

SEARCH VISIBILITY

Master Checklist

All Three Layers

60+ checkpoints across Traditional Search, Discovery Platforms and AI Retrieval.
Use this to audit your brand's full visibility picture.

stickyfrog.co.uk

Search Visibility in the AI Era

Free to use and share

HOW TO USE THIS CHECKLIST

Work through each section in order. Tick the checkbox for each item you have in place. Leave blank anything you haven't addressed. Priority labels (High / Medium / Low) indicate the impact of each item on overall AI search visibility.

Use the Notes column to record findings, assigned owners, or target dates. A score of 80%+ across all three layers indicates strong visibility. Below 50% in Layer 3 is the most common gap for established brands.

Traditional Search Health

Technical Foundations

<input type="checkbox"/>	HTTPS / SSL certificate installed Full site served over HTTPS, no mixed content warnings	High	Notes:
<input type="checkbox"/>	XML sitemap submitted to Google Search Console All key pages included, no errors	High	Notes:
<input type="checkbox"/>	Robots.txt correctly configured Key pages are crawlable, sensitive areas blocked	High	Notes:
<input type="checkbox"/>	Core Web Vitals passing LCP under 2.5s, CLS under 0.1, INP under 200ms	High	Notes:
<input type="checkbox"/>	Mobile-friendly on all key pages Google Mobile-Friendly Test passes	High	Notes:
<input type="checkbox"/>	No crawl errors in Search Console 0 4xx or 5xx errors on important pages	High	Notes:
<input type="checkbox"/>	Canonical tags implemented correctly No duplicate content issues	Medium	Notes:
<input type="checkbox"/>	Structured internal linking to key pages Homepage and key pages receive internal links	Medium	Notes:

On-Page Optimisation

<input type="checkbox"/>	Unique, descriptive title tags on all pages Under 60 chars, target keyword included	High	Notes:
<input type="checkbox"/>	Unique meta descriptions on all pages Under 160 chars, compelling and descriptive	Medium	Notes:
<input type="checkbox"/>	Single H1 per page, keyword-relevant Describes page content accurately	High	Notes:
<input type="checkbox"/>	H2/H3 heading hierarchy used logically Sections clearly labelled with relevant headings	Medium	Notes:
<input type="checkbox"/>	Images have descriptive alt text Describes content, not keyword-stuffed	Low	Notes:
<input type="checkbox"/>	Page URLs are clean and descriptive No dynamic parameters, hyphens not underscores	Medium	Notes:

Authority Signals

<input type="checkbox"/>	Domain authority above 30 Measured by Ahrefs or Moz DA	Medium	Notes:
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<input type="checkbox"/>	Backlink profile: no toxic links Disavow file in place if needed	High	Notes:
<input type="checkbox"/>	Active link acquisition strategy Regular new links from relevant sources	High	Notes:
<input type="checkbox"/>	Google Business Profile claimed and optimised Complete profile, regular posts, reviews	Medium	Notes:
<input type="checkbox"/>	Brand mentions monitored Tools: Brand24, Ahrefs Alerts or Google Alerts	Low	Notes:
Schema / Structured Data			
<input type="checkbox"/>	Organisation schema on homepage name, url, description, sameAs links	High	Notes:
<input type="checkbox"/>	Person schema for key authors/founders name, jobTitle, sameAs to LinkedIn	High	Notes:
<input type="checkbox"/>	FAQ schema on relevant pages 2-5 Q&A; pairs per page	High	Notes:
<input type="checkbox"/>	Article schema on all blog posts author, datePublished, publisher	High	Notes:
<input type="checkbox"/>	BreadcrumbList schema on multi-level pages Helps AI understand site structure	Medium	Notes:
<input type="checkbox"/>	LocalBusiness schema if location-relevant address, telephone, openingHours	Medium	Notes:

Discovery Platform Presence

LinkedIn

<input type="checkbox"/>	Company page claimed and fully completed Logo, banner, description, website URL	High	Notes:
<input type="checkbox"/>	Company description matches website entity definition Consistent brand description across platforms	High	Notes:
<input type="checkbox"/>	Regular thought leadership posts published Minimum 2 per week, focused on your topic area	Medium	Notes:
<input type="checkbox"/>	Founder/key person profile fully optimised Professional headshot, complete About, featured posts	High	Notes:
<input type="checkbox"/>	Content uses your named frameworks and terminology Reinforces entity association with your topic	Medium	Notes:

YouTube

<input type="checkbox"/>	Channel created and branded Logo, banner, description matching brand identity	Medium	Notes:
<input type="checkbox"/>	Video titles use searchable keywords Not clever but vague, directly descriptive	High	Notes:
<input type="checkbox"/>	Video descriptions include full text explanations 300+ words per video, links to relevant pages	High	Notes:
<input type="checkbox"/>	Timestamps / chapters added to longer videos Helps AI extract specific sections	Medium	Notes:
<input type="checkbox"/>	Channel description includes brand entity definition Explains what the channel is and who runs it	Medium	Notes:

Reddit and Community Platforms

<input type="checkbox"/>	Active in relevant subreddits Genuine contributions, not just promotion	High	Notes:
<input type="checkbox"/>	Brand or founder mentioned in community discussions Organic mentions in relevant threads	High	Notes:
<input type="checkbox"/>	Participate in industry forums and Q&A; sites Quora, industry-specific forums, Stack Overflow if relevant	Medium	Notes:
<input type="checkbox"/>	Content strategy includes community seeding Core content shared in relevant communities	Medium	Notes:

Directories and Listings

<input type="checkbox"/>	Listed in relevant industry directories G2, Capterra, Clutch, Trustpilot as applicable	Medium	Notes:
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<input type="checkbox"/>	Google Business Profile active and accurate Regular posts, responding to reviews	Medium	Notes:
<input type="checkbox"/>	Crunchbase profile exists and is accurate Especially important for B2B brands	Medium	Notes:
<input type="checkbox"/>	Wikipedia or Wikidata entry exists At minimum a Wikidata entity with sameAs links	High	Notes:
<input type="checkbox"/>	NAP (Name, Address, Phone) consistent everywhere Exact same format across all listings	High	Notes:
Press and Media			
<input type="checkbox"/>	At least 1 press mention per quarter Trade press, industry publications, general media	High	Notes:
<input type="checkbox"/>	Press page or media kit available on website Makes it easier for journalists to cover you	Low	Notes:
<input type="checkbox"/>	Podcast appearances secured Minimum 2-4 per year, show notes mention brand and topic	High	Notes:
<input type="checkbox"/>	Awards and recognition sought Industry awards, best-of lists, recognition programmes	Medium	Notes:

AI Retrieval Readiness

Entity Definition

<input type="checkbox"/>	Brand is a recognised entity in Google Knowledge Graph Knowledge Panel exists or is in progress	High	Notes:
<input type="checkbox"/>	Wikidata entry created with sameAs links Minimum: brand name, website, founding date, description	High	Notes:
<input type="checkbox"/>	Wikipedia page exists (if warranted) For brands with sufficient notability	Medium	Notes:
<input type="checkbox"/>	Organisation schema sameAs links all major profiles LinkedIn, Twitter/X, YouTube, Wikipedia, Wikidata	High	Notes:
<input type="checkbox"/>	E-E-A-T signals clearly established Experience, Expertise, Authoritativeness, Trustworthiness all evidenced	High	Notes:

Content Structure for AI

<input type="checkbox"/>	Core pages answer questions directly in the first paragraph No burying the answer below the fold	High	Notes:
<input type="checkbox"/>	FAQ sections present on key pages Genuine questions, concise answers	High	Notes:
<input type="checkbox"/>	Definitions of key terms/concepts provided Clear definitions AI can extract and cite	High	Notes:
<input type="checkbox"/>	Content uses consistent brand terminology Same terms used across all pages and platforms	Medium	Notes:
<input type="checkbox"/>	Author attribution present on all content Named author, linked bio, schema markup	High	Notes:
<input type="checkbox"/>	Content updated regularly with new data Freshness signals matter to AI retrieval	Medium	Notes:

Proprietary IP and Frameworks

<input type="checkbox"/>	At least one named methodology or framework exists Something only your brand can claim	Very High	Notes:
<input type="checkbox"/>	Framework has a dedicated, detailed page Enough depth to be useful and citable	Very High	Notes:
<input type="checkbox"/>	Framework referenced consistently across all content Every relevant post links back to the framework page	High	Notes:
<input type="checkbox"/>	Framework cited or referenced by third parties Others linking to or mentioning your framework	High	Notes:

<input type="checkbox"/>	Unique data or research published Original statistics AI must cite back to you	High	Notes:
AI Citation Testing			
<input type="checkbox"/>	ChatGPT tested monthly with category queries e.g. "Who are the leading [category] in [market]?"	High	Notes:
<input type="checkbox"/>	Perplexity tested monthly with brand name query e.g. "Tell me about [brand name]"	High	Notes:
<input type="checkbox"/>	Gemini tested monthly with topic expertise queries e.g. "What is [your framework name]?"	High	Notes:
<input type="checkbox"/>	Google AI Overview tested for target queries Check Search Console for AI Overview impressions	High	Notes:
<input type="checkbox"/>	AI sentiment recorded and tracked Is the description positive, neutral, accurate?	Medium	Notes:
<input type="checkbox"/>	Competitor AI citations tracked Who else appears when you should? What language do they use?	Medium	Notes:
<input type="checkbox"/>	Results logged in reporting template Monthly tracking enables trend analysis	High	Notes:
Technical AI Readiness			
<input type="checkbox"/>	Content is accessible to AI crawlers No bot-blocking rules preventing crawl	High	Notes:
<input type="checkbox"/>	Page speed does not prevent crawl LCP under 2.5s on all key pages	Medium	Notes:
<input type="checkbox"/>	Structured data validated with Google Rich Results Test No errors on key schema implementations	High	Notes:
<input type="checkbox"/>	hreflang implemented if multilingual Prevents AI from confusion between language versions	Medium	Notes:
<input type="checkbox"/>	No cloaking or deceptive redirects AI systems penalise perceived deception	High	Notes:

How to interpret your checklist

LAYER	ITEMS	YOUR SCORE	PERCENTAGE	STATUS
Layer 1: Traditional Search	24 checkpoints		=Score/24	
Layer 2: Discovery Platforms	21 checkpoints		=Score/21	
Layer 3: AI Retrieval	24 checkpoints		=Score/24	
TOTAL	69 checkpoints		=Total/69	

80-100%

Strong Visibility

Your brand has strong signals across all layers. Focus on Layer 3 refinement and monitoring.

60-79%

Good Foundation

Solid base but gaps exist. Prioritise any Layer 3 items not yet in place.

40-59%

Partial Visibility

Significant gaps across layers. Focus on entity definition and schema as immediate priorities.

0-39%

Low Visibility

Fundamental work needed. Start with Organisation schema, Knowledge Panel, and entity pages.

Want a personalised assessment by a senior specialist?

The Search Visibility Strategy Audit covers every layer in depth, with competitor benchmarking, prioritised recommendations and a 90-minute strategy call.

stickyfrog.co.uk/audit | Free snapshot: stickyfrog.co.uk/search-visibility-snapshot