

Give next month a purpose.

**A recurring workflow should improve
decisions.**

Build a routine around evidence and useful work.

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Week 1: choose

Review the question set and search budget.

Retain questions tied to real decisions. Note any changes in market, language or source coverage.

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Week 2: inspect

Open answers and source relationships.

Identify a short list of findings that deserve action, with their dates and sample sizes.

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Week 3: act

Assign and implement the chosen work.

Record the change, owner and baseline. Keep content review in the publishing process.

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Week 4: report

Explain what was observed and what comes next.

Use a stakeholder report and a comparable follow-up measurement where appropriate.

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Renew the routine

Keep what informs a decision.

Monthly credits reset. Plan next month's questions and runs before the new period begins.

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