# One problem. One useful task.

Use public page or listing details. Do not include confidential client or case information.

**Choose the work after checking the evidence.** Unknown evidence means investigation first. An active misleading claim or broken contact path needs prompt review.

☐ Technical ☐ On-page ☐ Content ☐ Local ☐ Off-page

## 1. Problem

Which exact page, listing or user action is affected? What did you observe?

## 2. Evidence

Source and checked date; device, location or other conditions; what remains unknown.

## 3. Proposed owner

Who can make the change? Who must review it? Confirm responsibility and due date.

## 4. Change

Describe the smallest useful revision and any dependency. Preserve a backup.

## 5. Verification

Define the repeatable check, evidence of completion and later outcome review.

Status: [ ] Investigate [ ] Ready for review [ ] Implemented, verification pending [ ] Verified
Agreed due date: _____ Next outcome review: _____

# Worked example: review advice

Documented editorial finding in a saved LawSEO page; not a client performance case study.

We tested the brief against the earlier version of **Types of Law Firm SEO** saved October 31, 2026. The article selected satisfied clients and positive reviews. We compared that advice with Google Maps policy on November 1, 2026.

### 1. Problem

The earlier article advised selective positive-review requests. This is content guidance affecting local marketing.

### 2. Evidence

The archived article text and Google Maps rules on Fake Engagement and Rating Manipulation. Those rules prohibit selectively soliciting positive reviews and incentives.

### 3. Proposed owner

Article editor for the wording; an authorized profile manager for any actual request process. The firm should review professional obligations and confidentiality.

### 4. Change

Use a neutral invitation to describe a genuine experience. Do not choose recipients by expected rating, offer incentives, or pressure people about what to write.

### 5. Verification

Read every review-request recommendation in the revised article. Inspect real request templates separately before claiming the operating process was corrected.

**Limits:** No law firm messages were inspected. No actual solicitation violation, ranking gain or business result is established. A published edit and an improved outcome are separate observations.

Sources: Google Maps prohibited and restricted content (checked November 1, 2026); saved October 31 version of LAWSEO Types of Law Firm SEO. The public page may change after that snapshot.