends/ Impressions down, position about the same	410 to 220
/category/filters/ Position fell by about two places	480 to 310
/blog/bean-storage/ CTR down at a similar position	260 to 150

Work and Results

Incremental: Verified changes only

Merged two overlapping grinder guides
/guides/choose-a-grinder/ · Week 1

✓ Verified

+ Incremental \$2,400 to \$4,000

Rewrote the titles of the category pages
/category/ · Week 2

🕒 Being Measured

Added product structured data
/category/espresso-machines/ · Week 3

🚩 Shipped

Refreshed an old comparison page
/blog/coffee-trends/ · Week 1

⊗ No Effect

Next Month

Refresh the pages that lost clicks
/blog/coffee-trends/

📊 Modeled \$800 to \$2,400

Inputs Behind the Estimate. Past lift on refreshed pages

New guide on milk steaming
/guides/

📊 Modeled \$1,200 to \$3,600

Inputs Behind the Estimate. Search volume and an average conversion rate

Definitions

■ Known

Measured directly and stored as the source reported it, with nothing estimated.

□ Influenced

Measured, but organic search was only one of the things that led to it.

📊 Modeled

An estimate worked out from other figures, not a measurement; its inputs are named.

+ Incremental

The lift above the baseline after a change that was verified.