

TRACKING GUIDE

Speato Partnership Tracking Guide

Your partnership should move real numbers. This is a simple way to measure the difference, before and after, so you can see the impact for yourself and show it to anyone who needs to see it.

Why this matters

Your Speato partnership creates three measurable outcomes: improved search rankings, increased AI citations, and credible backlinks. This guide helps you document the impact.

Before your partnership launches

Take a baseline snapshot of your current state. You need three things: your current rankings for key business terms, your current citation mentions in AI systems, and your current backlink profile.

Use a rank tracking tool of your choice, SE Ranking, Semrush, Ahrefs, or similar, to track your rankings. Identify five to ten keywords that matter to your business. Record where you rank for each one. Use an AI citation tracker or search manually in AI systems for mentions of your business. Count how many times you appear. Use a backlink checker to count your current backlinks.

After your partnership content goes live

Wait one week, then two weeks, then four weeks. At each checkpoint, repeat the same measurements: rankings for those ten keywords, citations in AI systems, and backlinks. Track the growth at each interval.

What you're looking for

Rankings

Are you moving up for your target terms? Even small movements matter early on.

Citations

Are AI systems citing your partnership content? This is new visibility you didn't have before.

Backlinks

Are you gaining links from your partner's website and their audience? Quality matters more than quantity.

How to present your results

Show the before and after. A simple table works: keyword, starting rank, rank after four weeks. Same for citations and backlinks. The story is in the delta, what moved and why it matters for your business.