Search. Knowledge graphs. AI discovery.

Clear facts. Useful pages. Measured progress.

Know what to improve, why it matters, and what the evidence says after the work.



A DECISION YOU CAN INSPECT

The source. The proposed edit. The next check.

Every recommendation comes with the evidence behind it and a clear approval step.

Understand

Connect the business facts and the sources behind them.

Improve

Turn a supported finding into a specific, reviewable edit.

Measure

Keep search, AI answers and useful website actions distinct.

Illustrative artwork. Scope, responsibilities and fees are agreed before work starts.

The working process

One connected process. A clear next decision.

The same discipline can serve a local business, professional practice or digital product. The sources, vocabulary and success measures change with the business.

01	**Agree the question**	Choose a business objective and a bounded set of pages. Define what would count as a useful result.
02	**Establish the evidence**	Review the available site, search and analytics records. Keep source dates, filters and missing coverage visible.
03	**Connect the facts**	Build and review a knowledge graph of relevant people, services, products, places and pages. Check ambiguous identities before using them.
04	**Prepare the change**	Provide the exact proposed edit, its supporting evidence, acceptance checks and an undo step. Agree who will implement it.
05	**Approve and follow up**	You approve the work before publication. Record what changed, verify it, then compare suitable measurement periods.

Sourcewave supports research and preparation. Specialist review, implementation access and any third-party costs are agreed for the scope.

A concrete deliverable

You can inspect the finding and the proposed fix.

Fictional example: Quillfield Physical Therapy. These records illustrate the method; they are not client results.

A location page points to another clinic

Page record	The Wexley Falls page declares East Mere as its preferred URL.
Inspection record	At capture, the inspection names East Mere as the selected canonical.
Proposed edit	Confirm the current source and distinct clinics before proposing this canonical: `https://quillfield.example/clinics/wexley-falls`
Acceptance	Check the response and rendered canonical. Retain the prior value for rollback and revisit the inspection after fresh observations.

Prepared for approval. Nothing published.

The report distinguishes a proposed correction, an approved change, a verified release and a measured result.

The graph connects each clinic to its own page and source. A corrected canonical does not guarantee indexing, rankings, AI citations or inquiries.

Measurement and access

Useful evidence. Clear boundaries.

Search performance

Review impressions, clicks and indexing evidence with their property, period and filters. Query and page tables answer different questions.

AI answer observations

Use a fixed set of prompts and declared conditions. Record mentions and citations separately. Missing or failed answers remain unknown.

Visits and actions

Measure identifiable referral traffic and meaningful website actions. A citation is not a visit, and a form event is not necessarily a qualified inquiry.

Comparable follow-up

Retain the release date and compare suitable periods. Include declines, low sample sizes, seasonality and concurrent changes.

Choose the narrowest useful access.

Start with GA4 Viewer at the property level and Search Console Restricted access for performance reports, or agree aggregate exports with exact dates and filters. Confirm access privately. The operator processes the evidence locally; the public site has no Google sign-in or file upload.

You keep control

No password sharing. Agree the properties and reports, who receives the work, retention arrangements and how access will be removed.

Know what access reveals

Read-only access still exposes business information. Limit the scope to what is needed and agree handling before sending data.

Report availability and permissions vary by provider. No plan assumes access to every Google, Bing or AI report, or uninterrupted automated collection.

Your first review

Start with a question worth answering.

A useful first engagement produces a decision and a bounded plan for acting on it.

Where does the journey break down?

Tell us what people should be able to find, understand or do, and which pages support that task.

What evidence can we use?

Identify the website and relevant property owners. Agree the available exports or access before analysis begins.

Who reviews and implements the changes?

Name the business and technical reviewers. Legal, medical and other specialist claims need the appropriate subject-matter review.

Bring your website and your priority question.

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Start with your public website and the decision you want to make. We then agree scope, deliverables and a private access or export arrangement before you share confidential material.

Agree timing, responsibilities and fees before work starts. Search and AI outcomes cannot be guaranteed.