RANKLEY

THE SMALL BUSINESS SEARCH PLAYBOOK

Google Search Console 30-Day Workbook

Understand the data. Choose one action. Build a habit that lasts.

YOUR FOUR-WEEK PATH

WEEK 01	WEEK 02	WEEK 03	WEEK 04
UNDERSTAND	**INVESTIGATE**	**PRIORITIZE**	**ACT**
Starting snapshot	Queries + pages	One next action	Record + review

GET STARTED

BUSINESS / ORGANIZATION

WEBSITE / PROPERTY

START DATE

PLANNED REVIEW DATE

BEFORE YOU BEGIN

Use this fillable or printable workbook with your own Search Console property. Work in short weekly sessions. Never record passwords, verification codes, or private customer details.

01 / STARTING SNAPSHOT

My starting search snapshot

Open Performance > Search results. Choose your website, Web search, and a useful reporting period.

TODAY'S GOAL

Record what Google reports, not what you hope the numbers will be.

WEBSITE PROPERTY

REPORTING DATES

YOUR SEARCH METRICS

CLICKS	IMPRESSIONS	CTR (OPT.)	AVG POSITION (OPT.)

ONE QUERY AND ONE PAGE

SEARCH QUERY FROM REPORT

PAGE FROM REPORT

MY FIRST OBSERVATION

- [ ] My property has limited or no performance data yet.

If data is limited, continue with page 5 to inspect important URLs.

02 / SEARCH QUERIES

Understanding my search queries

Review Performance > Queries. Record a few searches connected to your real business services.

LOOK FOR PATTERNS

Type can be: business name, service, customer question, or location.

QUERY	TYPE / CATEGORY
QUERY 01	TYPE / CATEGORY
QUERY 02	TYPE / CATEGORY
QUERY 03	TYPE / CATEGORY
QUERY 04	TYPE / CATEGORY
QUERY 05	TYPE / CATEGORY

ONE CUSTOMER QUESTION WORTH INVESTIGATING

Example: Searches about move-out cleaning could suggest a service-page question.

03 / IMPORTANT PAGES

My most important website pages

In Performance > Pages, select a page, then open Queries to see related searches. Read the page as a customer.

FOCUS ON THREE

Prioritize pages that help customers understand your services or contact you.

PAGE 01 / URL OR PAGE NAME

WHAT I OBSERVED

CUSTOMER QUESTION / CLARITY CHECK

PAGE 02 / URL OR PAGE NAME

WHAT I OBSERVED

CUSTOMER QUESTION / CLARITY CHECK

PAGE 03 / URL OR PAGE NAME

WHAT I OBSERVED

CUSTOMER QUESTION / CLARITY CHECK

WHICH PAGE WILL I REVIEW FIRST?

04 / INDEXING CHECKS

Indexing and website checks

Use URL Inspection for important pages. Some unindexed URLs are expected; focus on your real business priorities.

WHAT TO RECORD

Copy the status Google actually reports. If you are unsure what it means, write down the question.

URL 01

REPORTED STATUS

☐ Follow-up needed

NEXT STEP

URL 02

REPORTED STATUS

☐ Follow-up needed

NEXT STEP

URL 03

REPORTED STATUS

☐ Follow-up needed

NEXT STEP

URL 04

REPORTED STATUS

☐ Follow-up needed

NEXT STEP

QUESTION FOR MY WEBSITE PROVIDER (IF NEEDED)

05 / CHOOSE ONE

Opportunity prioritization

An observation is a clue, not a diagnosis. Write a question before deciding what to change.

OPPORTUNITY 01

OBSERVATION	QUESTION / CUSTOMER NEED	POSSIBLE NEXT STEP

OPPORTUNITY 02

OBSERVATION	QUESTION / CUSTOMER NEED	POSSIBLE NEXT STEP

OPPORTUNITY 03

OBSERVATION	QUESTION / CUSTOMER NEED	POSSIBLE NEXT STEP

MY ONE PRIORITY FOR THIS MONTH

WHY IT MATTERS TO CUSTOMERS OR THE WEBSITE	OWNER / PERSON HELPING

Example: Oakline clarifies what its move-out cleaning service includes.

06 / FOUR-WEEK TRACKER

My four-week action tracker

Plan one 20-30 minute review per week. Website updates may take longer or require help.

WEEK 01

UNDERSTAND

Done

Record baseline metrics + inspect key pages

DELIVERABLE: Starting snapshot

WEEK 02

INVESTIGATE

Done

Connect relevant queries to service pages

DELIVERABLE: Customer-focused question

WEEK 03

PRIORITIZE

Done

Select one useful improvement or investigation

DELIVERABLE: One action + owner

WEEK 04

ACT & REVIEW

Done

Complete or request the change; set follow-up

DELIVERABLE: Change log + review date

If a task needs more time or help, note what remains and set a realistic follow-up date.

07 / KEEP THE HABIT

Change log & monthly review

Record changes and your next review. Save a blank copy or reprint this page each month.

CHANGE LOG

CHANGE 01

DATE	REVIEW ON	PAGE / URL

WHAT CHANGED	WHY / CUSTOMER NEED

CHANGE 02

DATE	REVIEW ON	PAGE / URL

WHAT CHANGED	WHY / CUSTOMER NEED

MONTHLY REVIEW CHECKLIST

- [ ] Clicks & impressions reviewed
- [ ] Relevant queries reviewed
- [ ] Important pages reviewed
- [ ] Indexing alerts checked
- [ ] Change log reviewed
- [ ] Next review scheduled

THIS MONTH'S MOST USEFUL OBSERVATION

NEXT ACTION / WHO WILL HELP	NEXT REVIEW DATE