YOUR PRACTICAL TRAFFIC TOOLKIT

Search and AI visibility checklist

Website: ____ Owner: ____ Review date: ____

Be discoverable

- [ ] Open the important page in a signed-out browser. It should load successfully and contain the promised content.
- [ ] Verify site ownership in Google Search Console. Inspect the actual URL and review reported indexing or crawl issues.
- [ ] Confirm important pages are linked from relevant pages on your site. Review the sitemap and canonical URLs.
- [ ] Check for unintended noindex directives or blocked crawling. Make configuration changes only after understanding their purpose.
- [ ] Test mobile readability, navigation, forms and load performance. Ask one person to complete the main task.

Answer one real need

- [ ] Name the reader and the question they need answered.
- [ ] Put the useful answer near the beginning, then show steps, limitations and examples.
- [ ] Add original work: your own screenshot, walkthrough, comparison, measurement, or experience.
- [ ] Use descriptive titles, headings and internal links. Avoid stuffing slight keyword variations into multiple pages.
- [ ] Make authorship, relevant experience, review dates and sources easy to find. Never invent credentials or reviews.
- [ ] Keep business, product and contact details consistent. Use accurate structured data that matches visible content.

Check visibility with evidence

- [ ] Save the query, page URL, observation date and source of any measurement.
- [ ] In Search Console, compare equivalent date ranges. Separate impressions, clicks, click-through rate and average position.
- [ ] Treat an appearance in an AI answer as one observation. Record the exact query, tool, date, cited URL and relevant context. Repeating a prompt can produce a different answer.
- [ ] Measure useful site actions as well as discovery. A citation is not automatically a visit or customer.

Google's guidance connects AI-search visibility with established SEO practices and helpful original content. No checklist guarantees indexing or citations. Check current guidance before changing implementation:

https://developers.google.com/search/docs/fundamentals/ai-optimization-guide

https://developers.google.com/search/docs/essentials/technical

Next action: ____ Owner: ____ Date: ____ Evidence to check: ____