COVER / ORIENTATION / EXECUTIVE BRIEF

Echelon report format preview

This preview shows the structure of a historical Echelon report dated March 2026. The business, market observations, figures and judgments from that case remain masked. It is a guide to the report format, not a current audit or a full intelligence sample.

How the report opens

A client edition would identify the subject and research window, then put the main comparisons beside the decisions they support. In this public copy, each example entry stays redacted so the layout can be reviewed without disclosing case findings.

Executive comparison	Displayed example
Permit comparison	REDACTED
Estimated permit values	REDACTED
Reviews and ratings	REDACTED
Search visibility	REDACTED
Website assessment	REDACTED

The following pages group the baseline, comparison tables, a representative profile and the closing action framework. Masked entries show placement only; they do not establish a ranking or result.

BASELINE / ACTIVITY

Business baseline and permit comparison

A baseline identifies the business and its website before comparing peers. A report should name the record source, date window and coverage for each field. The historical entries below are withheld.

Baseline field	Example entry
Business identity	REDACTED
Website	REDACTED
Review observation	REDACTED
Search observation	REDACTED

Permit-record comparison

The comparison below shows the columns used for listed permits and estimated listed values. A fair read needs the same geography and date window for each contractor. Permit records do not count every completed job or measure revenue.

Contractor	Listed permits	Est. listed value	Recent listed projects
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED

In a client report, the analysis would explain coverage gaps before using those rows to guide a decision. No contractor order or permit total is disclosed in this preview.

DIGITAL COMPARISON

Website and search visibility

The website matrix compares observable features on equivalent pages. Inspection dates, criteria and individual findings belong with the client evidence; the public entries remain masked.

Feature	Subject site	Comparison A	Comparison B
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED

Search and backlinks

A dated search dataset can show ranking terms, modeled organic traffic and referring domains for specified sites. Modeled traffic is an estimate, not measured visits, inquiries or sales.

Domain	Ranking terms	Modeled traffic	Referring domains
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED
REDACTED	REDACTED	REDACTED	REDACTED

A keyword comparison would pair a term with its ranking page and observation date. That context helps distinguish a useful service page from a broad site-level total. The underlying terms and URLs are withheld here.

REPRESENTATIVE DOSSIER

One competitor profile

This profile shows how the report can bring operational and digital observations into one place. The original competitor identity and assessment are withheld.

Profile field	Example entry
Comparison site A	REDACTED
Business identity	REDACTED
Documented activity	REDACTED
Website observation	REDACTED
Search observation	REDACTED
Assessment	REDACTED

What the assessment must connect

A client-facing assessment should state what the source shows, how the comparison changes a decision and what remains unknown. If the dates or coverage differ, the report should not turn the table into a league ranking.

The historical assessment is not reproduced here. The masked fields do not support a ranking or a growth claim.

ACTIONS / METHOD

Recommendations and reading notes

The closing section turns supported findings into work that can be checked. The four planning areas below show the historical section structure; they are not case recommendations or promised outcomes.

Planning area	Case action
Near-term review	REDACTED
Website and content work	REDACTED
Reviews and trust signals	REDACTED
Longer-term decisions	REDACTED

Method in a client edition

Each material comparison needs a dated source, a defined market, a counting rule and a note on gaps. Search estimates must stay separate from actual visits and booked work. Actions then need an owner, a way to measure progress and a point for review.

About this preview

This public PDF demonstrates the layout of a historical report. It does not describe a current report package, price or delivery promise. The free contractor website and competitor audit has a separate scope.