TYGART MEDIA

AEO Reporting Quick Card: The Five Re-Pullable Sections & The Ownership Rule

OPERATIONAL FIELD ASSET • POST 25636
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THE INDUSTRY REALITY: REPORTING IS WHERE THIS INDUSTRY HIDES

If you are comparing agencies on AEO and SEO reporting, you have likely been burned the standard way: a glossy dashboard, a score that only goes up, and no way to check any of it against a source the agency doesn't control. The best agency for AEO SEO reporting is not the one with the prettiest dashboard or boldest score — it is the one whose report **survives your re-pull**: same exports, same windows, same figures. Everything else is a pitch.

The 5 Sections Every Legitimate Monthly AEO Report Must Contain

EVALUATION STANDARD

Report Section	Required Data & Structure	Sample Benchmark (From Article)	What It Proves / Agency Tell
1. Ledger Summary	Citation totals & direction: this window vs. last window from engine export.	**1,459,726 citations (922 pages) on Oct 15 vs. 269,399 (324 pages) on Sept 27.**	Proves real trend vs photograph. Without previous total, it's a flattery snapshot.
2. Money-Queries Share	Questions buyers ask AI + citation share % in writing from month one.	**24.50% "claude pricing", 33.85% "claude ai pricing", 54.46% "anthropic console".**	Totals flatter; share tells truth. If they won't name money queries, meeting ends.
3. Page Movers	Climbers, consolidations, starved pages named by URL with 4-export figures.	**Core guide: 1,635 → 1,913 → 2,454 → 2,790 citations. Duplicate: 304 → 6.**	Shows where engines place trust and agency action. No URLs = report on nothing.
4. New Questions Built	New grounding queries tied to action: published, queued, or passed with reason.	Grounding query → Action → Technical / strategic rationale.	Proves demand-led work over calendar-led. First dropped to avoid promises.
5. Work Priced vs Move	What was done, what it cost, what moved, what's next — on one page.	Work shipped vs share line movement. Admits flat results openly.	The month it stops admitting flat results is the month it became sales literature.

Section 1: The Ledger Summary Standard

WINDOW INTEGRITY

Two Numbers, Two Dates, One Source: A real report opens with citation totals and direction from the search engine's own raw export.

The Tygart Media Benchmark:
- **Current Export (Oct 15):** 1,459,726 citations across 922 cited pages
- **Prior Export (Sept 27):** 269,399 citations across 324 cited pages
- **Verification:** Re-pullable in 2 clicks by client from Bing Webmaster / Clarity.

Red Flag: A single cumulative number without comparative date windows.

Section 2: Money Queries Citation Share

SHARE > TOTALS

Name the Queries in Month One: Totals flatter; citation share of queries that generate revenue tells the cold truth.

Target Money Query	Citation Share %	Status
`claude pricing`	**24.50%**	Leaderboard
`claude ai pricing`	**33.85%**	Top 3 Share
`anthropic console`	**54.46%**	Dominant Cit.

Contract Mandate: Insist that revenue queries be locked in writing in Month 1.

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Section 3: The Page Movers (Named URLs)

SPECIFIC FIGURES

Which pages climbed, which consolidated, which were starved — named with full URL and multi-export figures:

- **Core Guide Climb:** 1,635 → 1,913 → 2,454 → 2,790 citations across 4 exports.
- **Cannibalization Resolved:** Duplicate consolidated 304 → 6 citations.
- **Rule:** Single line proves engine trust and agency action.

Section 4: New Questions & Paper Trail

DEMAND-LED

Every export surfaces unexpected grounding queries. Tie each to:

- **Published:** Live URL created against real buyer query.
- **Queued:** Scheduled in content sprint with assigned brief.
- **Deliberately Passed:** Omitted with documented strategic reason.

Section 5: Work Priced Against Movement

NO TICKET DUMPS

What was done, what it cost, what moved, what's next:

If three articles shipped and the share line didn't move, the report must say so plainly and state what changes next month. When a report stops admitting flat results, it ceases being operational data and becomes sales marketing.

The Ownership Rule That Outranks All Five

NON-NEGOTIABLE

Client Owns Accounts & Source Exports:

Bing Webmaster and Microsoft Clarity are free. The exports belong to whoever owns the property. If numbers live inside an agency portal/panel under their login, leaving the agency means leaving your history. A report you can't verify is a report you are renting.

What Bad Reporting Looks Like: The 5 Wild Tells

RED FLAG SPOTTER

Red Flag Pattern	How The Agency Masks Reality	What The Re-Pull Exposes
1. Proprietary Score	Invented visibility indexes, proprietary "authority" numbers with no export file.	Zero raw export data behind the graph; mathematically uncheckable.
2. Best-Week Screenshot	Selecting an isolated 7-day spike out of a 90-day downward slide.	Window-to-window export exposes the true negative trajectory.
3. Engine Soup Blending	Blending Bing, Google, ChatGPT, and Claude into one blended total.	Hides a catastrophic Bing collapse inside a superficial chat anecdote.
4. Bot-Blind Vanity Totals	Citations counted without query share; traffic counted without bot filtration.	On our fleet, ~6 in 10 visits are bots; unsegmented traffic averages two worlds.
5. No-File Presentation	Delivering report live via slide deck or screenshare with no raw file left behind.	The tell of tells: designed to prevent forensic re-pulling after the call.

THE FINAL PRE-SIGNING TEST FOR BUYERS

Before signing with any agency — us included — demand last month's report for an existing client (redacted as needed) and **the source exports behind one number in it**. Run the re-pull yourself: same export, same dates, same figures. If their numbers survive your audit, sign. If they dodge, you just saved twelve months of retainer fees.