LoftyBiz Refresh-and-Log Sheet

Find pages on page two, refresh the best ones around the questions people type, then log every change and check it in six weeks.

From LoftyBiz 116 — More Search Traffic From Pages You Already Have. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

This week's hour

Open your free search report and sort pages by average position. Pick three that sit between 11th and 20th. For each one, ask: does the page answer the searches it appears for? Refresh the best one properly. Log the change with today's date and a reminder to check it in six weeks.

Page-two candidates (positions 11–20)

Page / URL (notes only)	Avg. position	Searches it appears for	Does the page answer the searches?	Refresh? Y/N	Notes
Example only: boiler servicing page	14	boiler making noise	No — the page never mentioned noise	Y	Rewrite around the questions peop

The first row is an example from the video, not a promise. Leave it in place or replace it with your own page.

Test log — every change gets one line

Date	Page	What you changed	What you expected	Check date (about +6 weeks)	Results
Example only	Boiler servicing	Added a section on common noises, a page would move up	The page would move up	Six weeks later	Example only: clicks climbed to arour

Keep, merge or remove — for pages that compete with each other

Page	Visits in the last year	Still a customer search?	Still accurate?	Label: keep / merge / remove	Redirects to (if merged o
Example only: five sole-trader tax-deadline posts	Varied, they were competing	Yes — customers still search for the deadline	Dates were out of date	Merge into one updated page	Old addresses redirect to the new pag

Three mistakes to avoid: writing new pages before checking what is already close to the top; changing only the date and calling it a refresh; judging a change after a week, when search results usually need several weeks to settle.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

LoftyBiz · loftybiz.net · Systex is our own product. Click the link in the description. No phone numbers.