THE CREA8 SEO VISIBILITY AUDIT CHECKLIST



Understanding Your Website's Visibility Potential

info@crea8impact.com • www.crea8impact.com

SECTIONS

01 SEO Health Check
02 Website Evaluation
03 SEO Opportunities
04 Profile Optimization
05 Contrent Visibility
06 AI Search
07 Authority Indicators
08 Benchmarking

RESOURCES

Final Scorecard
Next Steps

INTRODUCTION

Many businesses invest in websites, content, and marketing campaigns but still struggle to generate consistent traffic, leads, and inquiries.

The reason is often simple: visibility gaps.

Search engines like Google need to understand your website, trust your content, and see your business as relevant before they recommend you to potential customers.

This guide will help you evaluate some of the most important factors that influence your website's search visibility and overall online performance.

By the end of this checklist, you'll have a clearer understanding of where your website stands and what areas may require improvement.

SECTIONS

01 SEO Health Check
02 Website Evaluation
03 SEO Opportunities
04 Profile Optimization
05 Contrent Visibility
06 AI Search
07 Authority Indicators
08 Benchmarking

RESOURCES

Final Scorecard
Next Steps

SECTION 01

Technical SEO Health Check

Why It Matters

Technical SEO forms the foundation of your website's search performance. Even the best content can struggle to rank if search engines encounter issues crawling, indexing, or understanding your website.

Questions To Ask

- Is your website secure with HTTPS?
- Does every page load properly?
- Are there any broken links?
- Is your website mobile-friendly?
- Is your sitemap submitted to Google?
- Are important pages being indexed?
- Are there duplicate pages causing confusion?
- Is your website structure easy to navigate?

Warning Signs

- Pages not appearing in Google search results
- Slow-loading pages
- Mobile usability issues
- Crawl errors in Google Search Console

Action Steps: Identify technical issues and prioritize fixing anything that impacts user experience, page speed, or indexability.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 02

Website Performance Evaluation

Why It Matters

Modern users expect websites to load quickly. A delay of just a few seconds can significantly impact engagement, conversions, and search rankings.

Questions To Ask

- Does your homepage load quickly?
- Are images optimized?
- Are unnecessary scripts slowing down the website?
- Does the website perform well on mobile devices?
- Are visitors leaving quickly after landing on your pages?

Metrics To Review

- Page load speed
- Core Web Vitals
- Mobile performance
- Bounce rate
- Average engagement time

Action Steps: Focus on improving speed, reducing unnecessary elements, and optimizing the user experience across all devices.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 03

Local SEO Opportunities

Why It Matters

If your business serves a specific city, region, or local market, local visibility can directly impact leads and customer acquisition.

Questions To Ask

- Is your business listed on Google Business Profile?
- Are your business details accurate across all platforms?
- Are you targeting location-specific keywords?
- Do you have location-based landing pages?
- Are customers leaving reviews regularly?

Action Steps: Improve local visibility by optimizing your Google Business Profile, maintaining consistent business information, and creating localized content.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 04

Google Business Profile Optimization

Why It Matters

Your Google Business Profile is often the first thing potential customers see when searching for your business.

A well-optimized profile improves trust, visibility, and customer engagement.

Questions To Ask

- Are your services clearly listed?
- Are your contact details accurate?
- Do you regularly upload photos and updates?
- Are customer reviews being monitored and responded to?
- Is your business category properly configured?

Action Steps: Keep your profile updated, encourage customer reviews, and regularly publish business updates.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 05

Content Visibility Assessment

Why It Matters

Content plays a major role in helping search engines understand your expertise while answering questions your customers are actively searching for.

Questions To Ask

- Are your services clearly explained?
- Do you publish educational content?
- Does your website answer common customer questions?
- Are pages optimized around customer search intent?
- Is your content updated regularly?

Action Steps: Create content that educates, informs, and solves problems for your target audience.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 06

GEO & AI Search Readiness

Why It Matters

Search is changing rapidly with the growth of AI-powered search experiences and generative search engines.

Businesses that prepare now will be better positioned as customer search behavior evolves.

Questions To Ask

- Is your content structured clearly?
- Do you answer common customer questions directly?
- Is your website organized around topics and expertise?
- Are you using structured data?
- Does your content demonstrate authority and trust?

Action Steps: Focus on creating helpful content that is easy for both users and AI systems to understand.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 07

Search Authority Indicators

Why It Matters

Authority helps search engines determine whether your business can be trusted as a reliable source of information.

Questions To Ask

- Are other websites linking to your content?
- Do you have customer testimonials and reviews?
- Are you publishing valuable content consistently?
- Is your business mentioned across industry websites?
- Are you demonstrating expertise in your field?

Questions To Askits

- Better lead management
- Improved customer experience
- Increased sales efficiency
- Reduced manual work
- More consistent communication

Action Steps: Build authority through quality content, partnerships, customer reviews, and industry recognition.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

SECTION 08

Competitor Visibility Benchmarking

Why It Matters

Understanding what competitors are doing well can uncover opportunities for growth.

Questions To Ask

- Who ranks above you for important keywords?
- What type of content are competitors creating?
- How frequently are competitors publishing content?
- What keywords are driving traffic to competitor websites?
- What can your business do differently?

Action Steps: Use competitor insights to identify content gaps, SEO opportunities, and areas where your business can stand out.

SECTIONS

01 SEO Health Check

02 Website Evaluation

03 SEO Opportunities

04 Profile Optimization

05 Contrent Visibility

06 AI Search

07 Authority Indicators

08 Benchmarking

RESOURCES

Final Scorecard

Next Steps

How Did You Perform?

FINAL SCORECARD

performance_checklist

Strong Foundation
- Your website is well-positioned for growth, with only minor improvements required.

Needs Optimization
- Several opportunities exist to improve visibility, traffic, and lead generation.

Immediate Attention Required
- Critical issues may be preventing your website from reaching its full potential

SECTIONS

01 SEO Health Check
02 Website Evaluation
03 SEO Opportunities
04 Profile Optimization
05 Contrent Visibility
06 AI Search
07 Authority Indicators
08 Benchmarking

RESOURCES

Final Scorecard
Next Steps

NEXT STEPS

Need Help Identifying Your Visibility Gaps?

This checklist provides a great starting point, but every business faces unique challenges and opportunities.

At Crea8 Impact, we help businesses improve search visibility, strengthen digital presence, and build long-term growth systems through SEO, content strategy, automation, and digital transformation.

Let's Start The Conversation

EMAIL
info@crea8impact.com

WEBSITE
www.crea8impact.com

BOOK A STRATEGY CALL

Whether you need a full SEO audit, technical review, local SEO support, or a long-term growth strategy, our team is here to help.

Build visibility. Generate opportunities. Grow with confidence.