

SEARCH · FOR OWNERS

The SEO ground-truth worksheet

Most SEO advice is noise. Here are the few questions that actually tell you whether a site is winning search or quietly losing it — answered from your own data, not a vendor's **opinion**.

DO YOU EVEN HAVE THE GROUND TRUTH?

- ☐ **Is the site verified in Google Search Console?**
This is Google telling you, directly, what it sees. Without it you are guessing.
- ☐ **Do you know your top ten pages by search traffic?**
If you cannot name them, you cannot protect or grow the pages that actually earn.
- ☐ **Do you know which queries you rank for on page two?**
Page-two pages are the cheapest wins on the whole site — one push moves them to page one.

IS THE SITE HELPING OR FIGHTING ITSELF?

- ☐ **Is any of your best content quietly losing traffic year over year?**
Decay is silent. A page can slide for months before anyone notices the drop.
- ☐ **Does each important page target one clear thing, or compete with itself?**
Two pages chasing the same term split your own strength and confuse Google.
- ☐ **Is the site structured so Google can actually read it?**
Clean structure, real headings, and internal links decide what gets found.
- ☐ **Do the AI answers cite you, or a competitor?**
Search is moving into AI answers. Being the cited source is the new page one.

WHERE THIS LEADS

These questions have real answers. They live in your data.

Every question on this page can be answered — not with a guess, but with your own analytics, Search Console, and ranking data. The trick is reading them together, with the evidence for each move attached.

Beacon answers all of it, and shows its work.

Beacon is the SEO system Daylit built because no tool on the market showed its work. It reads the data behind a site, finds the pages one push from page one, watches for decay, and tracks whether the AI answers cite you — every recommendation with the reason attached.

[See Beacon →](#)

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