The test card.

Fill it in before you touch anything. One card per test. Log the result either way, especially if nothing happened.

Hypothesis	
Metric	Inclusion rate: the share of your queries where you appear anywhere in the top 10.
Test set	
Control set	
The one change	
Window	90 days from the change going live. Read on day 90, not before.
Started on / owner	

Tracking

	Set size	Day 0	Day 30	Day 60	Day 90
Test set: queries included					
Control set: queries included					

Decision rule

Lift of 5 points or more
Fund five more mentions.

Lift under 2 points
Stop. Log it. Try a different mention type.

In between
Extend 60 days, once.

Lift = change in the test set's inclusion rate minus change in the control set's, in percentage points.

A filled-in card: e-bikes, US.

From the e-bike Door Audit on the same page. Example site: ebikeescape.com, an independent review site picked from the data. No affiliation, public data only.

Hypothesis	One YouTube round-up of budget and folding e-bikes that features our reviews raises our inclusion rate on the 21 budget, folding and commuter queries.
Metric	Inclusion rate on the test set. Secondary: brand searches for "ebike escape".
Test set	21 queries: every budget, price, folding, lightweight and commuter query.
Control set	The other 29 queries (general, fat tire, mountain, cargo, seniors, kids). Nothing changes there.
The one change	One creator video naming and linking our reviews. No new links, no content changes, no other promotion during the window.
Window	90 days from the video going live. Read on day 90, not before.

Tracking

	Set size	Day 0	Day 30	Day 60	Day 90
Test set: queries included	21	7 (33%)			
Control set: queries included	29	8 (28%)			

Decision rule

Lift of 5 points or more
Fund five more mentions.

Lift under 2 points
Stop. Log it. Try a different mention type.

In between
Extend 60 days, once.

Day 0 is the real baseline, Semrush US, 30 Oct 2026. The rest is yours to fill in.