

[AUD-001] SAMPLE REPORT

Independent GEO Audit: A Worked Example

A synthetic example showing the evidence, uncertainty and conclusions a brand receives from an independent effectiveness audit.

EFFECTIVENESS VERDICT

NOT PROVEN

Independent measurement. Public formulae. Controlled replication evidence.

REDACTED AUDIT SAMPLE

STATIC PDF / NO ACCOUNT REQUIRED

Did the GEO engagement produce a measurable visibility improvement?

The synthetic client improved from 20.0% to 25.8% appearance rate across 120 matched observations. The estimated increase is positive, but the interval includes no effect and the recommendation-rank change is not statistically persuasive.

01	Direction is positive	Follow-up appearance rate is 5.8 percentage points higher.
02	Evidence is inconclusive	The 95% interval includes zero and the test does not cross the threshold.
03	Rank is broadly unchanged	Mean recommendation rank moves from 3.2 to 3.0.

The evidence chain.

Every conclusion starts with a defined claim, matched observations and a statistical rule selected before the outcome is known.

01

BASELINE

24 appearances in 120 matched observations

02

FOLLOW-UP

31 appearances in 120 matched observations

03

PRIMARY EFFECT

+5.8 percentage points appearance rate

04

RANK EFFECT

Mean rank 3.2 to 3.0 among defined observations

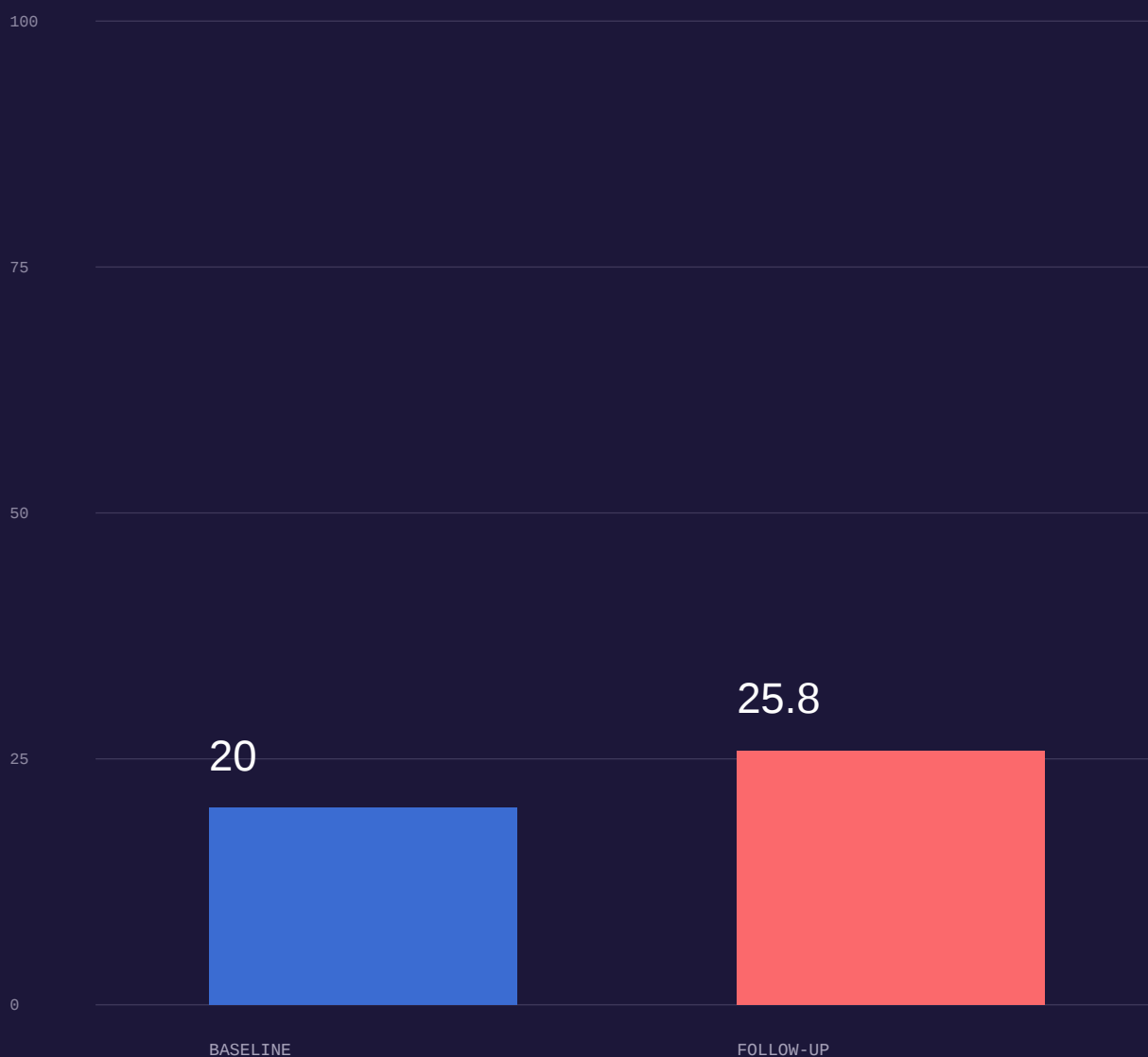
CONTROL

The query sampling rule and decision threshold are fixed before the follow-up result is observed.

[04] OBSERVED PATTERN

Matched appearance-rate result

% APPEARANCE RATE



95% CI: -1.9 TO +13.4 PP; P = .14

[05] STATISTICAL INTERPRETATION

EVIDENCE VERDICT

NOT PROVEN

The observed direction is consistent with improvement, but the study does not provide enough precision to rule out no true effect at the pre-specified decision threshold.

WHAT THIS RESULT DOES NOT SAY

Not proven does not mean no benefit occurred. It means the available observations do not justify a confident effectiveness claim. More matched observations or a longer evaluation window may improve precision.

DECISION RULE

Interpret the pre-specified estimate, interval and test together. Do not convert statistical incompatibility into a stronger factual allegation than the evidence supports.

What can be concluded.

The audit would advise the client not to repeat a definitive uplift claim. The defensible statement is that a positive change was observed, but the effect remains statistically inconclusive in this synthetic sample.

ALWAYS PUBLIC

- 01 Metric definitions and formulae
- 02 Decision thresholds and assumptions
- 03 Limitations and replication principles

CONTROLLED EVIDENCE PACK

- 01 Queries and raw model responses
- 02 Versions, timestamps and repeat logs
- 03 Analysis files for replication

THE DRAGONFLY RESEARCH

Your GEO provider should not grade its own work.

THE GEO WATCH