CONTENT IDEA EXPERIMENT REVIEW

Build the baseline

Write facts and sources before filling the main table. Do not guess at missing information.

Project or subject

Date or period

STEP 1 Write one idea and the specific question the test should answer.

STEP 2 Define the source you will review before publishing or testing.

STEP 3 Record observed results separately from assumptions about why they happened.

STEP 4 Which fact or document still needs checking?

CONTENT IDEA EXPERIMENT REVIEW

Keep a dated record

Record what actually occurred. Reprint this page whenever you need more rows.

Reference period

Review date

RECORD OR REVIEW DATE	CONTENT IDEA OR EXPERIMENT	PERSON RESPONSIBLE	REVIEW PROGRESS	TEST QUESTION, EVIDENCE AND NEXT DECISION

Outstanding question or record to confirm

CONTENT IDEA EXPERIMENT REVIEW

Make the next step happen

Each useful action has an owner, a date and a result that can be checked.

ACTION 1 Write one idea and the specific question the test should answer.

Concrete next action	Owner / due

ACTION 2 Define the source you will review before publishing or testing.

Concrete next action	Owner / due

ACTION 3 Record observed results separately from assumptions about why they happened.

Concrete next action	Owner / due

IMPORTANT CONTEXT

This desk does not publish content, collect analytics or guarantee reach. Test results and interpretations are entered by you.

- [ ] Source checked
- [ ] Next action assigned