FREE CHECKLIST

Search visibility checklist

Web3matrix
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Work through the sections in order: access first, then content, then reputation. Tick each item when it is true for your website today. Fixing item 1 matters more than anything else on this list.

1 Open the doors

Can search engines and AI crawlers reach your pages?

- [ ] Search engines are allowed to index the site: no site-wide noindex, and in WordPress, 'Discourage search engines from indexing this site' (Settings, Reading) is unticked.
- [ ] robots.txt (yourdomain.com/robots.txt) blocks only private areas and points to your sitemap.
- [ ] You have decided crawler by crawler: OAI-SearchBot allowed if you want to appear in ChatGPT search; GPTBot allowed or blocked by choice.
- [ ] A search for site:yourdomain.com lists your homepage and main service pages.

2 Register with the search engines

Free tools that show what search engines see.

- [ ] Google Search Console is verified and your XML sitemap is submitted.
- [ ] Bing Webmaster Tools is verified, or IndexNow is switched on in your SEO plugin.
- [ ] Search Console's page indexing report has been checked for excluded pages you want found.

3 Fix the technical basics

Problems visitors never see, but search engines do.

- [ ] Every page loads on HTTPS, and only one version of the domain is used (with or without www).
- [ ] Duplicate pages redirect, or point to a preferred version with a canonical tag.
- [ ] Pages work well on a phone and pass Core Web Vitals in PageSpeed Insights.
- [ ] Structured data, where used, is accurate and passes Google's Rich Results Test.

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4 Build one strong page per service

Pages that answer what customers actually ask.

- [ ] Each main service has its own page with a clear, descriptive heading and URL.
- [ ] Each page answers real customer questions: prices or price ranges, timescales, what is included, areas served.
- [ ] Pages include something only you can offer: your process, photos of your own work, real examples.
- [ ] An about page, contact details and named authors show who is behind the site.

5 Set up your local presence

For businesses serving a local area.

- [ ] Google Business Profile is claimed and complete, with the right primary category and current hours.
- [ ] Business name, address and contact details match exactly on the website and profile.
- [ ] You reply to reviews and ask happy customers to leave one.

6 Earn trust off the site

Signals other sites give about you.

- [ ] Reputable local, trade or industry sites link to you or mention you.
- [ ] You are listed in the directories that matter in your industry, with consistent details.

7 Measure and improve

Review monthly; judge trends over months, not weeks.

- [ ] Search Console Performance is reviewed monthly (AI Overviews and AI Mode traffic is included under Web).
- [ ] Pages shown often but clicked rarely have had their titles and opening paragraphs improved.
- [ ] Analytics tracks referrals from chatgpt.com (ChatGPT adds utm_source=chatgpt.com to its links).

Remember

Google does not accept payment to crawl or rank a site, and no one can guarantee a place in AI answers. Be wary of anyone who promises either.