

Your Online Visibility Checklist

Each category and contributes to the overall score of online visibility out of 100.

Once all items below have been check marked as completed, then your site should be 100% visible in SERPs.

1. Website and SEO

- Website design:** Is your [website clean, professional, and appealing](#) to your target audience?
- Mobile optimization:** [Is your website mobile-friendly?](#)
- Loading speed:** [Does your website load quickly](#) on both desktop and mobile?
- On-page SEO:** Are your website pages optimized with relevant keywords, meta tags, alt text, etc.?
- Off-page SEO:** Do you have [high-quality backlinks](#) leading to your website?
- Technical SEO:** Is your [website free of broken links](#), crawl errors, and does it have a sitemap and robots.txt file?
- Blog/Content:** Do you regularly post valuable and helpful content?
- Content:** Do you update the older posts and pages?

2. Social Media Presence

- Platform selection:** Are you [present on the social media platforms](#) where your audience is active?
- Regular updates:** Do you post regularly and consistently?
- Engagement:** Do you engage with your audience through comments, messages, and likes?
- Paid campaigns:** Have you tried social media advertising to boost visibility?

3. Online Reputation Management

Online reviews: Do you have positive reviews on [review platforms](#) relevant to your industry?

Responding to reviews: Do you respond promptly and professionally to online reviews?

Handling negative reviews: Do you [deal effectively with negative reviews](#)?

Brand mentions: Is your brand or business being mentioned positively in online media, blogs, forums, etc.?

4. Email Marketing

Email list: Do you have an email list and send out regular newsletters?

Click-through rates: Are your emails getting opened and links clicked?

5. Local SEO (if applicable)

Google Business Profile: Is your business [listed and optimized on Google Business Profile](#)?

Local directories: Is your business listed in [relevant local directories](#)?