

Google & AI Visibility Checklist

25 checks across Google, Maps, and AI-powered search — covering your Google Business Profile, local trust signals, website, authority signals, and AI discovery readiness.

1. Google Business Profile

- ☐ Your profile is claimed and verified.
- ☐ The primary category accurately describes your business.
- ☐ Phone, address, and hours are correct and current.
- ☐ Your business description is complete and specific.
- ☐ Products/services are listed.
- ☐ Photos are current and show the real business.

2. Local Trust

- ☐ You have a healthy number of reviews for your category.
- ☐ Review quality reflects the business accurately.
- ☐ You respond to reviews, including negative ones.
- ☐ Your business name, address, and phone are consistent everywhere online.

3. Website

- ☐ It's immediately clear what your business does.
- ☐ Your location is clearly stated.
- ☐ Products/services are described specifically, not vaguely.
- ☐ Contact information is easy to find.
- ☐ Content is genuinely useful, not just promotional.

4. Authority Signals

- ☐ Your organisation's identity is clear (not just a founder's personal profile).
- ☐ Your About page explains who you are and why you're credible.

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- ☐ Your expertise is visible through your content.
- ☐ You publish original content, not just copied material.
- ☐ You reference credible sources where relevant.

5. AI Discovery Readiness

- ☐ Your content gives clear, direct answers to common questions.
 - ☐ Your site content is structured (clear headings, organised sections).
 - ☐ Your business information online is accurate and consistent.
 - ☐ Your site is crawlable (not blocked, not broken).
 - ☐ Your original expertise is represented in your content, not generic text.
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How to Read Your Results

Mostly checked: your visibility foundation looks relatively strong. A mix of results: several visibility gaps may deserve attention. Mostly unchecked: significant areas appear incomplete. This checklist does not promise Google rankings, Maps rankings, AI citations, or guaranteed discoverability — it identifies where your foundation needs work.

Want a professional read on this?

AI Visibility & Local SEO is one of our four consulting practices. Book a Business Growth Strategy Session™ at sonofmanmarketing.com/contact/