

A COMPLETE EXAMPLE / 18 OCTOBER 2026

Alder & Beam Surveying

A clear service.
A considered plan.
Honest measurement.

Prepared by Plotline on 18 October 2026. Fictional practice. Expert-review draft. No client results or live search observations.

This sample shows what useful specialist content, a bounded delivery plan and honest reporting could look like for an independent period-home surveying practice. Alder & Beam Surveying is invented for the demonstration. Bristol, Bath and Keynsham are a proposed compact service area, subject to real coverage confirmation. Nothing here establishes a firm's qualifications, RICS status, trading history or service availability. The service copy below is proposed wording for approval, not a statement that this fictional firm operates.

FICTIONAL DEMONSTRATION

Fictional demonstration; unpublished expert-review draft. No client results or live AI observations.

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Level 3 surveys for older homes in Bristol and Bath

Fictional practice; technical review and company-specific approval required before publication.

Understand the house behind the details.

A Victorian terrace can offer generous rooms, original joinery and a place in a neighbourhood you already love. Before you commit, you need a clearer view of its condition and the questions that still need answering.

A Level 3 survey provides a detailed assessment to support that decision. It looks beyond a property's presentation to explain its construction, visible condition and the implications of identified problems. The aim is a more informed next step: proceed, seek further advice, reconsider your plans or discuss concerns with your legal adviser.^{[1][2]}

For a home in Bristol, Bath or nearby Keynsham, start by sharing the property details and what you hope to do with it. The survey level should follow the building and your plans.

Primary action: Request a survey quote.

Secondary action: Compare Level 2 and Level 3.

Is Level 3 the right choice for this property?

Level 3 is often appropriate for older, larger, altered, unusually constructed or neglected homes, and where substantial work is planned. That does not mean every Victorian house needs the same service. Age is one factor; condition, construction, complexity and previous changes also matter.^[1]

Send the property listing, approximate age, address and anything that concerns you. Mention a proposed extension, roof conversion, visible cracking or a room you could not access. These details help a suitably qualified surveyor recommend a proportionate scope before you book.

If the house is straightforward, conventionally built and in reasonable condition, discuss whether Level 2 would meet your needs. Choosing the right survey is more useful than simply choosing the highest number.

The service, explained

What a detailed survey helps you understand

The inspection and report should help you connect the building's condition with your decisions. You should be able to identify the important findings, understand their implications and see what needs attention next.

That includes the accessible parts of the main building, relevant permanent outbuildings and grounds within the agreed service. Inspection methods depend on safe access and the circumstances on the day. A useful report distinguishes observations, professional interpretation and areas where a confident conclusion is not possible.^{[2][3]}

You can then ask focused questions: Which matters need attention before purchase? Which are maintenance priorities? Is another specialist needed? What information should the solicitor request? The report supports a decision; it does not make that decision for you.

What the survey cannot promise

A Level 3 inspection is detailed, but it does not involve routinely opening up the building. Fitted finishes, stored possessions, access restrictions and safety can limit what is visible. An inaccessible area should be identified in the report, with its implications explained. Hidden defects cannot all be ruled out.^[2]

Electrical, gas, heating and other installations are not given specialist safety tests as part of the standard survey. Where a concern warrants separate investigation, the report should explain the next step. A survey is not an electrical certificate, boiler service or guarantee of future performance.^[2]

A market valuation is not included in the standard RICS Level 3 service. Repair cost estimates and other extra work need explicit agreement. Ask what the quote includes rather than assuming these are standard.^{[1][3]}

The service, explained

Give the surveyor the questions that matter to you

Your concerns help shape a productive discussion. You might want to understand the implications of a changed layout, a converted loft, evidence of past repairs or work you intend to undertake after purchase. Share those points before the inspection, along with any documents already available.

For an older home, describe what you know and what you only suspect. A photograph of a mark on a wall can help introduce a question; it cannot establish a diagnosis. Avoid relying on a seller's explanation without giving the surveyor an opportunity to consider it.

If the building is listed, has shared elements or is held on a lease, flag that early. Ask which questions belong with the surveyor and which need your solicitor or another adviser. Agree the boundaries before commissioning additional work.

A clear route from enquiry to report

1. Share the property. Provide the address, listing, property type and purchase stage. Add your main concerns and any planned changes. There is no need to have diagnosed a problem before asking a question.
2. Agree the service. Review the proposed survey level, written scope, fee and access arrangements. Confirm any extras and the expected inspection and report dates before instructing the work.
3. Read the findings with your next step in mind. Use the report to separate important issues from routine upkeep. Ask for clarification where wording is unclear and follow up any recommended investigations before making commitments that depend on them.
4. Keep the right advisers involved. A condition report, legal enquiries and any specialist investigations answer different questions. Make sure the relevant findings reach the professionals helping with your purchase.

The service, explained

Questions before you request a quote

Does the mortgage valuation replace a survey? No. A lender's valuation serves a different purpose and should not be treated as a detailed condition survey.^[4]

Will the survey tell me whether to buy? It provides information and professional advice about condition within its scope. Your decision also involves price, finances, legal matters and how you intend to use the home.

Can you inspect everything? No. Safe access and the agreed scope matter. Tell the surveyor about any known restrictions and ask how limitations will be reported.

How much will it cost, and when will the report arrive? Request a property-specific quote and agreed dates. A useful quote makes the inclusions, exclusions and any optional work clear. No fee or turnaround is assumed in this example.

Tell us about the home you are considering

Start with the property address, a listing link and the questions you would like the survey to help answer. Add your likely purchase timescale and whether you are planning substantial changes.

The next step is to confirm coverage, discuss a suitable service and provide written terms. You can ask for a sample report before deciding whether the service meets your needs.

Request a survey quote

Form fields: name; email; property address or postcode; listing URL; property type; purchase stage; main concerns; planned changes. Essential contact and privacy wording requires client approval. No payment or professional instruction is taken in this demonstration.

APPROVAL STATUS

Fictional practice; technical review and company-specific approval required before publication.

Level 2 or Level 3 for a Victorian terrace?

Complete article draft / technical and practice-specific approval required

A Victorian terrace is not automatically a Level 3 instruction. Its age is a useful starting point, but the choice also depends on its condition, construction, alterations and what you plan to do with it. Ask a suitably qualified surveyor to consider the actual house before choosing a service.^{[1][5]}

If your aim is to understand which survey will answer your questions, start with the building rather than the report's name. A recently decorated interior and an attractive listing are not enough to establish that a house is straightforward.

What Level 2 is designed to do

Level 2 is generally suited to conventionally built properties in reasonable condition. It assesses the main elements and provides advice on identified problems and maintenance, but it is not intended to provide the same depth of repair analysis as Level 3. Some services include a valuation; the survey-only version does not.^{[1][5][6]}

That can be a sensible scope for the right house. Ask the surveyor to explain why it is suitable for the specific terrace, especially if there are older materials, visible defects or previous changes. A lower service level should be a reasoned choice, not a way to avoid discussing the building.

When Level 3 deserves a closer look

RICS identifies older, larger, altered, unusual and run-down properties, or major planned works, as reasons to consider Level 3. The service provides a more detailed assessment and discussion of defects, remedial options and future maintenance.^{[1][3]}

For your terrace, make a list of anything that changes the picture: extensions, a loft conversion, structural changes, areas in poor condition or an intention to undertake substantial alterations. These are points for discussion, not diagnoses and not an automatic checklist that selects a survey without professional judgement.

Two houses of the same age can need different scopes. The most helpful question is: "Given this property's condition and changes, what would I gain from Level 3, and what would remain outside the inspection?"

Choose the scope, not just the number

Bring five questions to the initial conversation

1. What makes the recommended level suitable? Share the listing and any known history. Ask for the reasoning in relation to this house, rather than a general age rule.
2. Which alterations or concerns need particular attention? Mention converted spaces, changed layouts and anything you noticed at the viewing. Distinguish what you know from what you have been told.
3. What can be accessed? Discuss occupied rooms, roof-space access, belongings or other restrictions. Ask how an uninspected area will appear in the report.
4. Which additional services might be relevant? Confirm whether valuation, repair cost advice or a separate specialist investigation would need another instruction.
5. How can I discuss the findings? Ask what opportunity there is to clarify the report and who will answer questions about technical wording.

Keep the answers with your quote and terms. This makes it easier to compare proposals on scope rather than price alone.

A more detailed survey still has limits

Level 3 does not mean lifting every floorboard or exposing every hidden part of the structure. The standard service is constrained by access, safety and the agreed terms. It cannot provide certainty about every concealed defect.^[2]

Nor does it provide specialist tests of the electrical, gas or heating systems. An observation about an installation is different from a safety test. If an issue needs another professional, ask what question that investigation must answer and when it is needed.^[2]

Do not assume that a recommendation for further investigation makes the survey useless. The important distinction is between a limitation that has been explained and a significant uncertainty that needs a specific next step. Ask for clarification if that distinction is unclear.

Choose the scope, not just the number

Check the person and the proposed service

Verify professional details directly rather than relying on a badge in a brochure. Ask about relevant competence for the property and confirm the precise report format, service level and terms. RICS membership, firm regulation and permission to use branded report products are matters to establish, not interchangeable claims.^[7]

A sample report can help you assess how findings and limitations are communicated. Look for clear explanations rather than a report length promise. If you have particular plans for the house, check whether the proposed scope addresses them or whether you need separate advice.

Choose the scope that supports your next decision

Before booking, you should understand why the survey level fits the house, what will be inspected, what is excluded and how significant uncertainties will be handled. Confirm the fee and agreed dates in writing.

If you are considering a Victorian terrace around Bristol, Bath or Keynsham, the next useful step is to share the property details and your plans with a qualified surveyor. You do not need to decide the survey level alone.

Compare the proposed Level 3 service, then request a property-specific quote.

APPROVAL STATUS

Fictional practice; technical review and company-specific approval required before publication.

03 / METADATA

The page behind the page

Proposed metadata / production destinations do not yet exist

Service page

META TITLE

Level 3 Surveys Bristol & Bath | Alder & Beam

META DESCRIPTION

Buying an older home in Bristol or Bath? Understand Level 3 surveys, inspection limits and the questions to ask before requesting a tailored survey quote.

PROPOSED URL

/level-3-surveys-bristol-bath/

Buyer guide

META TITLE

Level 2 or Level 3 for a Victorian Terrace? | Alder & Beam

META DESCRIPTION

Choosing a survey for a Victorian terrace? Compare Level 2 and Level 3, understand the limits, and prepare the right questions for a qualified surveyor.

PROPOSED URL

/guides/level-2-or-level-3-victorian-terrace/

BEFORE IMPLEMENTATION

The paths below are proposed production URLs, not existing live pages. Build or confirm each destination before publication; do not ship broken placeholders. Bristol/Bath/Keynsham references are one coverage plan, not evidence of local instructions or offices.

O3 / INTERNAL LINKS

Give each page a useful next step

Every destination below requires implementation or confirmation.

01 / Home navigation and hero

Anchor: Level 3 surveys in Bristol and Bath

Destination: /level-3-surveys-bristol-bath/

Lead qualified buyers to the service explanation

02 / Service page, survey-choice section

Anchor: Compare Level 2 and Level 3 for a Victorian terrace

Destination: /guides/level-2-or-level-3-victorian-terrace/

Support selection before requesting a quote

03 / Article, final action

Anchor: Level 3 surveys in Bristol and Bath

Destination: /level-3-surveys-bristol-bath/

Return informed readers to the relevant service

04 / Service page, quote actions

Anchor: Request a property-specific quote

Destination: /request-a-quote/

Explain next steps and gather property details

05 / Service page, approval-dependent trust section

Anchor: Meet your surveyor

Destination: /about/

Verify named people and relevant competence

06 / Quote form, privacy explanation

Anchor: How enquiry details are used

Destination: /privacy/

Explain actual handling before a live enquiry

07 / Coverage hub, once genuinely useful

Anchor: Surveying homes in Bristol / Bath / Keynsham

Destination: /areas/bristol/; /areas/bath/; /areas/keynsham/

Only publish distinct, evidenced local detail; no town-name duplicates

O4 / BEFORE AND AFTER

More useful words. No invented proof.

ENTIRELY INVENTED EXAMPLE

Entire example invented. This is not a quotation from a prospect's website and not a measured improvement.

Before – fictional generic copy

“We provide comprehensive, professional building surveys across the South West. Our expert team offers complete peace of mind with the highest-quality reports at competitive prices. Contact us today.”

After – proposed specialist copy

“Buying an older home in Bristol or Bath? A Level 3 survey can help you understand its condition, the implications of visible defects and which questions need further investigation. Share the property listing and your plans to discuss the right survey level and receive a property-specific quote.”

Why the rewrite is more useful

- A recognisable buyer and place: older-home buyers in a defined proposed area, rather than an unbounded regional promise.
- A decision the service supports: understanding condition and next questions, rather than “complete peace of mind”.
- A defined next action: share a listing and discuss scope before a quote.
- No invented proof: no years in business, team size, awards, customer results, guaranteed findings or unexplained “expert” claim.
- What remains to validate: actual service area, professional competence, precise scope and enquiry process. No conversion uplift has been measured.

Establish the baseline

Plotline subscription: £895/month plus applicable taxes. Three-month minimum: £2,685 plus applicable taxes, paid monthly. Service starts on your first payment date and renews on the same date each month, or the last day in a shorter month. After the initial three months, cancel before your next renewal to finish at the end of your paid period. Monthly GBP invoices are sent manually through Stripe. No setup fee. Covers one existing editable website (up to 30 indexable pages), one Business Profile and three priority towns. This is a delivery example, not a contract.

Month 1 / Establish the baseline

Purpose: Agree who the practice can help, what it can substantiate and how a worthwhile enquiry will be recognised.

- Obtain appropriate delegated access to the website, Search Console, analytics and one verified Business Profile. Confirm who can approve surveying content. No shared-password request.
- Inventory up to 30 indexable pages; check crawl/index access, response codes, canonical signals, titles, internal links and the quote path. Record actual findings with URLs and screenshots rather than presuming defects.
- Agree Bristol, Bath and Keynsham as proposed priorities only after genuine coverage and practical capacity are confirmed.
- Define and test a successful enquiry event. Keep telephone-link clicks separate from completed conversations. Agree a simple manual method to deduplicate and qualify enquiries, with privacy/access arrangements confirmed first.
- First technical allowance: up to two hours total. Provisional queue: 30 minutes to verify events and remove duplicate test triggers; 45 minutes for the highest-impact confirmed index/navigation issue; 30 minutes for quote-form/mobile recovery; 15 minutes for readback and change log. These are planning allocations, not defects found or completed work. Reassign the same two-hour cap after the audit; quote larger work separately.
- Establish the 12-question AI observation record across the three named platform surfaces where available. Record unavailable checks honestly.
- Supply a baseline report, approved content brief and prioritised 90-day roadmap; hold one 30-minute review.

Content units promised this month: none. The substantial service page and article in this sample illustrate later content work; they are not additional Month 1 commitments.

Build, then refine

Month 2 / Make the service easier to understand

Content unit 1: Substantial refresh of the Level 3 Bristol/Bath service page, using Section O1 as the example draft. Confirm all firm-specific details and technical approval before publication.

Content unit 2: New “Level 2 or Level 3 for a Victorian terrace?” article, using Section O2 as the example draft. Add the agreed internal links and approved reviewer details.

Each unit includes up to 1,200 words, one consolidated revision and the client's qualified technical review. Work on both only within agreed editorial capacity. Delayed approval is reported as a dependency, not silently counted as publication.

Use up to two technical hours for confirmed priority fixes and implementation tasks within the existing site. Maintain accurate approved Business Profile details, provide review-request guidance without purchased or fabricated reviews, repeat the dated AI sample and deliver one monthly report plus a 30-minute review.

Month 3 / Refine around real buyer questions

Content unit 1: A new guide to preparing useful questions and documents for an older-home survey. The brief should respond to actual practice questions; do not publish a generic list as supposed client insight.

Content unit 2: One substantial coverage-page refresh for the highest-priority town, selected from verified enquiries and available local expertise. Include genuine coverage boundaries and approved, non-confidential examples. If evidence is insufficient, substitute a service FAQ refresh rather than inventing local experience.

Repeat the same two-hour technical cap, one-profile upkeep, observation panel, report and review. Compare consistent periods and explain access or tracking changes. Decide the next priorities using enquiry relevance and delivery capacity, without treating three months as a ranking or results deadline.

Capacity and boundaries

Two content units per month begin in Month 2, not Month 1. One unit is one new page or one substantial refresh, not unlimited writing. Technical work has one active queue; unused capacity does not roll over. Additional territories, websites, profiles, redesigns, migrations, hosting, advertising, paid placements, extra revisions and third-party charges need a separate scope. The client retains accounts and approved content. Professional approval is part of the workflow, not a qualification supplied by Plotline.

What happened. What it means. What comes next.

Report status: template only. No analytics accounts connected. No real baseline or improvement exists. Populate from approved exports in a real engagement. Use equal-length, explicitly dated periods, record platform time zones and filters, and flag missing or partial data. Month 1 establishes the baseline; its absence is not zero performance.

What happened, what it means, what happens next

1. Delivery: list the actual published URLs, approval dates, technical change log and time used against the cap. Drafted, approved, implemented and live are separate statuses.
2. Relevant discovery: show search activity for the agreed service pages and buyer-query group, with branded and non-branded views separated where data permits. An increase in impressions alone is not a business result.
3. Enquiry quality: report deduplicated genuine enquiries, the subset matching the agreed service/coverage definition, and known instructions confirmed by the practice. Do not turn anonymous clicks into clients.
4. AI observations: report the actual checked denominator and retained evidence. Explain platform availability, changing answers and sampling limits.
5. Decision: name one next priority, why it follows from the evidence, what will be delivered and what approval is needed.

Synthetic arithmetic example – never a results chart

Every number in this paragraph is invented to demonstrate calculation. It is not a real baseline, forecast, target or improvement. A synthetic dataset of 40 search clicks and 1,000 search impressions gives a synthetic CTR of 4.0%. A separate synthetic enquiry ledger containing 8 deduplicated genuine enquiries, of which 3 meet the agreed fit criteria, gives 37.5% qualified enquiries. These datasets have different scopes and are not joined. No before/after increase, attributed revenue, instructions or ROI is implied. A live report replaces all illustrative values with sourced data or displays “not available”.

Define the measure. Keep its limits visible.

No measured results appear in this sample. Definitions apply only to an agreed, sourced dataset.

Google Search clicks

Search Console clicks for the stated property, search type, pages, dates and filters; interactions sending people from eligible search results to the site under Google's counting rules.^[9]

Cannot establish: Unique people, enquiries or a fixed rank

Search impressions

Search Console appearances counted according to result-type visibility rules; keep the same aggregation and filters.^[9]

Cannot establish: That every person read the page or noticed the business

Search click-through rate

Clicks divided by impressions for the same filtered dataset, expressed as a percentage.^[9]

Cannot establish: A conversion rate or isolated proof of better copy

Average position

Search Console's average of the relevant topmost positions over recorded impressions.^[9]

Cannot establish: A universal rank for a town or a reliable placement on every buyer's screen

Organic landing sessions

Analytics sessions with the agreed organic acquisition definition, landing-page filter, dates and attribution scope. Export the exact report configuration.^[10]

Cannot establish: Complete traffic when consent, blockers or instrumentation exclude visits

Define the measure. Keep its limits visible.

No measured results appear in this sample. Definitions apply only to an agreed, sourced dataset.

Confirmed form enquiries

Successful server-confirmed form deliveries, excluding test/spam events; match to the enquiry record and deduplicate contacts about the same purchase

Cannot establish: Button presses or every attempted submission

Telephone intent

Website telephone-link clicks and Business Profile call-button clicks, shown separately.^[11]

Cannot establish: Answered calls, unique callers or qualified enquiries

Qualified enquiries

Manual count of deduplicated genuine enquiries matching agreed geography, requested service and buyer stage; retain the qualification reason

Cannot establish: An instruction or attributed revenue

Instructions

Practice-confirmed engagements from the agreed enquiry cohort, with attribution confidence stated

Cannot establish: All business generated by search or profit

AI sample citation presence

Checked, available observations containing a source link to the practice divided by all valid observations; exact question/platform/date retained

Cannot establish: Market share, universal visibility, sentiment or ranking

Sample principal-facing commentary

"The service explanation and comparison guide are ready for your technical review. Publication is pending that approval. Search and enquiry results are not available in this demonstration. The next delivery priority is to confirm the survey scope, coverage and quote process, then publish the approved pair of pages and verify the enquiry event. We will assess real performance only after measurement is working and enough comparable data exists."

07 / AI OBSERVATION PANEL / 1 OF 2

Questions to check. Nothing observed yet.

PLANNED CHECKS / NOT RUN

Panel status: planned checks, not run. No generated answers, practice mentions or citations are presented as observations. Ask each exact question once per month on ChatGPT with search, Perplexity and the agreed Google AI search surface where accessible. The planned schedule is 12 questions across 3 surfaces: at most 36 initial observations per monthly run. Do not fill unavailable cells with zero or imply the sample represents all buyers.

Q01 / NOT RUN

Do I need a Level 2 or Level 3 survey for a Victorian terrace in Bristol?

Buyer need: Select the survey level

Planned destination: Comparison article

Q02 / NOT RUN

What does a Level 3 survey cover on an older house in Bath?

Buyer need: Understand scope

Planned destination: Level 3 service page

Q03 / NOT RUN

Does a Level 3 survey include a valuation?

Buyer need: Avoid scope assumptions

Planned destination: Service-page limitations

Q04 / NOT RUN

Will a Level 3 survey test the electrics and boiler?

Buyer need: Understand exclusions

Planned destination: Service-page limitations

Q05 / NOT RUN

What should I tell a surveyor before they inspect a period home?

Buyer need: Prepare the brief

Planned destination: Preparation guide, Month 3

Q06 / NOT RUN

How do I choose a surveyor for a Victorian house in Bristol?

Buyer need: Evaluate competence

Planned destination: Approved about/service pages

07 / AI OBSERVATION PANEL / 2 OF 2

Questions to check. Nothing observed yet.

PLANNED CHECKS / NOT RUN

Q07 / NOT RUN

Can a surveyor inspect every part of a furnished older house?

Buyer need: Understand access

Planned destination: Service–page limitations

Q08 / NOT RUN

Is a mortgage valuation the same as a home survey?

Buyer need: Distinguish services

Planned destination: Service–page FAQ

Q09 / NOT RUN

Which survey should I discuss for an older house with a loft conversion?

Buyer need: Assess complexity

Planned destination: Comparison article

Q10 / NOT RUN

Who can provide a Level 3 survey in Keynsham?

Buyer need: Find a relevant provider

Planned destination: Approved coverage/service pages

Q11 / NOT RUN

What happens if a home survey recommends further investigation?

Buyer need: Plan the next step

Planned destination: Comparison article

Q12 / NOT RUN

What information do I need to request a Level 3 survey quote in Bath?

Buyer need: Request a useful quote

Planned destination: Quote page

07 / AI OBSERVATION PROTOCOL

A sample is not a universal ranking.

No live answers, source citations or practice mentions have been collected.

Record the conditions

Required observation fields: observation ID; question ID and exact prompt; date/time/time zone; platform and named surface/mode; model/version if shown; signed-in state; known location/language settings; new-session status; search availability; whether an AI answer appeared; practice mention yes/no/not assessable; practice source citation yes/no/not assessable; exact cited practice URL; other source URLs; shareable capture or screenshot path; reviewer; limitation notes. Avoid using private client case details in prompts.

Keep statuses distinct

Allowed statuses: not run; unavailable; valid observation with no AI answer; valid AI answer with no practice mention; practice mentioned without a source link; practice source linked. A mention and a citation are different measures. A fictional unpublished practice should not be expected to appear. Do not seed its name into non-branded prompts to manufacture presence.

Interpret with care

Interpretation: keep the questions stable for comparison; if a question or surface changes, mark the break. Use a real capture to support each claimed citation. No screenshot in this sample purports to show a live AI result. Google guidance supports accurate, accessible content; it does not promise inclusion or prescribe special AI files.[\[8\]](#)

O8 / APPROVAL CHECKLIST

What needs a real practice behind it.

These are approval dependencies, not facts to infer. Keep them out of public claims until verified. No RICS logo, membership number, badge, review stars or customer quotation is supplied by this sample.

O1 / Professional service: qualified surveyor confirms suitability wording, inspection methods, exclusions, optional services, report format and technical accuracy against the current applicable standard and actual terms.

O2 / Identity and authority: legal/trading name, named people, relevant qualifications, firm regulation status and any branded-report licence are verified directly. Actual credentials and experience: requires client approval.

O3 / Coverage: Bristol, Bath and Keynsham boundaries, property types accepted and practical capacity are confirmed. Offices and past local instructions: requires client approval.

O4 / Commercial facts: actual survey fees, VAT treatment, availability, inspection dates, report turnaround, cancellation and payment terms: requires client approval. Plotline's £895 fee is the agency subscription, not a surveyor's inspection fee.

O5 / Contact: real telephone/email/address, enquiry recipient and response expectations: requires client approval. No invented contact endpoint is used.

O6 / Trust material: approved sample report, documented local knowledge and permission for any future case study or testimonial: requires client approval. None is fabricated here.

O7 / Editorial responsibility: author and qualified reviewer, review date and future review owner are confirmed. Technical approval is recorded before publication.

O8 / Measurement: exact event definitions, consent handling, access permissions, CRM qualification method and reporting windows are agreed and tested.

O9 / Implementation: all internal destinations exist, metadata matches visible copy, layout works on mobile, quotation/privacy flow is accurate and structured data contains only verified facts.

O10 / Publication: client approves the final rendered version and destination. This sample is local/unpublished; no live data, search position or platform endorsement is claimed.

O9 / PRIMARY SOURCES / 1 OF 2

Read the source.

Reference numbers in the draft link here; underlined source titles open the primary documents.

O1 / PRIMARY REFERENCE

RICS: house surveys, types and suitability – age/condition/complexity and Level 2/3 selection; valuation distinction.

O2 / PRIMARY REFERENCE

RICS: description of the Home Survey Level 3 service – inspection access, non-invasive limitations, services, report and agreed extras. Read pages 1–7.

O3 / PRIMARY REFERENCE

RICS: scope of inspection, Level Three – materials, defects, maintenance and optional cost advice.

O4 / PRIMARY REFERENCE

RICS: consumer guide to Home Surveys – lender valuation distinction (page 5); survey comparison (pages 8–12).

O5 / PRIMARY REFERENCE

RICS: scope of inspection, Level Two – conventional property suitability, intermediate service and repair–advice boundary.

O6 / PRIMARY REFERENCE

RICS: description of the Home Survey Level 2 service – survey-only service and scope. Branded valuation services have separate descriptions.

O7 / PRIMARY REFERENCE

RICS: Home Surveys and branded-report licensing and Home Survey Standard, first edition – qualified service, licence and professional scope responsibilities. No credential inference made about the fictional firm.

09 / PRIMARY SOURCES / 2 OF 2

Read the source.

Reference numbers in the draft link here; underlined source titles open the primary documents.

08 / PRIMARY REFERENCE

Google Search Central: AI features and your website – SEO foundations, eligibility, accessible text/internal links, no special AI markup and no inclusion guarantee. Google documentation surfaces can change; verify actual reporting access in the real account rather than assuming a dedicated AI report exists or is absent.

09 / PRIMARY REFERENCE

Search Console: impressions, position and clicks – metric definitions and result-type limits.

10 / PRIMARY REFERENCE

Google Analytics: sessions – sessions are groups of interactions, not people or confirmed enquiries. Report configuration and consent affect interpretation.

11 / PRIMARY REFERENCE

Google Business Profile: performance metrics – call-button clicks differ from answered calls; website clicks are profile interactions. Available metrics vary.

THE NEXT STEP

Technical review, verified practice facts and approval precede publication. This example establishes no credentials, results or live AI presence.