

Several thick pink lines of varying lengths and curves are scattered around the title text, some starting from the left and pointing towards the text, others from the right pointing towards the text.

5-point visibility checklist

Search is changing. More people now get recommendations and summaries directly in Google and AI platforms, without clicking through to lots of websites.

This checklist helps you quickly spot whether your website is easy for both humans and machines to understand, trust, and surface in answers.

O1 - Can someone understand what you do in 5 seconds?

Check:

Your homepage (and key service pages) should clearly say:

- what you do
- who it's for
- where you do it
- what to do next

Why it matters now:

When search becomes answers, clarity wins. If your site is vague, AI tools and search features are more likely to misinterpret you - or skip you entirely.

Quick Fix:

Add one plain-English line near the top of the page:

"We help [type of customer] in [area] with [specific service]."

O2 - Do you have one strong page per core service - not one "services" page?

Check:

Each main service you want enquiries for should have its own focused page.

Why it matters now:

AI answers pull from specific, relevant chunks. A single catch-all services page often lacks the detail needed to match specific questions.

Quick Fix:

Create (or strengthen) one page per service with:

- who it's for
- what's included
- common questions
- pricing approach (even if "from £X" or "depends on...")
- local coverage area

O3 - Are you answering the questions people ask before they enquire?

Check:

Do you cover the "pre-qualification" questions on-site?

- costs
- timelines
- what happens next
- suitability (who it is and isn't for)
- common concerns and objections

Why it matters now:

More people ask AI tools these questions first. If your site doesn't answer them, the AI will pull from somewhere else.

Quick Fix:

Add an FAQ section (including FAQ Schema markup) to each service page with 6–10 real questions you hear from prospects.

O4 - Is your credibility obvious without digging?

Check:

Can someone quickly find:

- reviews and testimonials
- case studies or examples
- credentials (where appropriate)
- team information
- clear contact details

Why it matters now:

As search becomes answers, trust signals matter more - people may never browse deeply. Machines also look for repeatable credibility cues across the web.

Quick Fix:

Put 2-3 strong proof points on each service page and link to deeper evidence.

05 - Are your "facts" consistent everywhere - not just on your site?

Check:

Your business name, address, phone, service areas, categories, and key descriptions should be consistent across:

- your website
- Google Business Profile
- key directories
- social profiles

Why it matters now:

AI systems pull from multiple sources. Inconsistencies create doubt and reduce confidence in recommending you.

Quick Fix:

Do a quick consistency sweep and standardise your core business details and descriptions across all platforms.

Thanks for downloading

This checklist is a great first step, but it's only the start of getting ready for AI visibility.

If you want more guidance, or you'd like to partner with us so we can help you apply this properly across your website and online presence, contact us via the email below

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