What is kept, what is never collected

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Releases are kept because that is what was missing this morning.** A 28% fall attributed to seasonality would have been explained in ten minutes if the redesign appeared on the same chart.

Item	Kept?	Why
Positions and queries	**Yes**	Tracking a trend
Configuration changes with their date	**Yes**	**Explaining a variation**
Recommendations and their outcome	**Yes**	Knowing what was applied
Inbound links	**Yes**	Detecting an abnormal appearance
Site releases	**Yes**	**The missing chart**
Data on individual visitors	**No**	**No use here**
Browsing profile	**No**	**Same reason**

Item	Kept?	Why
Statistics per writer	**No**	**A position does not depend on a person**
Competitor data beyond the public	**No**	**Nothing not visible to all**

What the monthly summary contains

Content	What it indicates
Pages out of the index	**A loss in progress**
Queries you cannot serve	**An uncovered demand**
Subjects covered by several pages	A divided audience
Recommendations not applied	**What almost no reporting produces**

> **A recommendation that is never applied is not a recommendation, it is a list.** The fourth row is the one most often missing from SEO reporting, and it is the only one measuring the tool rather than the site.

To be set by the company

Retention period for positions and queries: _____ months

Retention period for recommendations and their outcome: _____ months

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-referencement-campagnes

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