

SEO Visibility Checklist

Get your website on the map with this simple guide to action.

Basic Visibility Check

- ☐ Use `site:yourdomain.com` in Google to see if your site is indexed
- ☐ Set up Google Search Console for your website
- ☐ Submit your sitemap to Google Search Console
- ☐ Check for “noindex” meta tags on important pages
- ☐ Review `robots.txt` to ensure pages aren’t blocked by search engines

Fix the Technical Essentials

- ☐ Create or update unique title tags and meta descriptions for each page
- ☐ Ensure your website is mobile-friendly using Google’s Mobile-Friendly Test
- ☐ Review “Pages” tab in Google Search Console and resolve 404s and other errors
- ☐ Test and improve page load speed using PageSpeed Insights
- ☐ Install SSL (https) if you haven’t already

Content and Keyword Optimization

- ☐ Identify basic keywords your customers are searching for
- ☐ Add relevant keywords naturally into page titles, headers, and body text
- ☐ Refresh outdated content or pages with updated information
- ☐ Start (or restart) a blog with helpful, keyword-informed content
- ☐ Add alt text to all images describing their content

Boost Off-Site and Local Presence

- ☐ Claim and verify your Google Business Profile
- ☐ Add your business to key directories (Yelp, BBB, Chamber of Commerce, etc.)
- ☐ Reach out to partners or industry contacts for backlinks
- ☐ Ensure NAP (name, address and phone number) are consistent across all major listings (Google, Bing, Yahoo, Apple)
- ☐ Share your blog content on social platforms to build visibility
- ☐ Respond to Google Reviews in a timely manner
- ☐ Partner with other local businesses in community outreach initiatives

Track Progress and Build for the Long Game

- ☐ Check Google Search Console monthly for search performance
- ☐ Monitor traffic sources in Google Analytics
- ☐ Use tools like SEMRush or Ahrefs to track keyword rankings
- ☐ Plan for small monthly SEO improvements (1–2 blogs, 1 page refresh, etc.)

Sign Up for the Free Fast-Track Session

- ☐ Sign up for Art Unlimited's Fast-Track Session, "What to Expect from an SEO Partner: Results, Reports, and ROI"

When to Call in Help

- ☐ You've tried the basics but still see no improvement

☐ You don't have time to manage SEO regularly

☐ You want expert help to set up a sustainable SEO strategy

👉 **Need support?** [Visit Art Unlimited](#) to learn how we can help.



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