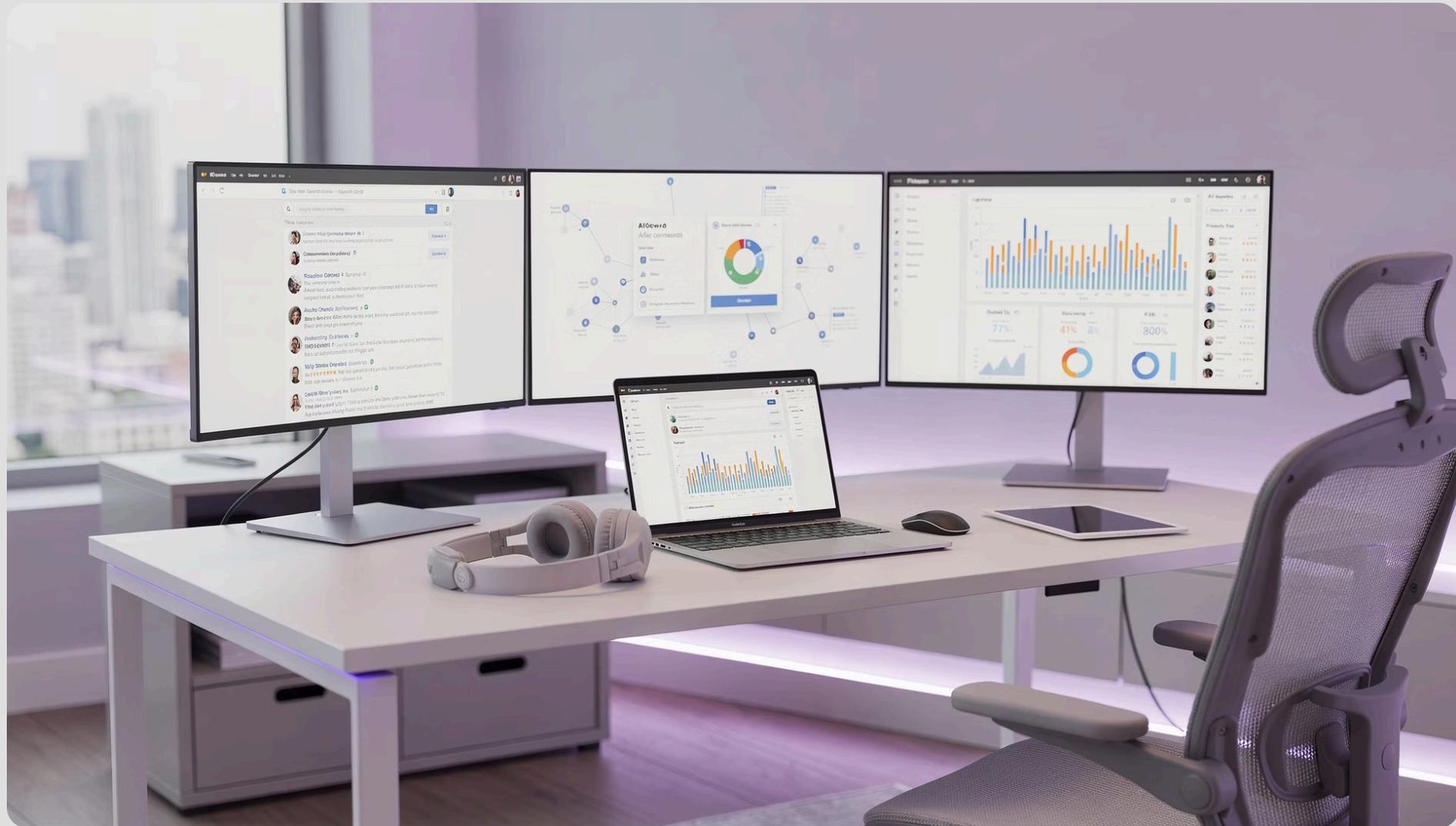


2026 Visibility Checklist



Build pages that can be found, selected, and referenced across modern search behavior (SEO + AEO + GEO).
Framework: The 3 C's (Crawlability, Clarity, Credibility)

How to use this

01

Start with the Page Checklist for your top revenue page first.

02

Then do the Site Checklist so your pages can actually compound.

03

Use the 90-Day Plan section to stay consistent without overwhelm.

1. Quick score (baseline)

Check what is true today.



Crawlability

My most important pages are accessible as text (not trapped in images or PDFs).

My top revenue pages can be reached from the homepage in 2 clicks or less.

I have no obvious broken links on key pages.

My pages load fast enough to use comfortably on mobile.

Clarity

My top pages answer a real customer question directly.

Each page focuses on one primary topic (not everything at once).

My answers are concise enough to be quoted (2 to 3 sentences).

Credibility

My site clearly states who we are, what we do, and who we help.

My pages include proof (examples, outcomes, process, testimonials).

My claims are realistic and supported.

The 2026 Visibility System (SEO + AEO + GEO)

SEO (searchable)

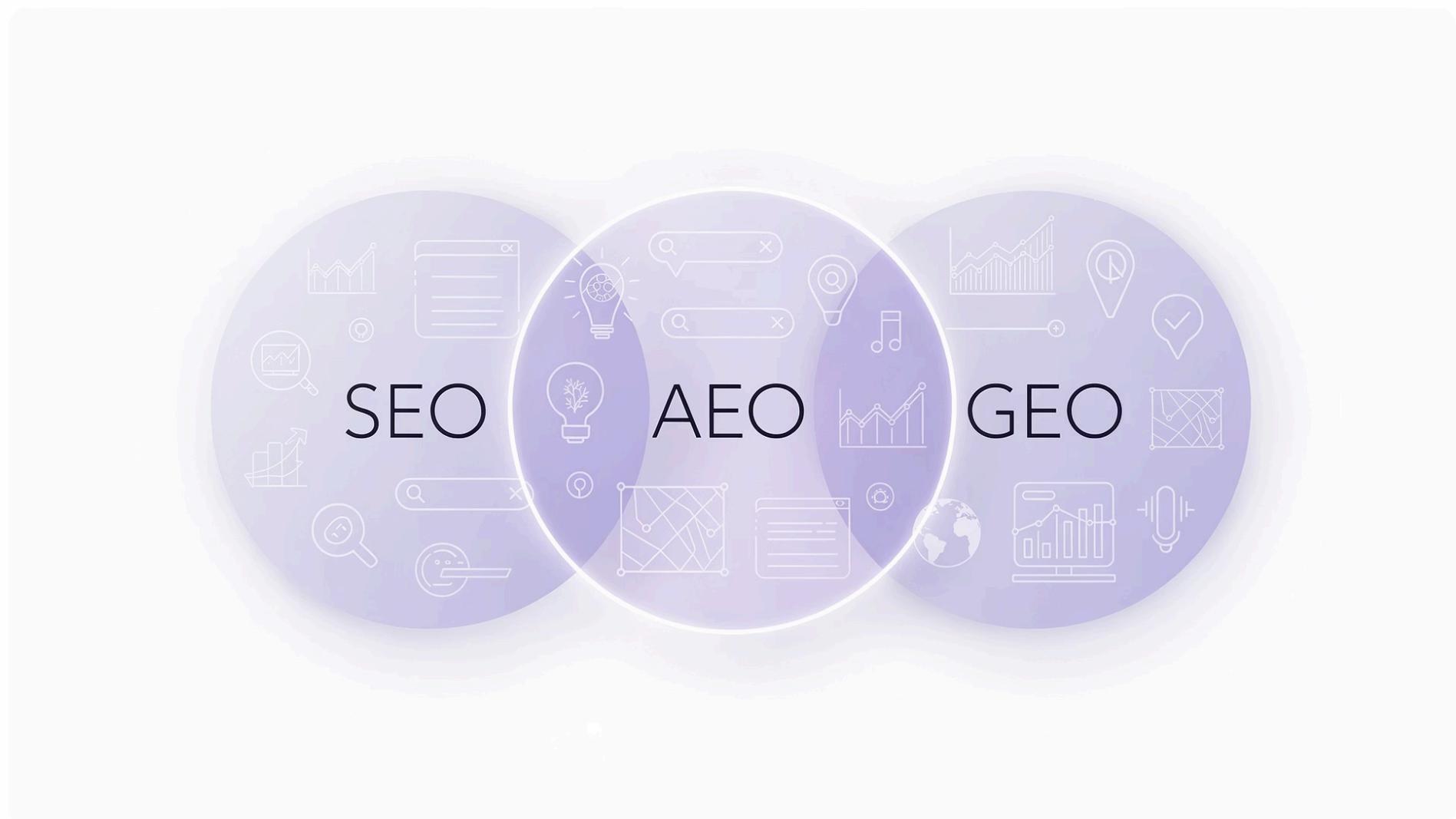
- I have pages that match the questions customers ask before buying.
- My headings and internal links clearly show what each page is about.

AEO (selectable)

- My pages include an "Answer Block" near the top.
- My content uses steps or bullets that are easy to extract.

GEO (reference-worthy)

- My brand identity is consistent across my web presence (name, offer, positioning).
- My site includes reference-worthy assets (frameworks, checklists, glossaries, templates).
- My content includes credibility signals that make it safe to cite.



Answer-First Page Checklist (use this on every important page)

Use this to build or refresh pages, especially your top 3 revenue pages.

Page basics

- URL is short and descriptive.
- Page title clearly matches the topic or question.
- Meta description includes the direct outcome and who it is for.

Structure and headings

- H1 is the plain-language topic or exact customer question.
- Headings read like a table of contents (a stranger can scan and understand).

Answer Block (the most important section)

- The Answer Block is 2 to 3 sentences.
- Sentence 1 gives a direct answer.
- Sentence 2 clarifies who it's for or what it depends on.
- Optional sentence 3 tells them what to do next.

Decision factors

- I included 3 "what it depends on" bullets (time, budget, complexity).

Extractable content formats

- I used one extractable format (steps, bullets, definitions, comparison table).
- Each step or bullet is short and action-oriented.

Examples and edge cases

- I included at least 1 real-world example or "what if" scenario.
- I addressed common confusion or misconceptions.

FAQs

- I added 3 to 6 FAQs based on real follow-up questions.
- Each FAQ answer is direct, short, and practical.

Credibility block

- The page explains who we are, who we help, and what we do.
- The page includes at least 1 proof element (result, process, testimonial, case snippet).
- The page has a clear author or responsibility signal when relevant.

Conversion path

- There is one obvious primary CTA (book, buy, apply, download).
- The CTA appears above the fold and near the bottom.
- The CTA copy clearly says what happens next.

Internal linking checklist (visibility compounding)

Internal links are how your site becomes a connected knowledge system.

Each important page links to your main offer or next step.

Each important page links to at least 1 supporting resource page.

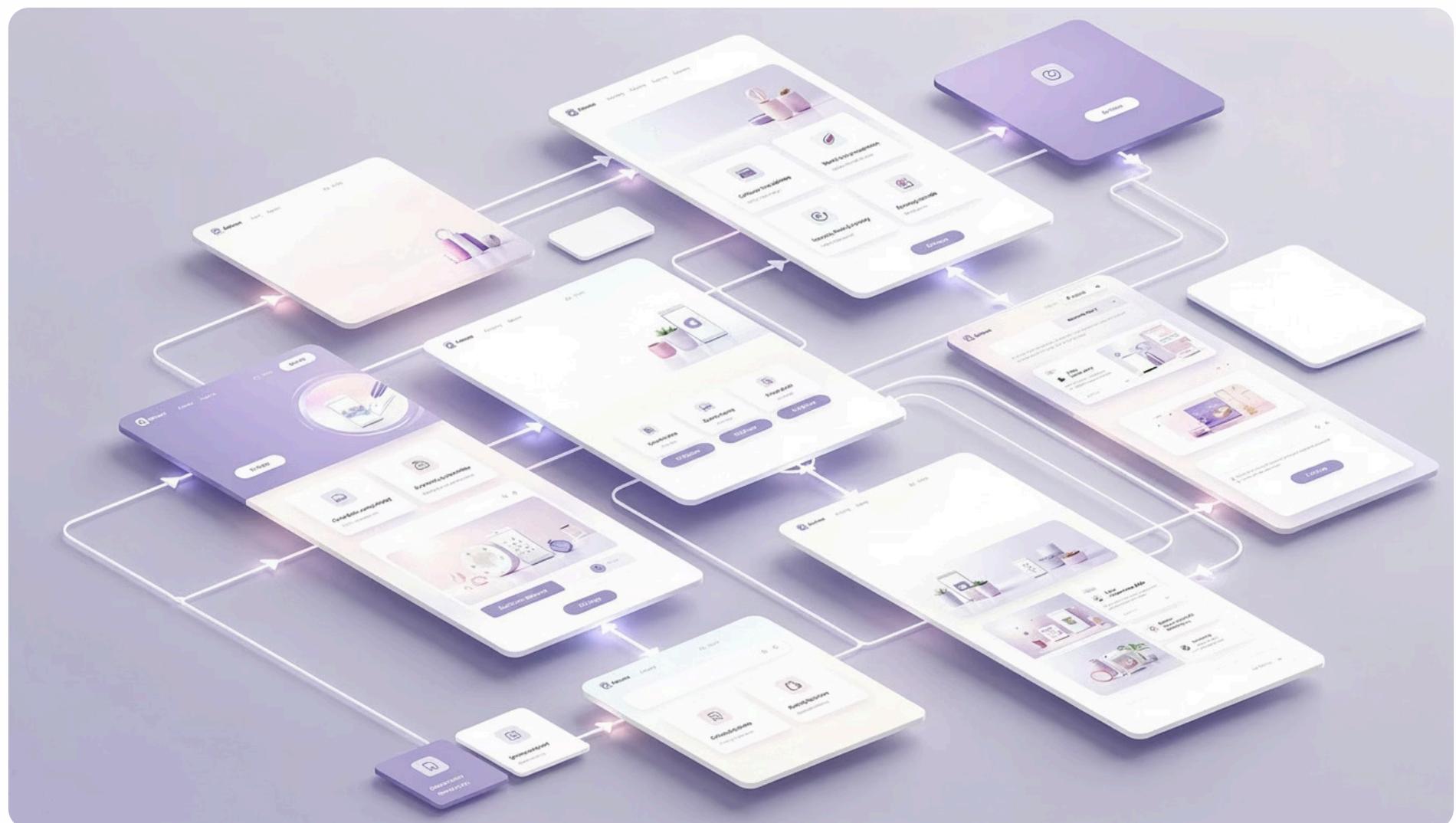
At least 2 other pages link into each important page.

Anchor text is descriptive (not "click here").

Quick link rule:

2 links out (offer, next step)

2 links in (homepage, related page)



Crawlability and site structure checklist

These are the basics that determine whether your content can be reliably retrieved.

- Navigation is simple and highlights the pages that make money.**
- No key page is orphaned (every key page has at least one internal link pointing to it).**
- No major duplicate content across service pages.**
- Pages are readable on mobile (fonts, spacing, buttons).**
- Images are compressed (no huge files slowing the page).**
- You avoid heavy popups that block content before someone reads the answer.**

Optional but helpful:

I have a Resources section or FAQ Hub that links to answer pages.

Credibility and "trust to cite" checklist (GEO signals)

This is where most businesses are weak, and where you can win.

Clear identity

- Business name and what you do are obvious within 5 seconds.
- About page clearly states who you help and the outcomes you create.
- Contact info is easy to find.

Proof

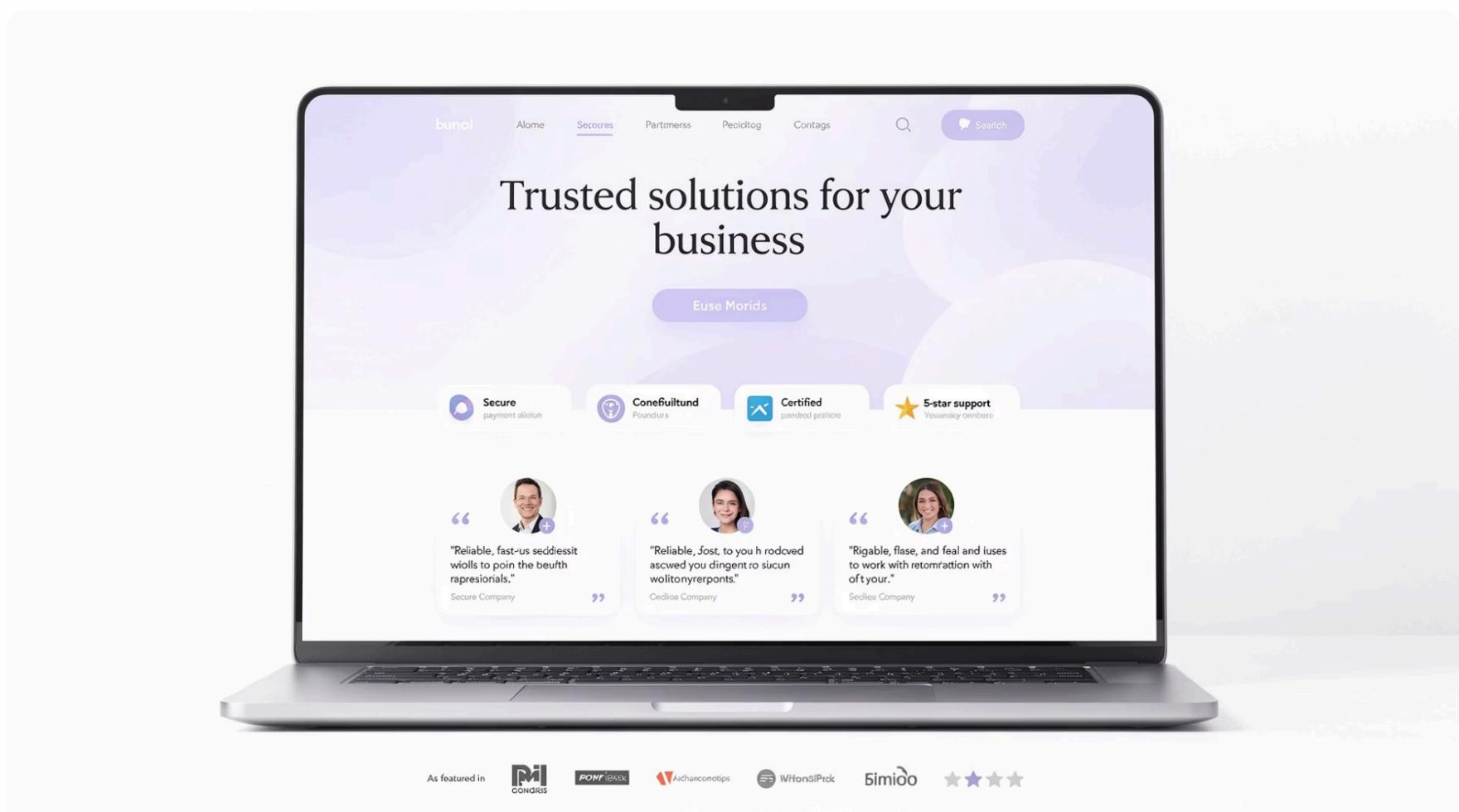
- Testimonials, reviews, case snippets, or outcomes appear on key pages.
- Proof is specific (what changed, what improved, what result happened).

Accuracy and freshness

- Pages are reviewed for outdated info at least quarterly.
- Any time-sensitive details include a "last updated" line when appropriate.

Claim hygiene

- I removed exaggerated claims I cannot back up.
- I added examples or evidence where claims matter.



Reference-worthy asset checklist (the "quoted" content)

These assets increase the odds of being summarized, cited, and reused.

Pick 1 to build this month:



A framework (your method in 3 to 7 steps)



A checklist (like this one)



A glossary (simple definitions of key terms in your industry)



A template (copy blocks, scripts, email templates, prompts)



A mini case study (problem, approach, outcome)

Rules:

- It is skimmable.
- It is reusable.
- It has a clear CTA.

90-day visibility plan (simple and repeatable)

This is designed to prevent random content creation.



Week 1 (foundation)

- Choose your top 3 revenue pages.
- Apply the Answer-First checklist to page 1.
- Add internal links in and out.



Weeks 2 to 4 (core pages)

- Optimize page 2 and page 3.
- Add 3 to 6 FAQs to each.
- Add credibility proof to each.
- Add a clear CTA path.



Month 2 (authority building)

Choose one:

- Build 1 pillar authority post plus 2 supporting answer posts.
- Build a FAQ hub that links to your best answers.



Month 3 (refresh and compound)

- Refresh the page that is performing best.
- Improve clarity in the top 2 sections (Answer Block, steps).
- Add 2 more internal links into that page.
- Add one additional proof element.

Measurement checklist (keep it simple)

You do not need a complex dashboard, you need visibility and conversion signals.

Track monthly:

- Top 5 pages by traffic or views
- Top 5 pages by conversions (bookings, purchases, leads)
- Pages with high views but low conversions (clarity or CTA issue)
- Pages with low views but strong conversion (visibility issue, link to them more)

Optional "visibility everywhere" signals:

- Increase in branded searches or direct traffic
- More people quoting your content, sharing it, or asking about it
- More qualified inquiries (better fit leads)

Quick start (do this today)

1. Pick one customer question.
2. Write a 2 to 3 sentence Answer Block.
3. Publish one Answer-First page using the template.
4. Add 2 internal links to connect it to your site.
5. Add 3 FAQs and 1 proof element.
6. Add one clear CTA.

