The *result.*

Monthly SEO report

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Reviewed control

EVIDENCE · FROZEN SYNTHETIC INPUTS

Reviewed control	Supporting figures
4,000 organic sessions	2,680 engaged sessions | 67.0% engagement rate

FINDING AND EVIDENCE

DECISION: OPEN - DO NOT ACCEPT THE DRAFT
Hold the monthly handoff until the organic-session total is corrected and both required outputs are approved.

REVIEW DETAIL

What the review establishes. The draft shows 4,400 sessions. Its synthetic calculation log includes 400 Paid Search sessions. The entire +400 difference is explained by that recorded row, equal to 10.0% of the organic control.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *result.*

Monthly SEO report · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

A mislabeled traffic headline can be corrected at the report filter stage in this fictional workflow. This evidence does not diagnose a collection fault.

REVIEW DETAIL

What remains unresolved. The packet reproduces one deliberate draft failure and records six passing checks. Two checks remain OPEN: a named, dated definitions approval and evidence that the corrected report and exported copy agree. No live correction or implementation has occurred.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *result.*

Monthly SEO report · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Six deliverables in this report. Deliverable: Decision and metric interpretation; Where to read it: Executive decision and Reporting basis: issue, magnitude, definitions and meaning Deliverable: Source evidence and controls; Where to read it: Reporting basis and Source evidence: frozen basis, aggregate rows and control values

REVIEW DETAIL

Deliverable: Prioritized findings; Where to read it: Prioritized findings: supported diagnosis, implications and limits Deliverable: Reproducible check register; Where to read it: Check register: all nine checks, evidence and next action

Before the report is released

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Confirm the reporting basis with the definitions approver.

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Compare the corrected report and exported copy with source controls.

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The *result.*

Monthly SEO report · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Deliverable: Source-to-output map and patch plan; Where to read it: Source mapping and Patch recommendations: fields, row IDs and ordered recommendations Deliverable: Acceptance decision and scope; Where to read it: Acceptance and scope: explicit criteria, missing approvals and exclusions

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

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Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *basis.*

Agree the reporting basis

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Landing bucket

EVIDENCE · FROZEN SYNTHETIC INPUTS

Landing bucket	Sessions	Engaged
Service pages	1,600	1,100
Articles	1,100	740
Product pages	800	520
Other pages	500	320

FINDING AND EVIDENCE

Paid Search GA-P01 has 400 sessions and is excluded by channel. GA-B01 has 30 sessions and 20 engaged sessions on October 1 and is excluded by date. The boundary example is not included in the draft log.

REVIEW DETAIL

How to read the result. Engaged sessions describe the same included organic aggregate rows. The 67.0% rate is their total engaged sessions divided by total sessions; averaging row percentages would change the weighting. It does not measure search rankings or prove SEO impact.

Before the report is released

01 DEFINE OWNER

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02 COMPARE REVIEWER

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03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *basis.*

Agree the reporting basis · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Landing bucket

EVIDENCE · FROZEN SYNTHETIC INPUTS

Landing bucket	Sessions	Engaged
Organic control	4,000	2,680

FINDING AND EVIDENCE

A frozen cutoff describes the synthetic snapshot, not completeness of any actual platform. All field names, rows and calculation logs below are fictional evidence; no customer system was accessed. Definition: Reporting period; Reviewed basis: 2026-09-01 inclusive / 2026-10-01 exclusive

REVIEW DETAIL

Definition: Time zone and frozen cutoff; Reviewed basis: America/New_York | 2026-10-02T12:00:00Z Definition: Scope of source; Reviewed basis: Session default channel group = Organic Search. Four mutually exclusive landing buckets, split into twelve aggregate rows. Session-scoped metrics, property-local dates.

Before the report is released

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Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

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03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *basis.*

Agree the reporting basis · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Definition: Approval status; Reviewed basis: OPEN — named definitions approver and approval date absent

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Row ID

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row ID	Landing bucket / segment	Sessions	Engaged
GA-O01	Service pages / segment 1	700	490
GA-O02	Service pages / segment 2	500	340
GA-O03	Service pages / segment 3	400	270
GA-O04	Articles / segment 1	450	310

FINDING AND EVIDENCE

GA-O01 through GA-O12 are the included Organic Search rows for September. GA-P01 is Paid Search in September; GA-B01 is Organic Search in the next period. Blank paid engagement means unknown, not zero. The organic rate never uses it.

REVIEW DETAIL

Evidence boundary. These rows are fully fabricated aggregate evidence. They explain this demonstration without requiring a live export, customer record or separate spreadsheet. The source CSV and field mappings are optional supporting artifacts, not required reading for this report.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Row ID

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row ID	Landing bucket / segment	Sessions	Engaged
GA-O05	Articles / segment 2	350	230
GA-O06	Articles / segment 3	300	200
GA-O07	Product pages / segment 1	350	230
GA-O08	Product pages / segment 2	250	160

FINDING AND EVIDENCE

Row IDs are stable references used in the check register and mapping. A range such as GA-O01-GA-O12 means every sequential row in that range.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Row ID

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row ID	Landing bucket / segment	Sessions	Engaged
GA-O09	Product pages / segment 3	200	130
GA-O10	Other pages / segment 1	220	145
GA-O11	Other pages / segment 2	160	100
GA-O12	Other pages / segment 3	120	75

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *source.*

The source rows, made readable · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Row ID

EVIDENCE · FROZEN SYNTHETIC INPUTS

Row ID	Landing bucket / segment	Sessions	Engaged
GA-P01	Paid landing aggregate / Synthetic paid row	400	Not given
GA-B01	Boundary example only / Synthetic excluded next-period row	30	20

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

PRIORITY 1 | FAIL · Paid-search inclusion explains the draft difference. The fabricated draft log adds GA-P01 to all twelve organic rows. This documented synthetic inclusion reproduces the full 400-session excess. Meaning: 4,400 vs 4,000 sessions; +10.0% against organic control.

REVIEW DETAIL

Recommended response: Apply the agreed session-channel predicate before rollup; request regenerated report and copy.
Evidence: GA-D01; GA-P01; GA-M12
PRIORITY 2 | PASS · Engagement rate is reproducible on the organic basis. The twelve included rows support 2,680 engaged sessions / 4,000 sessions.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Meaning: 67.0% after rounding to one decimal; no paid-row engagement is assumed. Recommended response: Retain numerator, denominator and same-row predicate with the rate definition. Evidence: GA-C02; GA-C03; GA-C05

REVIEW DETAIL

PRIORITY 3 | OPEN · Approval and corrected-output evidence are missing. There is no named definitions approver, dated decision, or corrected report/export in this synthetic packet. Meaning: A calculation pass cannot close the handoff. Recommended response: Record the approver/date and compare required outputs before acceptance.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *findings.*

What needs attention · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Evidence: GA-C07; GA-C08; acceptance-record.txt Priority reflects the correction and handoff sequence in this fictional workflow. PASS is evidence that a specified calculation meets its control; it is not an approval to release the report. OPEN items cannot be resolved by arithmetic alone.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *checks.*

Check the calculation

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

GA-C01 | PASS | Unique included rows. Result: All 12 included organic row IDs are unique: four landing-page buckets with three aggregate segments each. No included row is counted twice. Evidence: source.csv GA-O01..GA-O12 Next action: Retain the aggregate grain with the reviewed export.

REVIEW DETAIL

GA-C02 | PASS | Organic landing-bucket rollups. Result: Group sessions/engaged_sessions: Service 1600/1100; Articles 1100/740; Product 800/520; Other 500/320. Evidence: source.csv GA-O01..GA-O12; GA-M01..08 Next action: Keep these controls in the corrected output review.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *checks.*

Check the calculation · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

GA-C03 | PASS | Organic headline controls. Result: Sum only twelve included rows: 4000 sessions, 2680 engaged. Evidence: GA-M09; GA-M10 Next action: Compare both values with regenerated outputs. GA-C04 | FAIL | Draft channel filter. Result: Draft SUM(GA-O01..12.sessions,GA-P01.sessions)=4400; difference from organic control=400 (10.0%).

REVIEW DETAIL

Evidence: GA-P01 sessions=400; draft-calculation-log.csv GA-D01 Next action: Recommend filtering Organic Search before aggregation. GA-C05 | PASS | Weighted engagement-rate calculation. Result: 2680/4000*100=67.0%; do not average segment rates. Evidence: GA-M11; GA-O01..GA-O12 Next action: Use same channel and period in both operands.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *gaps.*

Close the evidence gaps

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

GA-C06 | PASS | Exclusive upper-date boundary. Result: GA-B01 starts on October 1, outside the September period. Its 30 sessions and 20 engaged sessions are excluded from both the organic control and the draft log. Evidence: GA-B01; metadata.json Next action: Preserve inclusive-start/exclusive-end period metadata.

REVIEW DETAIL

GA-C07 | OPEN | Definitions authorization. Result: No named approver/date supplied; frozen fictional basis alone is not approval. Evidence: metadata.json definitionsApproval; acceptance-record.txt Next action: Obtain written channel, period and rate-definition approval.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *gaps.*

Close the evidence gaps · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

GA-C08 | OPEN | Corrected report and exported copy agree. Result: No corrected report or exported copy is supplied; only a recommended patch exists. Evidence: acceptance-record.txt Next action: After an authorized correction, compare both outputs to 4000/2680/67.0% and record approval.

REVIEW DETAIL

GA-C09 | PASS | No invented paid engagement. Result: GA-P01 has 400 sessions and no engaged-session value. That missing value stays unspecified; it is neither treated as zero nor used in the organic rate. Evidence: source.csv GA-P01 engaged_sessions blank Next action: Leave this field unspecified unless evidence is supplied.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *gaps.*

Close the evidence gaps · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Register disposition. 6 PASS / 1 FAIL / 2 OPEN. The deliberately incorrect draft remains unacceptable. Passing source controls narrow the demonstrated issue; they do not remove the need for a corrected report, exported-copy comparison and authorized, dated approval.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *mapping.*

Follow each headline to evidence

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
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Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Landing-bucket table GA-O01-03; GA-O04-06; GA-O07-09; GA-O10-12	sessions; engaged_sessions	Sum each group: 1600/1100; 1100/740; 800/520; 500/320
Organic headline GA-O01-GA-O12	sessions	Sum included rows = 4,000

FINDING AND EVIDENCE

What the transformation log adds. The fixture supplies an explicitly invented draft calculation log, so the reported cause is evidenced within the example. It is not inferred from the size of a difference. The draft shows 4,400 sessions. Its synthetic calculation log includes 400 Paid Search sessions.

REVIEW DETAIL

The entire +400 difference is explained by that recorded row, equal to 10.0% of the organic control. These mappings use the same period, time zone and frozen cutoff in Reporting basis. They do not validate real export completeness, connector behavior or platform configuration.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *mapping.*

Follow each headline to evidence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Engaged headline GA-O01-GA-O12	engaged_sessions	Sum same included rows = 2,680
Engagement rate GA-O01-GA-O12	engaged_sessions; sessions	2,680 / 4,000 x 100 = 67.0%

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *mapping.*

Follow each headline to evidence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Output / source rows

EVIDENCE · FROZEN SYNTHETIC INPUTS

Output / source rows	Exact input fields	Transformation and result
Incorrect draft GA-O01-GA-O12 + GA-P01	sessions	4,000 + 400 = 4,400; wrong channel inclusion
Excluded date example GA-B01	period_start_local; sessions; engaged_sessions	2026-10-01 excluded; 30 / 20 not in control or draft

FINDING AND EVIDENCE

Frozen synthetic rows only; no live account or customer evidence.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

STEP 1 | Definitions approver Agree Organic Search session scope and September property-local boundaries with the definitions approver. Evidence needed to close: A dated decision confirming session-scoped Organic Search, September boundaries and the property time zone. STEP 2 | Report owner / analyst

REVIEW DETAIL

Recommend applying both channel and period predicates before aggregation; retain GA-P01 and GA-B01 only as excluded-evidence examples. Evidence needed to close: A visible channel-and-period predicate with GA-P01 and GA-B01 excluded for their separate reasons. STEP 3 | Report owner / reviewer

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Recommend recalculating the headline and rate from the twelve included aggregate rows, then regenerating the report and exported copy. Evidence needed to close: Both outputs show 4,000 / 2,680 / 67.0%, with all four landing-bucket controls retained. STEP 4 | Final-output approver

REVIEW DETAIL

Have the authorized owner compare both outputs with the acceptance controls and retain dated approval. Evidence needed to close: Named, dated acceptance with the frozen evidence and both final outputs saved.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *patch.*

A practical correction sequence · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

Implementation decision: NO-GO. No implementation or release is authorized by this specimen. An authorized owner may proceed only after approving definitions and agreeing the correction scope; report release remains NO-GO until corrected-output checks pass and dated final approval is recorded.

REVIEW DETAIL

Handoff rule. Complete the definition decision before changing a formula. After correction, compare the report and each required exported copy with the controls in this review. A reviewer then records acceptance against the criteria in Acceptance and scope.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Decision field

EVIDENCE · FROZEN SYNTHETIC INPUTS

Decision field	Current status
Review disposition	OPEN - draft fails; corrected outputs absent
Definitions approver / approval date (ET)	UNRESOLVED / UNRESOLVED

FINDING AND EVIDENCE

Required acceptance criteria. 1. Named approver/date approves session-channel definition, property time zone, date boundaries and cutoff. 2. Landing buckets reconcile to 1600/1100, 1100/740, 800/520, 500/320 sessions/engaged. 3. Final report AND exported copy show 4000 sessions, 2680 engaged sessions, 67.0% engagement rate.

REVIEW DETAIL

4. Paid GA-P01 and boundary GA-B01 are excluded for documented distinct reasons. 5. Frozen evidence and dated final-output approval retained; status remains OPEN until supplied.

Before the report is released

01 DEFINE — OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE — REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE — OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Decision field

EVIDENCE · FROZEN SYNTHETIC INPUTS

Decision field	Current status
Final-output approver / approval date (ET)	UNRESOLVED / UNRESOLVED
Corrected report and exported copy	NOT PROVIDED

FINDING AND EVIDENCE

Review scope and exclusions. The $500 review covers one existing reporting workflow: definitions, field and row mappings, calculations including clearly defined rates, evidence gaps and a recommended patch plan. The $99 additive totals check does not review rates, attribution definitions or workflow causes.

REVIEW DETAIL

- Live account validation, connectors and tracking implementation - Guarantees of business results or performance - Customer claims or evidence of a paid engagement - Rankings, Search Console visibility, unique people and SEO causality - Collection/consent validation or inferred paid-row engagement

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

The *decision.*

Acceptance remains OPEN · continued

SPECIMEN · NOT A CLIENT RESULT

DRAFT SESSIONS	ORGANIC CONTROL	OVERSTATEMENT
4,400	4,000	+400
Includes 400 paid sessions	12 included aggregate rows	10.0% of organic control

Review disposition

EVIDENCE · FROZEN SYNTHETIC INPUTS

Item	Recorded result
Review status	OPEN · one FAIL; two OPEN checks
Release decision	HOLD · no final approval

FINDING AND EVIDENCE

All figures, logs and findings are fabricated. No live account or customer data was accessed. No results guarantee, tracking implementation or financial assurance is provided.

REVIEW DETAIL

OPEN: named definitions approval and corrected outputs remain missing.

Before the report is released

01 DEFINE OWNER

Confirm the reporting basis with the definitions approver.

02 COMPARE REVIEWER

Compare the corrected report and exported copy with source controls.

03 APPROVE OWNER

Record dated owner acceptance. This specimen remains unsigned.

Fictional $500 workflow review. No live account access, implementation or approval. PASS applies only to the specified control. Full findings, rows and acceptance criteria are included in this report; source files are optional support.

ReportPatch

AC1 · RP-GA4-SEO-01
UNSIGNED · DATE OPEN

RECORD OF

Acceptance

GA4 workflow review · organic sessions

HOLD
DRAFT · NOT ACCEPTED

SOURCE CONTROL	DRAFT / TARGET	VARIANCE
4,000	~~4,400~~ 4,000	+400
2,680 engaged / 67.0%	Target only · not implemented	+10.0% against control

REGISTER DISPOSITION

- 6 PASS / 1 FAIL / 2 OPEN in the full register
- Source controls reproduce on synthetic rows
- One draft error remains; correction is recommended
- Definitions approval and both outputs remain missing
- Full criteria are in Acceptance and scope

LIMITS CARRIED FORWARD

- ! No live account validation or implementation
- ! No results guarantee or financial assurance
- ! Corrected report/export not provided
- ! No acceptance or source certification implied

This unsigned specimen does not accept a report. Release remains NO-GO until the named definitions approver approves the basis, corrected report and exported copy match the controls, and the final-output approver records a dated decision. A later refresh requires its own check.

UNSIGNED

DEFINITIONS APPROVER · DATE OPEN

UNSIGNED

FINAL OUTPUT APPROVER · DATE OPEN

HELLO@REPORTPATCHHQ.COM