



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 DATE

_____/160

Checks passed.

Every check in this document is marked pass, fail, not applicable, or written up in the findings. Nothing is weighted, averaged, or hidden.

Where you stand.

Eight sections, 160 checks. Each one is marked pass, fail, not applicable, or written up in the findings, and the full list starts on page 4 so every result can be traced. Anything that cannot be verified is marked not applicable and never counts against you.

1 • Website & Conversion Paths does the site load, work, convert, and belong to you		___/37
2 • Google Business Profile & Local the listing most customers see first		___/21
3 • Social Profiles & Content accounts, cadence, and where the links go		___/21
4 • Reviews & Reputation what strangers read before they buy		___/14
5 • Tracking & Attribution whether any post can be tied to a sale		___/21
6 • AI Readability & Answer Engines what machines can read about you		___/23
7 • Consistency & Brand Story one business, one story, everywhere		___/17
8 • Competitive Position who is beating you, and on what		___/6

WHAT THE NUMBER MEANS

144 and up	Compounding. The system works and feeds itself. Protect it.
118–143	Stable. Solid foundation with specific leaks. Fix in order.
85–117	Leaking. Money is escaping weekly. The fix list is urgent.
Under 85	Critical. The online presence is working against the business.

How this was run. Every check run for this audit was verified live on the audit date, 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.

The sixteen marked NEEDS A LOGIN. One hundred and forty-four of these checks run from the outside, with no access to anything of yours. Sixteen run from inside accounts you own. With access, they run with the audit. Without it, they are marked pending and run the day work starts. Either way they are printed here, so you can run them yourself tonight.

What is working, and what to fix.

WHAT IS ALREADY WORKING

THE ONE-LINE READ

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

Section 1 · Website & Conversion Paths

CHECKS 1–37

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

NEEDS A LOGIN run from inside an account you own

LOADS & TRUST

		P	F	N/A	SIN
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 in under 3 seconds on a phone Open it on your phone using cell data, not wifi. Count it out loud.	☐	☐	☐	☐
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	SIN
9	A first-time visitor can name the one thing you want them to do Show your homepage to someone who doesn't know your business and ask what you want them to do. 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	Someone can complete a booking or purchase start to finish Run it yourself to the last step. Most systems let you stop before payment, or use a test code.	☐	☐	☐	☐
13	Open your bio link on your phone from inside the app, and complete the action all the way through Instagram and LinkedIn open links in their own browser, not Safari or Chrome. Forms, payments, and tracking that work fine everywhere else break in there.	☐	☐	☐	☐
14	At least one form on your site submits successfully Fill it out and press send. No error and no frozen button is the pass here. Where it lands is the next two checks.	☐	☐	☐	☐
15	Something confirms it worked after a form is sent A thanks message or a confirmation email. Silence after pressing send makes people assume it broke.	☐	☐	☐	☐
16	Submit your own contact form, then open the inbox it is meant to land in NEEDS A LOGIN A form that says thanks and delivers nothing is the most expensive failure on this list. Send a real one. Go look. Check the spam folder before you pass it.	☐	☐	☐	☐
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. Your Google listing and the AI answers get their own checks later.	☐	☐	☐	☐
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	☐	☐	☐	☐

Section 1 · Website & Conversion Paths (continued)

CHECKS 1–37

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

NEEDS A LOGIN run from inside an account you own

STRUCTURE

		P	F	N/A	S/N
22	Your site menu matches what you sell	☐	☐	☐	☐
23	Your site search works, if you have one	☐	☐	☐	☐
24	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.	☐	☐	☐	☐
25	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.	☐	☐	☐	☐
26	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.	☐	☐	☐	☐
27	Your main pages have a description written for search results Search your business on Google and read the gray text, then confirm in your site editor. Google rewrites these more often than not.	☐	☐	☐	☐
28	Images on your main pages have alt text Needs your site editor or a browser plugin. Ask whoever built the site.	☐	☐	☐	☐
29	Your site is usable on a phone without pinching to zoom	☐	☐	☐	☐

OWNERSHIP

		P	F	N/A	S/N
30	Your domain is registered in your business's name NEEDS A LOGIN You need your registrar login, like GoDaddy or Namecheap. If you can't get in, that is the answer.	☐	☐	☐	☐
31	Your website platform account is in your business's name NEEDS A LOGIN	☐	☐	☐	☐
32	Your analytics property is owned by an account you control, not an agency's NEEDS A LOGIN Open analytics admin. The owner/admin role sits on an email you control. Access is not ownership.	☐	☐	☐	☐
33	Your logins are written down somewhere you can find them	☐	☐	☐	☐
34	Export your email list right now. It downloads and opens NEEDS A LOGIN Find the export button in your email tool and use it. Pass only if you are holding the file.	☐	☐	☐	☐
35	No part of your funnel lives on someone else's domain NEEDS A LOGIN Check whether your booking page, landing pages, or forms sit on an address you don't own.	☐	☐	☐	☐
36	Download a backup or export of your site. You get a file NEEDS A LOGIN Every platform has an export somewhere in settings. Run it. A file you possess is the pass.	☐	☐	☐	☐
37	You can export your customer records from whatever system holds them NEEDS A LOGIN Orders, bookings, contacts. Open the system, find the export, run it. The file is the pass.	☐	☐	☐	☐

Section 2 · Google Business Profile & Local Search

CHECKS 38–58

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

NEEDS A LOGIN run from inside an account you own

YOUR LISTING

		P	F	N/A	SIN
38	Your Google listing is claimed by you Search your business name. If it says "Own this business?" it is not claimed.	☐	☐	☐	☐
39	Your Google category matches the words a customer would search	☐	☐	☐	☐
40	Your hours are right, including holidays The listing version of the hours check. Same truth as your site, read on a different surface.	☐	☐	☐	☐
41	Your phone number on the listing is right	☐	☐	☐	☐
42	The Website button goes to your live site	☐	☐	☐	☐
43	Booking, menu, and order buttons go to pages you control Control means you can edit the page. A third-party page you can't log into is a fail.	☐	☐	☐	☐
44	At least one photo uploaded in the last 12 months	☐	☐	☐	☐
45	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	SIN
46	You come up when someone searches your business name	☐	☐	☐	☐
47	You come up when someone searches your category plus your city Use an incognito window so your own history doesn't skew the result.	☐	☐	☐	☐
48	There is only one Google listing at your address Search your street address on Google Maps and see what else comes up.	☐	☐	☐	☐
49	No old listings under a former business name Search any previous name your business has used.	☐	☐	☐	☐
50	The address on your listing matches your website	☐	☐	☐	☐
51	Your service area is right	☐	☐	☐	☐
52	Your reviews show up in the box on the right of Google search	☐	☐	☐	☐
53	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	SIN
54	Your Yelp page is claimed and correct	☐	☐	☐	☐
55	Your business shows correctly on Apple Maps No iPhone needed. Search your business at maps.apple.com in any browser.	☐	☐	☐	☐
56	Your Facebook page category and website link are right	☐	☐	☐	☐
57	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.	☐	☐	☐	☐
58	Delivery and booking apps show your current information	☐	☐	☐	☐

Section 3 · Social Profiles & Content

CHECKS 59–79

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

NEEDS A LOGIN run from inside an account you own

YOUR MAIN PLATFORM

		P	F	N/A	S/N
59	The account exists and is claimed by you	☐	☐	☐	☐
60	Your handle matches your business name	☐	☐	☐	☐
61	Your bio says what you really do	☐	☐	☐	☐
62	The link in your bio works Tap it yourself, from your own phone.	☐	☐	☐	☐
63	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
64	You have posted in the last 30 days	☐	☐	☐	☐
65	In your last 9 posts, at least 2 show a face and at least 1 shows proof Proof means a review, a result, or a before-and-after.	☐	☐	☐	☐
66	Someone reads and answers your direct messages	☐	☐	☐	☐

YOUR SECOND PLATFORM

		P	F	N/A	S/N
67	The account exists and is claimed by you	☐	☐	☐	☐
68	Your handle matches your business name	☐	☐	☐	☐
69	Your bio says what you really do	☐	☐	☐	☐
70	The link in your bio works Tap it yourself, from your own phone.	☐	☐	☐	☐
71	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
72	You have posted in the last 30 days	☐	☐	☐	☐
73	In your last 9 posts, at least 2 show a face and at least 1 shows proof Proof means a review, a result, or a before-and-after.	☐	☐	☐	☐
74	Someone reads and answers your direct messages	☐	☐	☐	☐

ACROSS ALL PLATFORMS

		P	F	N/A	S/N
75	Every account you own has either posted in 90 days or says in the bio where to find you	☐	☐	☐	☐
76	No link anywhere points to an account you renamed or deleted	☐	☐	☐	☐
77	You post as much video as others in your category	☐	☐	☐	☐
78	Search your business name, and your category plus your city, on Reddit 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.	☐	☐	☐	☐
79	One named person is responsible for each account	☐	☐	☐	☐

Section 4 · Reviews & Reputation

CHECKS 80–93

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

NEEDS A LOGIN run from inside an account you own

THE NUMBERS

		P	F	N/A	SIN
80	Your newest review is recent Sort reviews by Newest first. Google shows Most relevant by default, which hides how old they are.	☐	☐	☐	☐
81	You reply to reviews	☐	☐	☐	☐
82	None of your replies argue with the customer or repeat the complaint	☐	☐	☐	☐
83	Every negative review has a reply	☐	☐	☐	☐

PROOF ON YOUR OWN SITE

		P	F	N/A	SIN
84	Your reviews appear on your own website	☐	☐	☐	☐
85	The reviews on your site use real names, not "John Doe" or blanks	☐	☐	☐	☐
86	No fake-looking testimonials anywhere on your site	☐	☐	☐	☐
87	Testimonials carry a full name, a business, or a photo, not just "Sarah M."	☐	☐	☐	☐
88	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.	☐	☐	☐	☐
89	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	SIN
90	You have a direct review link you can text someone On your Google listing, click "Ask for reviews" to get the short link.	☐	☐	☐	☐
91	You are covered on the review sites that matter in your industry Ask a customer where they looked you up before buying.	☐	☐	☐	☐
92	Searching your business name plus "reviews" comes back clean	☐	☐	☐	☐
93	No old business name of yours is collecting reviews you never see	☐	☐	☐	☐

Section 5 · Tracking & Attribution

CHECKS 94–114

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

NEEDS A LOGIN run from inside an account you own

IS ANYTHING MEASURING AT ALL

		P	F	N/A	S/N
94	You have analytics installed Ask whoever built your site, or look for Google Analytics in your site settings.	☐	☐	☐	☐
95	Analytics records it when someone buys or books NEEDS A LOGIN	☐	☐	☐	☐
96	You have told analytics what counts as a conversion NEEDS A LOGIN	☐	☐	☐	☐
97	Someone at your business can log into analytics today	☐	☐	☐	☐

DO YOUR LINKS CARRY THEIR SOURCE

		P	F	N/A	S/N
98	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.	☐	☐	☐	☐
99	Links inside your posts have tracking on them	☐	☐	☐	☐
100	Links in your emails have tracking on them	☐	☐	☐	☐
101	Links in any ads you run have tracking on them	☐	☐	☐	☐
102	QR codes and printed links have tracking on them	☐	☐	☐	☐
103	Links on your listings carry tracking NEEDS A LOGIN The website links on your Google and Yelp listings can carry tracking text like any other link. Most never get it.	☐	☐	☐	☐
104	Nothing in your link chain strips the tracking off NEEDS A LOGIN	☐	☐	☐	☐

CAN YOU CLOSE THE LOOP

		P	F	N/A	S/N
105	A record you can open shows where your last 5 customers came from A spreadsheet, a CRM, a booking system. Open it. Memory is not a record.	☐	☐	☐	☐
106	You can tell where a booking came from NEEDS A LOGIN	☐	☐	☐	☐
107	You can tell where a purchase came from NEEDS A LOGIN	☐	☐	☐	☐
108	Form submissions record where the person came from NEEDS A LOGIN	☐	☐	☐	☐
109	Your promo codes can be told apart by channel	☐	☐	☐	☐
110	There is a report about your marketing that a non-marketer can read	☐	☐	☐	☐
111	You can export your analytics history, not just look at it Your customer list and site backup were covered in section one. This is the numbers: traffic, sources, conversions.	☐	☐	☐	☐
112	Your ad pixel and audiences sit in your business's account NEEDS A LOGIN	☐	☐	☐	☐
113	Your ad account is in your business's name	☐	☐	☐	☐
114	Any agency or freelancer has access to your accounts, not ownership of them	☐	☐	☐	☐

Section 6 · AI Readability & Answer Engines

CHECKS 115–137

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

NEEDS A LOGIN run from inside an account you own

CAN A MACHINE READ YOU

	P	F	N/A	S/N
115 Your business name, what you do, and your city are in plain text on your site	☐	☐	☐	☐
116 Your services are described in words, not only in pictures	☐	☐	☐	☐
117 Prices or price ranges are in text, or hidden on purpose, not by accident	☐	☐	☐	☐
118 Your address and hours are text, not baked into an image	☐	☐	☐	☐
119 Your site has structured data Paste your web address into validator.schema.org .	☐	☐	☐	☐
120 Your pages show their content without needing anyone to click first	☐	☐	☐	☐
121 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.	☐	☐	☐	☐
122 Your site is not telling search engines to stay out Type <code>yoursite.com/robots.txt</code> . "Disallow: /" on its own is a fail.	☐	☐	☐	☐
123 Your site is not telling AI crawlers to stay out Same file, different bots. Look for names like GPTBot, ClaudeBot, or PerplexityBot next to Disallow. Some hosts block AI crawlers with a setting you never chose.	☐	☐	☐	☐
124 Your listing links land on your site without bouncing through redirects Click the website button on your Google and Yelp listings and watch the address bar.	☐	☐	☐	☐
125 Nothing important is trapped inside a PDF or an image	☐	☐	☐	☐

DO YOU ANSWER THE QUESTIONS

	P	F	N/A	S/N
126 The ten questions customers ask most are answered in writing on your site Ask whoever answers your phone what they get asked all day. That is your list.	☐	☐	☐	☐
127 A customer question can be answered by sending one link, not typing a paragraph	☐	☐	☐	☐
128 Your site names something a competitor could not copy onto their own site	☐	☐	☐	☐
129 Reviews and awards are quoted in text on your site	☐	☐	☐	☐
130 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".	☐	☐	☐	☐
131 The people and the expertise behind the business are named	☐	☐	☐	☐
132 Something on your site was updated in the last 12 months	☐	☐	☐	☐

WHAT THE CHATBOTS SAY

	P	F	N/A	S/N
133 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.	☐	☐	☐	☐
134 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.	☐	☐	☐	☐
135 What AI says you sell matches what you sell	☐	☐	☐	☐
136 Ask AI what sources it uses for your category. Your business appears on at least one of them Ask ChatGPT or Claude what sites it would check for your category in your city, then look for yourself on them.	☐	☐	☐	☐
137 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 138–154

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

NEEDS A LOGIN run from inside an account you own

ONE BUSINESS, ONE STORY

	P	F	N/A	SIN
138 One business name everywhere	☐	☐	☐	☐
139 One founding year everywhere	☐	☐	☐	☐
140 Your origin story reads the same on your site and your socials	☐	☐	☐	☐
141 Your name, address, and phone are identical on every listing Across the directories this time: Google, Yelp, Facebook, Apple Maps. The listing-to-site match was section two.	☐	☐	☐	☐
142 You describe what you sell the same way everywhere	☐	☐	☐	☐
143 Your current logo and photos are on every platform	☐	☐	☐	☐
144 Old business names redirect somewhere, or are explained	☐	☐	☐	☐
145 You own one main web address, and any others redirect to it	☐	☐	☐	☐
146 Your email domain matches your website domain Section one caught free-mail addresses. This one catches the second domain you bought years ago that your email still runs on.	☐	☐	☐	☐
147 Your handles are the same across platforms, or your bios point at each other	☐	☐	☐	☐
148 Your tagline is the same everywhere	☐	☐	☐	☐
149 No seasonal or holiday information is out of date anywhere	☐	☐	☐	☐
150 Your staff list is current	☐	☐	☐	☐
151 The name on your receipts matches the name on your sign, or is explained on your site	☐	☐	☐	☐
152 Duplicate accounts are closed or claimed	☐	☐	☐	☐
153 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.	☐	☐	☐	☐
154 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 155–160

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

NEEDS A LOGIN run from inside an account you own

THE SIDE-BY-SIDE

	P	F	N/A	SIN
155 Your rating is within half a star of your top competitor's Open both listings side by side. This is a reading, not a memory test.	☐	☐	☐	☐
156 Your review count is at least half of theirs	☐	☐	☐	☐
157 Your newest review is more recent than theirs Sort both by newest. Recency signals a live business to customers and to AI.	☐	☐	☐	☐
158 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.	☐	☐	☐	☐
159 Booking you takes no more taps than booking them Start from each listing and count taps to a confirmed booking or clear next step.	☐	☐	☐	☐
160 Your last post is more recent than theirs Check whichever platform you both use most. Silence is visible.	☐	☐	☐	☐

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.

Straight off your phone.

One hundred and sixty checks is a lot to start cold. 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. Do these, then decide whether you want the rest.

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

		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.	☐	☐	☐	☐
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")	☐	☐	☐	☐
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 Open the site on your phone and tap it. If it doesn't start a call, it's a fail.	☐	☐	☐	☐
13	Open your bio link on your phone from inside the app, and complete the action all the way through Instagram and LinkedIn open links in their own browser, not Safari or Chrome. Forms, payments, and tracking that work fine everywhere else break in there.	☐	☐	☐	☐
14	At least one form on your site submits successfully Fill it out and press send. No error and no frozen button is the pass here. Where it lands is the next two checks.	☐	☐	☐	☐
18	Your displayed hours match your real hours This is the version on your own site. Your Google listing and the AI answers get their own checks later.	☐	☐	☐	☐
25	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.	☐	☐	☐	☐
38	Your Google listing is claimed by you Search your business name. If it says "Own this business?" it is not claimed.	☐	☐	☐	☐
40	Your hours are right, including holidays The listing version of the hours check. Same truth as your site, read on a different surface.	☐	☐	☐	☐
42	The Website button goes to your live site	☐	☐	☐	☐
44	At least one photo uploaded in the last 12 months	☐	☐	☐	☐
46	You come up when someone searches your business name	☐	☐	☐	☐
62	The link in your bio works Tap it yourself, from your own phone.	☐	☐	☐	☐
63	Your bio link goes to what your posts are about, not just your homepage	☐	☐	☐	☐
64	You have posted in the last 30 days	☐	☐	☐	☐
80	Your newest review is recent Sort reviews by Newest first. Google shows Most relevant by default, which hides how old they are.	☐	☐	☐	☐
85	The reviews on your site use real names, not "John Doe" or blanks	☐	☐	☐	☐
90	You have a direct review link you can text someone On your Google listing, click "Ask for reviews" to get the short link.	☐	☐	☐	☐
122	Your site is not telling search engines to stay out Type yoursite.com/robots.txt. "Disallow: /" on its own is a fail.	☐	☐	☐	☐
133	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.	☐	☐	☐	☐

When you are done. Count your passes out of twenty-three and write it here: ___/23. Under sixteen means the basics are leaking and the rest of this document will find a lot more. Sixteen or over means your foundation is solid and the money is hiding further down, in tracking and in what machines can read about you.



160 checks. Every one of them **printed in here.**

\$649. One time. No retainer.

You keep this document, the scores, the fix list, 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.

It is yours whether we ever work together or not. That is the point.