EVI Framework

A practical review of experience, value and influence

Use EVI to organise a discussion about organic visibility. Start with the pages and customer questions that matter to your business. This guide is a planning aid, not a prediction of rankings, traffic or AI citations.

01 / Experience: can people use what you publish?

Review how a visitor reaches the right information and takes the next step. Include mobile usability, navigation, accessibility, page loading, broken links and enquiry forms. Check whether important pages can be crawled and indexed before making assumptions about search performance.

- Open a priority page on a phone and complete its main task.
- Check important URLs in Search Console and record any indexing exclusions.
- Check the page title, main heading and internal links for clarity.
- Send a labelled test through the enquiry journey and verify receipt.

Notes and evidence

02 / Value: does the page answer a real question?

Choose a specific customer question and assess the page against it. Use relevant examples, clear explanations and evidence you can substantiate. Explain the scope and limits of results. Review AI-assisted content for accuracy, originality and usefulness before publication.

- Identify the question and intended reader for each priority page.
- Remove unsupported claims and update dated material.
- Add concrete examples from work you are permitted to discuss.
- Make the next action relevant to the page's purpose.

Notes and evidence

03 / Influence: where else can people learn about the business?

Review relevant professional profiles, publications, genuine reviews and industry relationships. Look for accurate descriptions and credible context. Mentions and links are evidence to assess, not a reason to manufacture endorsements or buy ranking promises.

- Check the accuracy of important third-party business profiles.
- Record credible references to the business and the context around them.
- Identify useful contributions you could make to industry conversations.
- Keep permission and supporting records for testimonials and case studies.

Notes and evidence

Your working notes

Record observations before deciding what to change. Keep sensitive information in your approved business systems.

Priority page or customer question

Experience observations and evidence

Value observations and evidence

Influence observations and evidence

What remains uncertain?

One change to investigate, responsible person and review date

Using your notes

Review enquiry quality and relevant business activity alongside search data. Changes in visibility can have several causes. The three EVI areas are discussion lenses; this public guide does not assign calibrated ranking weights.

Discuss a specific issue

Tell Digimark what you are trying to change and what you have already tried. A conversation can begin with a service enquiry. Scope and commercial terms are discussed privately.

digimark.com.au/contact/

Further reading

Google documentation: reference 1