Your weekly progress summary

Fictional example. No client data or actual campaign results.
Sample period: Week 2 of an illustrative engagement. Reporting cadence and deliverables depend on your agreement.

This week at a glance

Example status: biography draft ready for review; baseline recorded; source correction awaiting a reply. No ranking improvement or changed AI answer is asserted.

Completed work

Chad: prepared a professional biography draft and documented the agreed search queries.
Carmen: organized the outstanding materials and approval requests.
In a real report, each completed item links to its asset or dated evidence record.

What still needs attention

Client approval: confirm the current role and factual biography details.
External dependency: a publisher has not yet replied to a correction request.
Verification: indexing and search movement have not been established.

Next week: action, owner and checkpoint

Client: return factual feedback at the agreed review checkpoint.
Carmen: follow up on the correction request and update its status in the next summary.
Chad: revise the biography after approval and repeat the agreed observations.

How we show evidence

Record the query or exact AI prompt, system, date, location where relevant, source URL and observation. Keep the baseline and current observation comparable. Separate drafted, approved, published and verified states.

Your priorities and questions

Example question for the client: Has your role or the main concern changed since onboarding? Chad and Carmen confirm any resulting change to scope, timing or next actions before proceeding.

Interpretation: This sample demonstrates a reporting format, not a service guarantee, completed client engagement or performance forecast. Sensitive evidence is shared privately with the client.