

A WORKED EXAMPLE, USING OUR OWN WEBSITE

The Digital Authority Audit

What the evidence means.
What to do next. What can wait.

This abridged sample applies our method to Gallery Growth. It shows the structure of a decision document; it is not a client case study or a claim of improved sales.

EXECUTIVE DIAGNOSIS

The offer and email route are clear. The next useful work is to make the deliverable tangible, connect enquiry activity to actual business outcomes, and sharpen how individual pages are presented when shared.

Audit area	Snapshot judgement
Findability	Page-specific titles, descriptions and canonical declarations are present in the reviewed source. Indexation is a separate check.
Authority	The offer explains its method. A sample makes the quality of the output easier to judge.
Understanding	Audience, price and delivery trigger are explicit. Retain these useful details.
Conversion	Email is an intentional contact choice. Link clicks are not evidence of received enquiries.
Governance	Give each action an owner, completion check and review date. Keep changes and outcomes distinct.

Reading this sample

The evidence is a source inspection of Gallery Growth version 6, published on 5 September 2026, before this sample was added. No new live crawl, search-account report or collector study is represented here. The commissioned audit is tailored to the gallery and its agreed access.

THREE EXAMPLES OF AN ACTIONABLE FINDING

From observation to decision

01 / P2 - DECISION CONFIDENCE

Let buyers inspect the deliverable.

Evidence. The audit page lists six outputs and the £350 price, but version 6 provides no sample report. [1]

Why it matters. A list of deliverables cannot show the depth or usability of the work. This is an editorial judgement, not a measured loss of sales.

Action. Publish an accessible, clearly labelled sample alongside the scope and price. This document addresses that recommendation.

Completion check. A visitor can open the sample without registering and explain the outputs. Owner: website/editorial lead.

02 / P1 - MEASUREMENT

Separate interest from received enquiries.

Evidence. The tracking implementation records audit-request clicks and email-link clicks; neither event confirms that an email was sent. [2]

Why it matters. Calling every click a lead would overstate performance and make subsequent decisions unreliable.

Action. Keep email enquiries. Maintain a small dated log of genuine enquiries, source when known, qualified status and paid-audit outcome.

Completion check. Reconcile recorded enquiries with the inbox; label tests. Owner: business owner. Do not copy private enquiry text into analytics.

03 / P2 - PAGE PRESENTATION

Make shared links describe the chosen page.

Evidence. The shared layout supplies a generic title, description and homepage URL for social previews. The audit and services pages do not override those fields. [3]

Why it matters. Someone sharing a specific service may receive a generic preview. The effect on clicks has not been measured.

Action. Set a relevant sharing title, description and URL for each service page, then inspect the resulting preview. Keep search metadata consistent.

Completion check. The audit link previews the audit offer and correct URL. Owner: website lead. This is not a claim about search ranking.

P1 = decision or measurement priority. P2 = useful improvement. Priorities reflect this example, not a universal score.

AN EXAMPLE SEQUENCE, SIZED FOR A SMALL TEAM

A roadmap with owners and checks

Timing is a proposed implementation sequence after the audit. It is separate from the 48-hour delivery of the written report. Effort estimates are planning guides, not quotations.

When / owner	Work package	Evidence of completion
Days 1-14 Business owner + website lead	Agree enquiry definitions; start the lead log; publish the sample. Estimated effort: 2-4 hours.	Sample opens without sign-in. Test enquiries are labelled. Received enquiries can be counted independently of clicks.
Days 15-30 Website lead	Set page-specific sharing metadata. Check search index coverage and key mobile journeys using authorised access. Estimated effort: 2-4 hours.	Preview fields match each page. Index and mobile findings have dated evidence; unavailable data is marked as such.
Days 31-60 Editorial lead	Use recurring buyer questions to improve the audit and service explanations. Link relevant insights to the appropriate service. Scope effort after reviewing questions.	New explanations are factual, specific and useful; contextual links lead to the right next step.
Days 61-90 Business owner	Review comparable reporting periods and the lead log. Decide what to maintain, change or stop. Estimated effort: 1-2 hours.	A short decision record relates changes to observed results without assuming causation.

FROM ACTIVITY TO BUSINESS OUTCOMES

Measure	Definition and interpretation
Received enquiries	Genuine incoming business enquiries, excluding spam, duplicates and tests.
Qualified enquiries	Enquiries from a relevant gallery with a defined need and a plausible fit for the service. Apply the same definition each month.
Paid audits	Agreed audits for which payment has been received. Count these separately from enquiries and proposals.
Enquiry-to-paid rate	Paid audits divided by genuine enquiries from the same cohort. Show the counts, allow for the sales cycle, and avoid strong conclusions from small samples.

No sales, conversion-rate or traffic uplift is claimed in this sample. Search impressions, AI citations, website visits and enquiries answer different questions.

WHAT A COMMISSIONED AUDIT ADDS

An audit shaped around your gallery

Your report applies the five areas on page 1 to your gallery: artists and artworks, exhibitions, editorial content, collector enquiries and the way your team maintains the website. The scope and required access are agreed before work begins.

SEO and AI-assisted discovery

SEO means helping search engines find, interpret and appropriately present the site. Checks cover crawl access, indexing evidence, canonical pages, titles and descriptions, internal links, page content, image descriptions, structured data and relevant performance issues.

AIEO means improving how clearly answer engines can understand and reference your expertise. We examine factual entity information, clear answers, named expertise, original evidence and useful source links. Where measured, AI mentions and exact citations are recorded separately from traffic and leads.

Google states that its AI search features use the same fundamental SEO practices and do not require special AI markup. Eligibility does not guarantee inclusion. Structured data must accurately reflect the visible page. [4, 5]

The written outputs

An executive diagnosis; evidence-backed findings across the five areas; a prioritised 90-day roadmap; quick wins distinguished from structural work; and clear owners, dependencies and measures of progress. Your team can use the report independently or discuss a separate implementation brief.

£350 | Written audit within 48 hours

The delivery period begins when the agreed brief and payment are received. The deadline is confirmed by email before work starts. Implementation is agreed separately. The audit does not promise rankings, AI citations or sales, and is not a security penetration test or legal certification.

Start a conversation

hello@gallerygrowth.co.uk | gallerygrowth.co.uk/the-audit

Include your gallery name, website and the issue you would most like to resolve.

Evidence and references

[1] Gallery Growth /the-audit, source snapshot v6, 5 Sep 2026: offer and deliverables.

[2] Gallery Growth analytics and /request-an-audit source, same snapshot: click events and email contact.

[3] Gallery Growth layout, /the-audit and /services source, same snapshot: sharing metadata.

[4] [Google Search Central: AI features and your website](#) (checked 5 Sep 2026).

[5] [Google Search Central: Introduction to structured data](#) (checked 5 Sep 2026).