Tool 11: The work order

One line for every change you hand to someone (profile, listings, reviews, quotes, pages, phones, sources), so you can tell later what was done, by whom, and whether it held. Used across the book, most in chapters 12, 14 and 15.

Purpose

Change one uncertain thing at a time and judge it at the right moment, instead of changing several things and guessing which one worked. Several known defects can be fixed together.

Inputs

- The finding from chapter 12's table, chapter 14's listing check or chapter 15's checklist.
- The monthly review date (tool 09).

Steps

1. Write the finding in the words you saw it, with the search or answer where you saw it.
2. Write the one change you'll make, and who makes it.
3. Write the date you plan to finish. When it's done, write the date and the evidence (a saved recording, a screenshot, a link).
4. Set the recheck for the next monthly review (from when Google revisited the page, for a website change, chapter 13).
5. At the recheck, record what the agreed measure shows, using the relevant log, test or comparable search.

Work order line (one per task; copy this page for more)

Finding	
Goal	
Change	
Who	
Inputs and access needed	
Can decide alone / needs approval	
Done when	
Planned date	

Done (date, evidence)	
Checked by	
Blocked? Next step	
Recheck date and measure	
What the recheck showed	

Finding	
Goal	
Change	
Who	
Inputs and access needed	
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Done when	
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Done (date, evidence)	
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Blocked? Next step	
Recheck date and measure	
What the recheck showed	

The tracking register at the end of this file lists every line on one landscape sheet.

Keep "work done", "work checked" and "results seen" apart. Several locations: add a location column. Chapter 1 ends with one filled line, start to finish.

How to read the result

- A recheck that shows no change isn't proof the change failed; we didn't measure how fast results change after a fix. Don't stack a second uncertain change before the recheck. Confirmed defects (a wrong number, a broken form) can be fixed together right away.
- A change nobody can date didn't happen, as far as your records go.

Limits

- The work order shows what you did and what followed. It can't prove the change caused what followed.

Next action

- Bring open lines to the monthly hour (chapter 19).

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Tool 11: The work order: tracking register

One row per work order line.

Finding	Goal	Change	Who	Inputs and access needed	Can decide alone / needs approval	Done when	Planned date	Done (date, evidence)	Checked by	Blocked? Next step	Recheck date and measure	What the recheck showed

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