Website change diary

Use one copy per change or package of changes. Leave unknown fields marked “unknown”; do not reconstruct missing figures from memory.

Before changing the page

Question	Your record
Page name and address	
Person responsible	
Problem the change addresses	
What will change, including anything changed at the same time	
Intended outcome	
Is this a factual correction, repair, access improvement or optional experiment?	
Where is the saved previous version?	
Starting period and reason for choosing it	
Starting figures, raw counts and source	
If measuring a rate, what is the denominator?	
What counts as a suitable enquiry, completed order or other chosen outcome?	
Comparable unchanged pages or periods, if any; how were they chosen?	
What else could affect the result?	
Proposed review date and why it is appropriate	
What would justify keeping, revising or undoing the optional change?	

What would make the result inconclusive?	
Who decides what happens next?	

Do not delay necessary corrections or access repairs solely to create an experiment. Do not treat traffic as the only measure of whether they should stay.

Change record

Date	Person	Exact change	Other events, promotions or measurement changes

Review

Question	Your record
Actual review date and observation period	
Observed figures, raw counts, denominators and source	
Relevant feedback, recorded without unnecessary customer details	
Were the definitions and measurement method consistent?	
Was the new version actually available and functioning during the period?	

Other events that might explain the result	
What the observations show	
Your interpretation, kept separate from the observations	
What remains uncertain	
Decision: keep / revise / undo optional change / observe longer / stop the experiment	
Reason for the decision and person responsible	
Next action and review date, if needed	

“Too little information to tell” is a valid conclusion. A before-and-after record alone does not establish that the edit caused the result. Preserve the note even if the change did little.