



The Blueprint.

One plan for everything your business does online. Where it stands, what to fix, and what comes next. 160 checks, every one of them printed in this document.

BUSINESS _____

AUDIT RUN _____

TO _____

OF _____

Checks passed, of the checks that apply. Every check in this document is marked pass, fail, not applicable (N/A), or see notes. Nothing is weighted, averaged, or hidden.

Where you stand.

Nine sections, 160 checks. Each one is marked pass, fail, N/A, or see notes, and the full list starts on Sheet 07 so every result can be traced. Anything that does not apply, or cannot be verified from the outside, is marked N/A. It comes off the total, so it never counts against you.

1 • Website & Conversion Paths does the site load, work, convert, and belong to you		_____ of _____ 34 CHECKS
2 • Google Business Profile & Local the listing most customers see first		_____ of _____ 20 CHECKS
3 • Social Profiles & Content accounts, cadence, and where the links go		_____ of _____ 21 CHECKS
4 • Reviews & Reputation what strangers read before they buy		_____ of _____ 12 CHECKS
5 • Tracking & Attribution whether any post can be tied to a sale		_____ of _____ 15 CHECKS
6 • AI Readability & Answer Engines what machines can read about you		_____ of _____ 23 CHECKS
7 • Consistency & Brand Story one business, one story, everywhere		_____ of _____ 17 CHECKS
8 • Competitive Position who is beating you, and on what		_____ of _____ 6 CHECKS
9 • Content Review your last nine posts, scored by hand by our team		_____ of _____ 12 CHECKS

PASSED	FAILED	N/A	SEE NOTES

WHAT YOUR SCORE MEANS	checks passed, out of the checks that apply
90% and up	Compounding. The system works and feeds itself. Protect it.
74% to 89%	Stable. Solid foundation with specific leaks. Fix in order.
53% to 73%	Leaking. Money is escaping weekly. The fix list is urgent.
Under 53%	Critical. The online presence is working against the business.

How this was run. Our team ran every check by hand, from the outside, live during the audit, never assumed from a search result or a previous report. A claim that something is missing was confirmed two separate ways before it printed here. Social numbers were only used after confirming the account posted them. Section 9 is scored against the standard printed under each check.

Nothing here needed a login. All 160 checks run from the outside, with a browser and a phone, and none of them contacted your business. 23 more need your logins or your records, so only you can run them. They are on Your Keys, Sheets 21 and 22. They are not scored, and nothing in this document waited on them.

What is working, and what to fix.

RED FLAGS printed only when found

WHAT IS ALREADY WORKING

THE ONE-LINE READ

Ordered for your goal: _____

Every fix says what to change, where it lives, and why it matters. Some you will do in ten minutes, some you will hand to whoever built your site. These are the ones that move the most, in priority order. Every other failed check is in the full checklist.

SAME-DAY

1

TIME • COST • WHO CAN DO IT

2

TIME • COST • WHO CAN DO IT

THIS WEEK

3

TIME • COST • WHO CAN DO IT

4

TIME • COST • WHO CAN DO IT

5

TIME • COST • WHO CAN DO IT

THIS MONTH

6

TIME • COST • WHO CAN DO IT

7

TIME • COST • WHO CAN DO IT

HABITS

8

HOW OFTEN • WHO OWNS IT

What comes next.

Month one is the fix list. This sheet is months two and three, built around your goal: _____.

MONTH	WHAT TO DO	WHY NOW	WHO DOES IT	HOURS	DONE WHEN	CHECKS IT CLOSES
Month 2						
Month 2						
Month 2						
Month 3						
Month 3						
Month 3						

Do all of this and your score moves from _____ to about _____. Run the free checklist again on day 90 and see.

WHAT YOU DO NOT NEED YET

things you may be told to buy that this audit says can wait, and why

Want this run for you? Every plan starts with the Blueprint, and yours is done.

What to talk about.

Three to five topics your business should keep coming back to. Each starts from a problem your customers already have, and each is something you can prove.

1 PILLAR _____ WHAT IT SELLS _____

THE PROBLEM IT ANSWERS _____

YOUR PROOF _____ WHERE WE FOUND IT _____

THREE ANGLES 1 _____ 2 _____ 3 _____ OF YOUR LAST NINE ____ / 9

2 PILLAR _____ WHAT IT SELLS _____

THE PROBLEM IT ANSWERS _____

YOUR PROOF _____ WHERE WE FOUND IT _____

THREE ANGLES 1 _____ 2 _____ 3 _____ OF YOUR LAST NINE ____ / 9

3 PILLAR _____ WHAT IT SELLS _____

THE PROBLEM IT ANSWERS _____

YOUR PROOF _____ WHERE WE FOUND IT _____

THREE ANGLES 1 _____ 2 _____ 3 _____ OF YOUR LAST NINE ____ / 9

4 PILLAR _____ WHAT IT SELLS _____

THE PROBLEM IT ANSWERS _____

YOUR PROOF _____ WHERE WE FOUND IT _____

THREE ANGLES 1 _____ 2 _____ 3 _____ OF YOUR LAST NINE ____ / 9

5 PILLAR _____ WHAT IT SELLS _____

THE PROBLEM IT ANSWERS _____

YOUR PROOF _____ WHERE WE FOUND IT _____

THREE ANGLES 1 _____ 2 _____ 3 _____ OF YOUR LAST NINE ____ / 9

How often, and what to post.

A pace you can hold beats a pace you cannot. This one is set by who makes your posts today and the hours they have, not by the team you wish you had.

ACCOUNT	PLATFORM	POSTS A WEEK	WHO MAKES THEM
Main			
Second			

Your next nine posts.

Three pillars, three angles each. Topics, not finished posts. The topic of your best post is in here twice, made two new ways.

#	TOPIC	PILLAR	FORMAT	PLATFORM	OPENING LINE	THE ASK
1						
2						
3						
4						
5						
6						
7						
8						
9						

Section 1 · Website & Conversion Paths

CHECKS 1 TO 34

☐ PASS meets the standard ☐ FAIL needs a fix ☐ N/A does not apply here ☐ SEE NOTES written answer in the findings

LOADS & TRUST		P	F	N/A	S/N
1	Your site loads securely, with no browser warning Look for the padlock next to your web address. A "Not secure" warning is a fail.	☐	☐	☐	☐
2	Your homepage loads fast on a phone Run your address through pagespeed.web.dev on mobile. Largest Contentful Paint under 2.5 seconds in the field data passes. If there is no field data, under 4 seconds in the lab test passes.	☐	☐	☐	☐
3	Every link in your top menu goes to a working page Click all of them. Any error page is a fail.	☐	☐	☐	☐
4	No placeholder text anywhere ("lorem ipsum", "Your text here", "John Doe")	☐	☐	☐	☐
5	No dead links on the pages where people buy, book, or contact you Those are your money pages. Click every link on them.	☐	☐	☐	☐
6	Your footer copyright shows this year	☐	☐	☐	☐
7	Your contact email uses your own domain, not gmail or yahoo	☐	☐	☐	☐
8	No expired promotions or past events still showing as current	☐	☐	☐	☐
CONVERSION		P	F	N/A	S/N
9	A first-time visitor can name the one thing you want them to do Show your homepage to someone who does not know your business for five seconds, then hide it. If they name the action you want, it passes. Hesitation is a fail.	☐	☐	☐	☐
10	That action is reachable in two taps or fewer from any page	☐	☐	☐	☐
11	Your phone number is tappable on a phone Open the site on your phone and tap it. If it doesn't start a call, it's a fail.	☐	☐	☐	☐
12	A booking or purchase works on a phone, up to the final button Run it on your phone: pick a time or an item, fill in the details, and reach the last screen. Stop there. Never confirm or pay. Any error, dead end, or "call us to finish" before that point fails.	☐	☐	☐	☐
13	Your bio link works inside the app, up to the final button Open your bio link from inside Instagram or LinkedIn, which use their own browser, not Safari or Chrome. Take the action up to the last screen and stop. Forms, payments, and tracking that work fine everywhere else break in there.	☐	☐	☐	☐
14	Your contact form works on a phone, up to the send button Fill every field on your phone, then stop. Each field takes a tap, the phone field brings up a number pad, nothing hides behind the keyboard, and leaving a required field empty shows a clear message.	☐	☐	☐	☐
15	Your form tells people what happens next Near the form or on it: who answers and how fast. "We reply within one business day" passes. A bare Submit button fails.	☐	☐	☐	☐
16	Your contact form asks only for what it needs Name, a way to reach them, and the message. Five fields or fewer passes. A required budget, address, or "how did you hear about us" fails.	☐	☐	☐	☐
17	Pricing, or how to buy, is findable without calling you	☐	☐	☐	☐
18	Your displayed hours match your real hours This is the version on your own site. It passes when it matches your Google listing. The listing and the AI answers get their own checks later.	☐	☐	☐	☐

Section 1 · Website & Conversion Paths (continued)

CHECKS 1 TO 34

CONVERSION

		P	F	N/A	S/N
19	If customers come to you, your address and directions are easy to find	☐	☐	☐	☐
20	Everything you sell has its own page Click into one and watch the address bar. If it never changes, you can't send anyone to that specific thing.	☐	☐	☐	☐
21	There is a way to join an email list somewhere on your site	☐	☐	☐	☐
22	Your email signup says what people get Next to the form: what you send and how often. "Subscribe to our newsletter" on its own fails. N/A if there is no signup.	☐	☐	☐	☐

STRUCTURE

		P	F	N/A	S/N
23	Your site menu matches what you sell	☐	☐	☐	☐
24	Your site search works, if you have one	☐	☐	☐	☐
25	Your error page sends visitors back into the site Type your address with nonsense on the end, like yoursite.com/asdfgh, and see what comes up.	☐	☐	☐	☐
26	You have a sitemap and it is current Type yoursite.com/sitemap.xml. If that errors, try /sitemap_index.xml and /wp-sitemap.xml. All three failing is the fail. Then open three pages it lists, at random. Any error page fails.	☐	☐	☐	☐
27	Page titles read like sentences, not stuffed with your address and phone Look at your browser tab, or search your business and read the blue headline.	☐	☐	☐	☐
28	Your main pages have a description written for search results Right click, View Page Source, and search for name="description". One on your homepage and on each top-menu page, no two the same, passes. Google rewrites the gray text in search results, so the source is the real answer.	☐	☐	☐	☐
29	Images on your main pages have alt text Right click, View Page Source, and search for "alt=". Empty quotes count as missing. A free checker like WAVE shows every image at once.	☐	☐	☐	☐
30	Your site is usable on a phone without pinching to zoom	☐	☐	☐	☐

OWNERSHIP

		P	F	N/A	S/N
31	Your booking, buying, and contact pages sit on your own web address Click every book, buy, and contact button. Another company's address fails, unless the tool is embedded in your own page. A Stripe, Square, or PayPal payment step does not count against you.	☐	☐	☐	☐
32	Your site is built on a platform any developer can work on Run your address through a free site profiler like BuiltWith or Wappalyzer. WordPress, Squarespace, Wix, Webflow, and Shopify pass. A builder only one agency can open is a fail.	☐	☐	☐	☐
33	Only one analytics account is collecting from your site Open Google's free Tag Assistant, or the browser's network tab filtered for "collect", and load two pages. List every G- ID that receives data. One passes. Two or more fails, and usually means a past agency is still collecting your data. N/A if check 88 found no Google Analytics.	☐	☐	☐	☐
34	Your email domain is set up so your mail is trusted Run the SPF and DMARC lookups at mxtoolbox.com. Both records present passes. DKIM can only be read from an email you send, so it is on Your Keys. N/A if no email runs on your domain.	☐	☐	☐	☐

Section 2 · Google Business Profile & Local

CHECKS 35 TO 54

☐ **PASS** meets the standard
 ☐ **FAIL** needs a fix
 ☐ **N/A** does not apply here
 ☐ **SEE NOTES** written answer in the findings

YOUR LISTING

		P	F	N/A	S/N
35	Your Google listing is claimed by you Open your listing in Google Maps, not Search. A "Claim this business" link means it is unclaimed. If you only see "Own this business?", click it from any Google account. Google tells you if someone already manages it. Stop there; never request access.	☐	☐	☐	☐
36	Your Google category matches the words a customer would search	☐	☐	☐	☐
37	Your hours are right, including holidays The listing version of the hours check. Same truth as your site, read on a different surface. For holidays, the listing shows hours for the next public holiday. N/A if that holiday is more than 30 days away.	☐	☐	☐	☐
38	Your phone number on the listing is right	☐	☐	☐	☐
39	The Website button goes to your live site	☐	☐	☐	☐
40	Your listing's booking, menu, and order buttons go where your site sends people A delivery or booking app your site does not use is a fail. N/A if your listing has none of these buttons.	☐	☐	☐	☐
41	At least one photo added by you in the last 12 months On Google Maps, open Photos, then By owner.	☐	☐	☐	☐
42	The AI answer box Google shows on your listing says nothing wrong Google now writes an AI summary on listings. Read yours top to bottom.	☐	☐	☐	☐

BEING FOUND LOCALLY

		P	F	N/A	S/N
43	You come up when someone searches your business name	☐	☐	☐	☐
44	You come up when someone searches your category plus your city Use an incognito window so your own history doesn't skew the result.	☐	☐	☐	☐
45	There is only one Google listing at your address Search your street address on Google Maps and see what else comes up.	☐	☐	☐	☐
46	No listing or review page under a former business name is still live Search every previous name your business has used on Google, Google Maps, and Yelp.	☐	☐	☐	☐
47	The address on your listing matches your website	☐	☐	☐	☐
48	Your service area is right	☐	☐	☐	☐
49	Your Google category matches what your top competitor uses Open their listing next to yours and compare. Chose a different category deliberately? Mark N/A.	☐	☐	☐	☐

EVERYWHERE ELSE YOU'RE LISTED

		P	F	N/A	S/N
50	Your Yelp page is claimed and correct	☐	☐	☐	☐
51	Your business shows correctly on Apple Maps No iPhone needed. Search your business at maps.apple.com in any browser.	☐	☐	☐	☐
52	Your Facebook page category and website link are right	☐	☐	☐	☐
53	The main directories point at your live site, and none of them send people to a dead page Check Bing Places, Yellow Pages, and Nextdoor. Click the website link on every one.	☐	☐	☐	☐
54	Delivery and booking apps show your current information	☐	☐	☐	☐

Section 3 · Social Profiles & Content

CHECKS 55 TO 75

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

Your main platform is the one you named after checkout. If you skipped that question, it is the business account you posted on most in the last 90 days, among those your website or Google listing links to. Your second platform is the next one by the same rule.

YOUR MAIN PLATFORM

		P	F	N/A	S/N
55	The account exists and is claimed by you	☐	☐	☐	☐
56	Your handle matches your business name	☐	☐	☐	☐
57	Your bio says what you really do	☐	☐	☐	☐
58	The link in your bio works Tap it yourself, from your own phone.	☐	☐	☐	☐
59	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
60	You have posted in the last 30 days	☐	☐	☐	☐
61	In your last 9 posts, at least 2 show a real person from your business or a real customer Stock photos do not count. Proof gets its own check in Section 9.	☐	☐	☐	☐
62	Your profile has a working way to reach you Tap every Call, Email, Message, or Book button on the profile, and stop before sending anything. Each one opens the right number, address, or page. With no buttons, the bio must say how to reach you.	☐	☐	☐	☐

YOUR SECOND PLATFORM

		P	F	N/A	S/N
63	The account exists and is claimed by you	☐	☐	☐	☐
64	Your handle matches your business name	☐	☐	☐	☐
65	Your bio says what you really do	☐	☐	☐	☐
66	The link in your bio works Tap it yourself, from your own phone.	☐	☐	☐	☐
67	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
68	You have posted in the last 30 days	☐	☐	☐	☐
69	In your last 9 posts, at least 2 show a real person from your business or a real customer Stock photos do not count.	☐	☐	☐	☐
70	Your profile has a working way to reach you Tap every Call, Email, Message, or Book button on the profile, and stop before sending anything. Each one opens the right number, address, or page. With no buttons, the bio must say how to reach you.	☐	☐	☐	☐

ACROSS ALL PLATFORMS

		P	F	N/A	S/N
71	Every account you own has either posted in 90 days or says in the bio where to find you	☐	☐	☐	☐
72	No link outside your site points to an account you renamed or deleted Bios, listings, and directories. The social icons on your own site are check 142.	☐	☐	☐	☐
73	Your last nine posts hold as many videos as your top competitor's last nine Same platform. Your top competitor is the one named in Section 8.	☐	☐	☐	☐

Section 3 · Social Profiles & Content (continued)

CHECKS 55 TO 75

ACROSS ALL PLATFORMS

P F N/A S/N

- 74 **Someone other than you has mentioned your business on Reddit** ☐ ☐ ☐ ☐
 Search Google for site:reddit.com plus your business name, then your category plus your city. Reddit is the biggest single source AI pulls from when it answers category questions. If nobody has ever mentioned you there, the machines have one less reason to say your name.
- 75 **Your link looks right when someone shares it** ☐ ☐ ☐ ☐
 Paste your homepage into opengraph.xyz. A real title, a description, and an image pass.

Section 4 · Reviews & Reputation

CHECKS 76 TO 87

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

THE NUMBERS

P F N/A S/N

- 76 **Your newest Google review is under 60 days old** ☐ ☐ ☐ ☐
 Sort reviews by Newest first. Google shows Most relevant by default, which hides how old they are.
- 77 **At least half of your last ten Google reviews have your reply** ☐ ☐ ☐ ☐
- 78 **None of your replies argue with the customer or repeat the complaint** ☐ ☐ ☐ ☐
- 79 **Every 1 to 3 star review from the last 12 months has a reply** ☐ ☐ ☐ ☐

PROOF ON YOUR OWN SITE

P F N/A S/N

- 80 **Your reviews appear on your own website** ☐ ☐ ☐ ☐
- 81 **Testimonials on your site carry real names** ☐ ☐ ☐ ☐
 A full name, a business, or a photo. Not "John Doe", not blanks, not just "Sarah M."
- 82 **No fake-looking testimonials anywhere on your site** ☐ ☐ ☐ ☐
- 83 **Your press mentions are collected in one place your website links to** ☐ ☐ ☐ ☐
 A press page of your own, or one footer link. Mentions nobody can find do no work for you.
- 84 **Any award you claim can be found on the awarding body's own site** ☐ ☐ ☐ ☐
 Search the award name plus the year on their site, not yours.

GETTING MORE OF THEM

P F N/A S/N

- 85 **Your site gives customers a direct link to leave a review** ☐ ☐ ☐ ☐
 Look for it on a page or in the footer. A link that opens your Google review box passes. Asking customers to "find us on Google" fails.
- 86 **You are covered on the review sites that matter in your industry** ☐ ☐ ☐ ☐
 Note the top two review sites, other than Google, that show up for your category plus your city. A profile with at least one review on both passes.
- 87 **Searching your business name plus "reviews" shows nothing that would scare a buyer** ☐ ☐ ☐ ☐
 Page one shows no complaint site, and no review site rating you under 4 stars.

Section 5 · Tracking & Attribution

CHECKS 88 TO 102

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

IS ANYTHING MEASURING AT ALL

P F N/A S/N

88	You have analytics installed	☐	☐	☐	☐
Accept the cookie banner, then load two pages with Tag Assistant or the network tab open. A request carrying a G- ID passes. So does any analytics tool Wappalyzer names.					
89	Your analytics is set up to record a lead or a sale	☐	☐	☐	☐
Run check 12 with Tag Assistant open: a begin_checkout or booking-start event passes. For forms, open your Tag Manager container (googletagmanager.com/gtm.js?id= followed by your GTM ID) or the page source and search for generate_lead or form_submit. Either one set up passes. A page view alone fails.					
90	If your site tracks visitors, your privacy policy says so	☐	☐	☐	☐
Find your privacy policy and look for the tools your site runs: Google Analytics, a Meta pixel, any other. A policy that names none of them, or no policy at all, is the fail. N/A if your site runs no tracking.					
91	If you run ads, the ad platform's pixel is on your site	☐	☐	☐	☐
Search your business in the Meta Ad Library to see whether ads are running. Then open your site with Meta Pixel Helper, a free Chrome extension, or Tag Assistant for Google ads. N/A if you run no ads.					
92	Your pixel is set up to report a lead or a sale, not just a page view	☐	☐	☐	☐
Run check 12 with Pixel Helper open: InitiateCheckout or a booking-start event passes. For forms, search the page source or your Tag Manager container for a Lead, Contact, or Schedule event. N/A without a pixel.					

DO YOUR LINKS CARRY THEIR SOURCE

P F N/A S/N

93	The link in your social bio has tracking on it	☐	☐	☐	☐
Tracking is extra text on the end of a link, like utm_source=instagram. No extra text means no tracking.					
94	Links inside your posts have tracking on them	☐	☐	☐	☐
95	Your link-in-bio page passes tracking on to your site	☐	☐	☐	☐
Open your Linktree, Beacons, or similar page and tap through to your site. utm_ in the address bar passes. Without it, every visit shows up as coming from the link page, not the platform. N/A if your bio links straight to your site.					
96	Links on your listings carry tracking	☐	☐	☐	☐
The website links on your Google and Yelp listings can carry tracking text like any other link. Most never get it. Click the Website button on each and read the address bar.					
97	Tracking survives the trip to your site	☐	☐	☐	☐
Add ?utm_source=test to the end of your homepage address and to your bio link. Open each and read the address bar once the page settles. If the tag is gone, a redirect is stripping it, and every tagged link you post loses its source.					
98	Your tracking tags follow one naming pattern	☐	☐	☐	☐
Line up every tagged link from check 93, check 94, check 95, and check 96. "instagram", "IG", and "Instagram" show up as three different sources in your reports. One spelling per source is the pass. N/A if you have fewer than two tagged links.					
99	Your ads send people to the page the ad is about	☐	☐	☐	☐
Open each live ad in the Meta Ad Library, copy the link it shows, and open that address yourself. Never click a live ad in search or a feed: that costs the business money. An ad about one thing that lands on your homepage fails. N/A if no ad shows its link.					

CAN YOU CLOSE THE LOOP

P F N/A S/N

100	Tracking follows visitors onto your booking or checkout page	☐	☐	☐	☐
If booking or checkout happens on another company's page, the link from your site should add "_gl=" to the address, or that page should carry the same analytics ID as check 33. If the tool is embedded in your own page, run check 12 to its last screen with Tag Assistant open: your G- ID on the booking screens passes. N/A if booking and checkout stay on your own address.					

Section 5 · Tracking & Attribution (continued)

CHECKS 88 TO 102

CAN YOU CLOSE THE LOOP

P F N/A S/N

- | | | |
|-------|--|---|
| 101 | Your forms carry where the person came from | ☐ ☐ ☐ ☐ |
| | Open a form page with ?utm_source=test on the end, right click the form, and choose Inspect. Hidden fields that hold the source pass. So does a "How did you hear about us?" question. | |
| <hr/> | | |
| 102 | Promo codes you publish are different on each channel | ☐ ☐ ☐ ☐ |
| | Collect every code in your posts, banners, emails, and listings. One code everywhere means no code can tell you where a sale came from. N/A if you publish no codes. | |

Section 6 · AI Readability & Answer Engines

CHECKS 103 TO 125

☐ **PASS** meets the standard
 ☐ **FAIL** needs a fix
 ☐ **N/A** does not apply here
 ☐ **SEE NOTES** written answer in the findings

CAN A MACHINE READ YOU

P F N/A S/N

- | | | |
|-------|--|---|
| 103 | Your business name, what you do, and your city are in plain text on your site | ☐ ☐ ☐ ☐ |
| <hr/> | | |
| 104 | Your services are described in words, not only in pictures | ☐ ☐ ☐ ☐ |
| <hr/> | | |
| 105 | Your prices, or how your pricing works, are written in text | ☐ ☐ ☐ ☐ |
| <hr/> | | |
| 106 | Your site has LocalBusiness or Organization structured data with your name and address | ☐ ☐ ☐ ☐ |
| | Paste your web address into validator.schema.org. | |
| <hr/> | | |
| 107 | Your pages show their content without needing anyone to click first | ☐ ☐ ☐ ☐ |
| <hr/> | | |
| 108 | Your homepage text shows up in view-source, not just in the browser | ☐ ☐ ☐ ☐ |
| | AI crawlers read the raw code of a page and never run the scripts that fill it in. Right click, View Page Source, and search for a sentence from your homepage. Missing there means machines get a blank page, even though the browser looks fine. | |
| <hr/> | | |
| 109 | Your site is not telling search engines to stay out | ☐ ☐ ☐ ☐ |
| | Type yoursite.com/robots.txt. "Disallow: /" on its own is a fail. Then View Page Source on your homepage and search for "noindex". Finding it fails. | |
| <hr/> | | |
| 110 | Your site is not telling AI crawlers to stay out | ☐ ☐ ☐ ☐ |
| | Same file. "Disallow: /" next to OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot, or Claude-User fails. Blocking training bots such as GPTBot, ClaudeBot, Google-Extended, or CCBot is your choice, and we note it. Then ask ChatGPT, with search on, to open your homepage and quote its headline. If it cannot open the page, it fails. | |
| <hr/> | | |
| 111 | Your listing links land on your site without bouncing through redirects | ☐ ☐ ☐ ☐ |
| | Paste each listing's website link into httpstatus.io. One redirect or none after leaving the listing passes. | |
| <hr/> | | |
| 112 | Your menu, prices, hours, and address are text on a page, not only a PDF or an image | ☐ ☐ ☐ ☐ |
| | Try to select the words with your cursor. If you cannot, a machine cannot read them either. | |
| <hr/> | | |
| 113 | Google has indexed your main pages | ☐ ☐ ☐ ☐ |
| | Search site:yoursite.com. Your homepage and every top-menu page showing up passes. | |

DO YOU ANSWER THE QUESTIONS

P F N/A S/N

- | | | |
|-------|--|---|
| 114 | The ten questions customers ask most are answered in writing on your site | ☐ ☐ ☐ ☐ |
| | Build the list from Google's "People also ask" box for your category, the questions in your reviews, and what ChatGPT or Claude say people ask. That is your list. | |
| <hr/> | | |
| 115 | A customer question can be answered by sending one link, not typing a paragraph | ☐ ☐ ☐ ☐ |
| <hr/> | | |
| 116 | Your site names something a competitor could not copy onto their own site | ☐ ☐ ☐ ☐ |

Section 6 · AI Readability & Answer Engines (continued)

CHECKS 103 TO 125

DO YOU ANSWER THE QUESTIONS

P F N/A S/N

117	Reviews and awards are quoted in the text of your site View Page Source and find them there, not only in a widget or an image.	☐	☐	☐	☐
118	You have a page for what you do plus where you do it A page titled like "wedding flowers in Kirkwood" rather than just "flowers".	☐	☐	☐	☐
119	The people and the expertise behind the business are named	☐	☐	☐	☐
120	Something on your site was updated in the last 12 months	☐	☐	☐	☐

WHAT THE CHATBOTS SAY

P F N/A S/N

121	AI names your business when asked about your category and city Ask ChatGPT and Claude "best [your category] in [your city]" and read the answer. Use a temporary chat with web search on. Named by at least one passes.	☐	☐	☐	☐
122	What AI says about your hours and location is current The third surface of the hours check. Your site and your listing were earlier. AI repeats whichever one it read last.	☐	☐	☐	☐
123	What AI says you sell matches what you sell	☐	☐	☐	☐
124	Your business appears on at least one source AI names for your category Ask ChatGPT or Claude what sites it would check for your category in your city, then look for yourself on them.	☐	☐	☐	☐
125	The list articles that rank for your category include your name Search your category like a buyer would and open the top three roundup articles. AI assembles answers from pages like those. If your name is not on them, you are not in the answer, no matter how good your own site is.	☐	☐	☐	☐

Section 7 · Consistency & Brand Story

CHECKS 126 TO 142

☐ **PASS** meets the standard
 ☐ **FAIL** needs a fix
 ☐ **N/A** does not apply here
 ☐ **SEE NOTES** written answer in the findings

ONE BUSINESS, ONE STORY

P F N/A S/N

126	One business name everywhere	☐	☐	☐	☐
127	One founding year everywhere	☐	☐	☐	☐
128	Your origin story reads the same on your site and your socials	☐	☐	☐	☐
129	Your name, address, and phone are identical on every listing Across the directories this time: Google, Yelp, Facebook, Apple Maps. Section 2 covered the listing-to-site match.	☐	☐	☐	☐
130	You describe what you sell the same way everywhere	☐	☐	☐	☐
131	Your current logo and photos are on every platform	☐	☐	☐	☐
132	Old business names redirect somewhere, or are explained	☐	☐	☐	☐
133	You own one main web address, and any others redirect to it Type the http, https, www, and no-www versions of your address. All four landing on one address passes.	☐	☐	☐	☐
134	Your email domain matches your website domain Section 1 caught free-mail addresses. This one catches the second domain you bought years ago that your email still runs on.	☐	☐	☐	☐
135	Your handles are the same across platforms, or your bios point at each other	☐	☐	☐	☐
136	Your tagline is the same everywhere	☐	☐	☐	☐

Section 7 · Consistency & Brand Story (continued)

CHECKS 126 TO 142

ONE BUSINESS, ONE STORY

		P	F	N/A	S/N
137	No seasonal or holiday information is out of date anywhere	☐	☐	☐	☐
138	Your staff list is current Compare the team on your site with the people who list your business on LinkedIn. Someone who left a year ago still on your About page is a fail.	☐	☐	☐	☐
139	The name on your checkout page matches the name on your sign Run check 12 to the payment step and read the business name it shows. Compare it with your sign on Google Street View. A different name with no explanation on your site is a fail.	☐	☐	☐	☐
140	Duplicate accounts are closed or claimed	☐	☐	☐	☐
141	A friend who does not know your business can find your hours, what you sell, and how to buy, in under two minutes Ask someone to do it while you watch. Do not help them.	☐	☐	☐	☐
142	Your website links to your social accounts, and every icon goes to the right, living profile Click every social icon on your site. An icon pointing at an account that last posted years ago hurts more than no icon.	☐	☐	☐	☐

Section 8 · Competitive Position

CHECKS 143 TO 148

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

Your top competitor is the one you named after checkout. If you skipped that question, it is the top map result for your category plus your city that is not you.

THE SIDE-BY-SIDE

		P	F	N/A	S/N
143	Your Google rating is no more than half a star below your top competitor's Open both listings side by side. This is a reading, not a memory test.	☐	☐	☐	☐
144	Your review count is at least half of theirs	☐	☐	☐	☐
145	Your newest review is more recent than theirs Sort both by newest. Recency signals a live business to customers and to AI.	☐	☐	☐	☐
146	Searching your category plus your city, you appear before them, or on the same screen One search, logged out or incognito. Note who Google shows first.	☐	☐	☐	☐
147	Booking you takes no more taps than booking them Start from each listing and count taps to the last screen before a booking would confirm, or to a clear next step. Stop there on both.	☐	☐	☐	☐
148	Your last post is more recent than theirs Check whichever platform you both use most. Silence is visible.	☐	☐	☐	☐

Section 9 - Content Review

CHECKS 149 TO 160

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

These twelve are scored by hand by our team, one post at a time, on a single grid. We read your nine newest posts from the last 12 months on your main platform (defined in Section 3), skipping pinned posts, stories, and shares of someone else's post. All nine are screenshotted the day we score them. With five to eight posts, we use the thresholds below. With fewer than five on every platform, all twelve are marked fail with one finding, because there is not enough to read.

CHECK	9 POSTS	8	7	6	5
149	6 of 9	6 of 8	5 of 7	4 of 6	4 of 5
150	zero or one	zero or one	zero or one	zero or one	zero or one
151	7 of 9	7 of 8	6 of 7	5 of 6	4 of 5
152	no more than 2 flagged	no more than 1 flagged	no more than 1 flagged	no more than 1 flagged	no more than 1 flagged
153	3 of 9	3 of 8	3 of 7	2 of 6	2 of 5
155	6 of 9	6 of 8	5 of 7	4 of 6	4 of 5
156	5 of 9	5 of 8	4 of 7	4 of 6	3 of 5
158	7 of 9	7 of 8	6 of 7	5 of 6	4 of 5

THE OPENING

P F N/A S/N

- 149 **The opening says what the post is about** ☐ ☐ ☐ ☐
 Look only at the opening. Video: the first three seconds, said or shown. Carousel: the first slide. Photo or text post: the caption up to where the app cuts it off. From that alone, write the topic in three words, then check it against the full post. A match in six of the nine is the pass. Greetings, "excited to share", and logo intros never match.
- 150 **Your posts are made for the app they are on** ☐ ☐ ☐ ☐
 Count posts with another app's watermark, text cut off in the opened post, sideways video on a vertical app, or speech with no captions. Zero or one of the nine is the pass.

WHAT IT SAYS

P F N/A S/N

- 151 **Each post makes one point** ☐ ☐ ☐ ☐
 Write the point of each post in 12 words or fewer, without "and" or "also". If you cannot, that post is a miss. Seven of the nine is the pass.
- 152 **Posts use your customer's words, not your industry's** ☐ ☐ ☐ ☐
 Flag any term a customer would have to look up (trade terms, acronyms, model numbers) that the post does not explain. No more than two of the nine with a flagged term is the pass.
- 153 **At least three of the nine teach something useful without buying** ☐ ☐ ☐ ☐
 Something a customer could use today, even if they never call you.
- 154 **At least one of the nine shows specific proof** ☐ ☐ ☐ ☐
 A review, a result, or a before-and-after, with a number, a time frame, or a named type of customer. "Great results" is not proof.
- 155 **At least six of the nine use your own photos or video** ☐ ☐ ☐ ☐
 Stock images, template graphics with no photo of yours, and reposts do not count. A reverse image search settles any doubt.

WHERE IT LEADS

P F N/A S/N

- 156 **At least five of the nine ask for one next step** ☐ ☐ ☐ ☐
 Call, book, message, comment, or click. One ask per post. A post that asks for three things counts as a miss.
- 157 **Comments on your posts get answered** ☐ ☐ ☐ ☐
 A real comment is a question or a sentence from someone outside the business. Emoji-only, tag-a-friend, spam, and bots do not count, and a like is not a reply. Three quarters of real comments answered in writing, across the nine, is the pass. We read up to 20 per post. N/A if the nine drew fewer than four real comments.

Section 9 · Content Review (continued)

CHECKS 149 TO 160

WHAT GETS REPEATED		P	F	N/A	S/N
158	Seven of the nine sit in topics you repeat Label each post with the customer problem it speaks to, in four words or fewer, never a format like "promo". A topic counts when two or more posts share it. Seven of the nine in a shared topic, across no more than five topics, is the pass.	☐	☐	☐	☐
159	What worked got made again Find the best of the nine by comments plus likes. A later post covers the same topic. Format alone does not count. N/A if the best post is the newest, or the counts are hidden.	☐	☐	☐	☐
160	No gap longer than three weeks in the last 90 days Scroll back 90 days from the audit and find the longest gap between two posts. 21 days or less is the pass. The gap since your newest post is check 60, not this one.	☐	☐	☐	☐

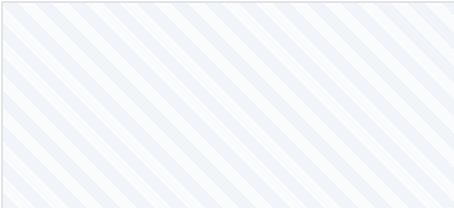
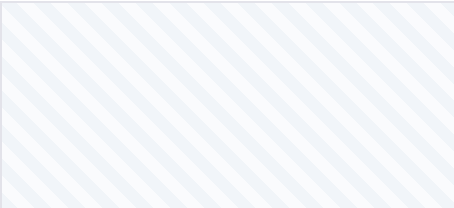
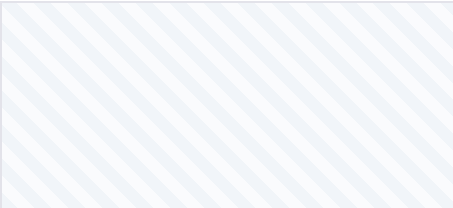
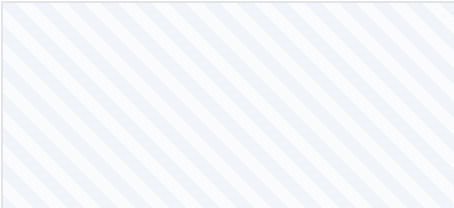
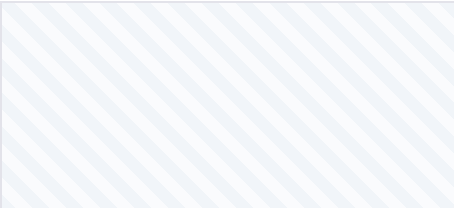
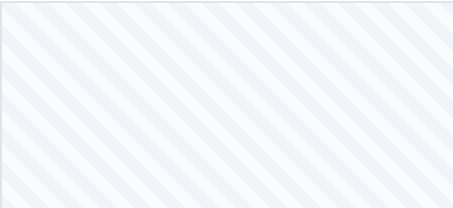
Findings & written answers.

Every check marked FAIL or SEE NOTES is written out here: what was observed, where, and what it means for the business. This is the evidence behind the fix list. We report what we observed. Nothing here is legal advice.

Your content, read by hand.

We read your last nine posts on _____. This is what we would keep, what we would change, and your weakest post rewritten so you can see the difference.

THE NINE, AT A GLANCE each marked against checks 149 to 160

 POST 1 _____ of 12	 POST 2 _____ of 12	 POST 3 _____ of 12
 POST 4 _____ of 12	 POST 5 _____ of 12	 POST 6 _____ of 12
 POST 7 _____ of 12	 POST 8 _____ of 12	 POST 9 _____ of 12

THE BEST OF THE NINE by comments plus likes. What it did right, and what to repeat. If it broke the rules and still won, we say so.

THE WEAKEST OF THE NINE what held it back

Words only. For a video: the spoken opening, the on-screen text, three beats, and the caption. For a graphic: the caption and the text on the image. The visual is yours to make.

Checks it now passes: _____

THREE CHANGES, IN ORDER

- 1 WHAT TO CHANGE · WHY IT MATTERS
- 2 WHAT TO CHANGE · WHY IT MATTERS
- 3 WHAT TO CHANGE · WHY IT MATTERS

Your keys.

These prove you own your marketing. We filled in everything we could see from the outside. The checks below need your logins or your records, so only you can run them. They are not scored, and nothing in this document waited on them. Start with K1. Any check you cannot finish is your answer.

PART 1 · THE KEYS MAP

our team fills the middle column before delivery

ACCOUNT	WHAT WE FOUND FROM OUTSIDE	WHOSE NAME IS IT IN?	WHO HOLDS THE LOGIN?
Domain	Registrar and expiry date, from a public lookup		
Email	Provider, from your domain's mail records		
Website	Platform, from a site profiler		
Analytics	Every analytics ID found on your site		
Google Business Profile	Your listing, and whether it shows as claimed		
Google Search Console	A verification tag in your site's source, if there is one		
Ad pixels	Meta, Google, and TikTok IDs found on your site		
Booking and payments	The tools your booking flow passes through		
Email list	The tool your signup form sends to		
Social accounts and listings	Every profile found in Sections 2 and 3		

PART 2 · CHECKS ONLY YOU CAN RUN

P F N/A

K1	Submit your own contact form, then open the inbox it is meant to land in YOUR LOGIN	☐	☐	☐
	Send a real one through your own form. Open the inbox it should land in and find it. A form that says thanks and delivers nothing is the most expensive failure on this list. Check spam before you pass it.			
K2	Your domain is registered in your business's name YOUR LOGIN	☐	☐	☐
	You need your registrar login, like GoDaddy or Namecheap. If you can't get in, that is the answer.			
K3	Your website platform account is in your business's name YOUR LOGIN	☐	☐	☐
	Open account settings on your website platform and read the owner name and email.			
K4	Your analytics account is owned by an email you control, not an agency's YOUR LOGIN	☐	☐	☐
	In Google Analytics, open Admin, then Account access management. An email you control with the Administrator role passes. Access is not ownership.			
K5	Your logins are written down somewhere you can find them YOUR RECORDS	☐	☐	☐
	A password manager or one shared document counts. Memory does not.			
K6	Export your email list right now. It downloads and opens YOUR LOGIN	☐	☐	☐
	Find the export button in your email tool and use it. Pass only if you are holding the file.			
K7	Download a backup or export of your site. You get a file YOUR LOGIN	☐	☐	☐
	Look in your platform's settings for export or backup and run it. On WordPress, use your host's backup. Wix has no full export and Squarespace exports only part of a site; if that is you, write it down. A file you hold passes.			
K8	You can export your customer records from whatever system holds them YOUR LOGIN	☐	☐	☐
	Orders, bookings, contacts. Open the system, find the export, run it. The file is the pass.			
K9	One named person is responsible for each account YOUR RECORDS	☐	☐	☐
	Write a name next to every account in the keys map above. A blank is the fail.			

PART 2 · CHECKS ONLY YOU CAN RUN

P F N/A

K10	You booking, purchase, or form event is marked as a key event in analytics YOUR LOGIN	☐	☐	☐
In Google Analytics, open Admin, then Events. Google renamed conversions to key events in 2024. The event that matters to you marked as a key event passes.				
K11	You are an owner in Google Search Console YOUR LOGIN	☐	☐	☐
Sign in at search.google.com/search-console. Your site listed, with you as Owner, passes.				
K12	QR codes and printed links have tracking on them YOUR PRINTED MATERIALS	☐	☐	☐
Scan your own QR codes and read the address bar for utm_.				
K13	A record you can open shows where your last 5 customers came from YOUR RECORDS	☐	☐	☐
A spreadsheet, a CRM, a booking system. Open it. Memory is not a record.				
K14	You can tell where a booking came from YOUR LOGIN	☐	☐	☐
Open your booking system and look at your last booking. A source field filled in is the pass.				
K15	You can tell where a purchase came from YOUR LOGIN	☐	☐	☐
Open your last order. A source or channel recorded on it is the pass.				
K16	There is a report about your marketing that a non-marketer can read YOUR RECORDS	☐	☐	☐
Hand last month's report to someone outside marketing. If they cannot say what worked, it fails.				
K17	Your Google Business Profile lists you as primary owner YOUR LOGIN	☐	☐	☐
Sign in at business.google.com, open your profile, then Business Profile settings, then People and access. Your email as Primary owner passes.				
K18	Your ad pixel and audiences sit in your business's account YOUR LOGIN	☐	☐	☐
In Meta Business Settings, open Data sources, then Datasets. Meta now calls pixels datasets. Owned by your business, not shared from another, passes.				
K19	Your ad account is in your business's name YOUR LOGIN	☐	☐	☐
In Meta Business Settings, open Accounts, then Ad accounts. Owned by your business, not shared from another, passes.				
K20	Any agency or freelancer has access to your accounts, not ownership of them YOUR LOGIN	☐	☐	☐
Open user settings on each account. Agencies should hold a role, never the owner seat.				
K21	Links in any ads you run have tracking on them YOUR LOGIN	☐	☐	☐
In Meta Ads Manager, open an ad and read the URL Parameters box. utm_ there passes. For Google Ads, auto-tagging switched on in account settings passes.				
K22	Links in your emails have tracking on them YOUR LOGIN	☐	☐	☐
Open the last email you sent your list and click every link. utm_ in the address bar where you land passes. Email tools wrap links, so hovering will not show it.				
K23	Your emails pass DKIM YOUR LOGIN	☐	☐	☐
Send an email from your business address to a Gmail account, open it, and choose Show original. "DKIM: PASS" passes.				

Straight off your phone.

These twenty-three run from your phone, no logins, no tools, no help. Every one is either free to fix or fixable the same day. We already ran them. Run them again in 90 days to see whether the fixes held. How to run each one is under the same number in the full checklist.

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

STRAIGHT OFF YOUR PHONE

		P	F	N/A	S/N
1	Your site loads securely, with no browser warning	☐	☐	☐	☐
3	Every link in your top menu goes to a working page	☐	☐	☐	☐
4	No placeholder text anywhere ("lorem ipsum", "Your text here", "John Doe")	☐	☐	☐	☐
6	Your footer copyright shows this year	☐	☐	☐	☐
7	Your contact email uses your own domain, not gmail or yahoo	☐	☐	☐	☐
11	Your phone number is tappable on a phone	☐	☐	☐	☐
13	Your bio link works inside the app, up to the final button	☐	☐	☐	☐
14	Your contact form works on a phone, up to the send button	☐	☐	☐	☐
18	Your displayed hours match your real hours	☐	☐	☐	☐
26	You have a sitemap and it is current	☐	☐	☐	☐
35	Your Google listing is claimed by you	☐	☐	☐	☐
37	Your hours are right, including holidays	☐	☐	☐	☐
39	The Website button goes to your live site	☐	☐	☐	☐
41	At least one photo added by you in the last 12 months	☐	☐	☐	☐
43	You come up when someone searches your business name	☐	☐	☐	☐
58	The link in your bio works	☐	☐	☐	☐
59	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
60	You have posted in the last 30 days	☐	☐	☐	☐
76	Your newest Google review is under 60 days old	☐	☐	☐	☐
81	Testimonials on your site carry real names	☐	☐	☐	☐
85	Your site gives customers a direct link to leave a review	☐	☐	☐	☐
109	Your site is not telling search engines to stay out	☐	☐	☐	☐
121	AI names your business when asked about your category and city	☐	☐	☐	☐

Your score on these today: ____/23. **In 90 days:** ____/23.

Under sixteen means the basics are still leaking. Sixteen or over means the foundation holds, and the gains are further down, in tracking and in what machines can read about you.



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You keep this document, the walkthrough, the fix list, the 90-day plan, and the evidence behind every failed check. Every fix is written so you can run it yourself, hand it to your developer, or hire it out. No decoding required.

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