

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- Refresh outdated content or pages with updated information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.)

Download our Free E-Book

- Download our free E-Book, "Why Your Website Isn't Showing Up on Google — And How to Fix It"

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

Want to Take It a Step Further?

Download our FREE eBook, ***Why Your Website Isn't Showing Up on Google — And How to Fix It***, for practical insights and step-by-step solutions that go beyond the checklist.

- Get your copy now and start turning search invisibility into real visibility.



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