



What is measured, what is not promised

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 24/09/2026

Fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

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

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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.

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen, roles and permissions are configured and accepted for the identities and systems actually used. **Page 2 / 3**

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connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.