

Make the next decision clear.

A report should connect a finding to a useful action.

Start with the stakeholder, not the export button.

Swipe for the next step →

1. Preserve scope

Questions. Dates. Markets. Sources.

Show answer counts beside percentages. Keep unavailable evidence visible.

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2. Trace the finding

Original answer → source relationship

Explain whether a page was retrieved or cited, and retain the supporting passage.

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3. Choose the audience

Executive or specialist?

IndexHalo offers Executive, SEO & content, Technical, Product intelligence and Complete evidence audiences.

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4. Assign the action

Owner. Target page. Evidence. Next check.

Inspect the actual exported document before sharing. Keep the detailed evidence accessible.

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Close the loop

Implement. Record. Remeasure.

Use comparable questions and scope. A before/after change alone does not establish causation.

Start your free IndexHalo report →