What is measured, what is not promised

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Fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **Nobody can guarantee a position, and whoever promises one is selling something else.**

Why a guarantee is impossible

Factor	Known in advance?
What your competitors do	**No**
Algorithm changes	**No**
The intent behind the query	**No — it shifts**
The state of your pages	**Yes**

Only one of the four factors is known and controllable. It is the one all the work bears on, and it is also why the result cannot be promised.

What is said and can be checked

Element	Verifiable?
What stops a page being read	**Yes**
What better-ranked pages contain	**Yes**
What you have that they do not	**Yes**

What is measured

Indicator	What it says
Positions	Where you appear
Visits	How many come
Incoming queries	What they were looking for
Immediate bounce rate per query	**Whether the visit was any use**

> **The fourth is the only one that says whether the traffic is worth anything.** It is also the only one of the four that can deteriorate while the other three improve.

The two false successes, named

Situation	Presented as	Reality
Position up, visits flat	**Progress**	**The query lost volume**
Visits up, sales flat	**Progress**	**The traffic was not looking to buy**

Both occur regularly and are readily presented as successes. Naming them in advance avoids having to defend them afterwards.

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Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.

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

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