WORKED EXAMPLE / FICTIONAL

Should this page mention price?

A prospective customer searches “bridesmaid dress hemming price.” In this fictional example, Harbor Stitch’s service page explains fittings and never explains how a quote works.

> **The row from Search Console**
>
> Exact page: harborstitch.example/hemming. Web · US · mobile. August 1–28, 2026. Six clicks from 600 impressions gives a 1.0% click-through rate. Average position was 8.4.

Check what the customer can learn

Read the page from search result to fitting link. Could someone tell whether the studio can quote a dress sight unseen? In this case the owner confirms that lining, layers and shoes matter.

Make one supportable edit

Place a note beside the fitting link: “We quote hemming after seeing the lining, layers and shoes you’ll wear. Bring your dress and shoes to a fitting for an estimate.” Keep a copy of the previous wording.

Set the review before publishing

After the edit became visible, September 1–28 produced nine clicks from 600 impressions. CTR moved from 1.0% to 1.5%, a gain of 0.5 percentage points. With only three additional clicks, keep observing and check for seasonal demand or other page changes.

Open the full WebsiteTraffic walkthrough

PRINT AND WRITE

Try one query on your site

Use Performance Search results. Filter to an exact page URL, open Queries and choose a completed period. Bring one query row and the actual page to this worksheet.

Exact page and query

Property, dates, device, country and search type

Clicks _____ Impressions _____ CTR = clicks ÷ impressions _____

What did this person need? What does the page show today?

One verified change, owner and date the change became visible

Next complete comparison window and review date

When to wait

If impressions are zero, leave CTR blank. If the query disappeared, record “missing.” Separate brand searches. Hold the edit when you cannot verify the answer, or when two periods use different filters.