

A FREE CHECKLIST FROM BOLTCLICKS.COM

The SEO checklist you can actually work through

75 checks across eight areas. Every one of them tells you how to check it, for free, and what a pass looks like. No tools to buy, no jargon left undefined.

75

CHECKS

8

SECTIONS

0

PAID TOOLS NEEDED

- Written for the business owner, not the agency.
- Every check names the screen, file or menu to open.
- Every check states the threshold that counts as a pass.
- Nothing in here needs a subscription to complete.

How to use this

Work through it in order. The sections are sequenced so that the checks which stop everything else from working come first: if your site is not being crawled properly, nothing you write will rank, and there is no point auditing your headings until that is fixed.

1. **Print it, or open it beside your site.** Tick the box only when you have actually looked, not when it sounds right.
2. **Do one section per sitting.** Eight sittings, and you will know more about your own site than most agencies will tell you in a pitch.
3. **Write down every failed check.** The failures are your plan. Fix them in the order they appear here.
4. **Re-run it in ninety days.** Keep the first copy. The difference between the two is your progress, in something more useful than a ranking screenshot.

Anything you cannot check yourself is marked as such. Where a check needs a tool, it is a free one, and the checklist names it.

One honest note. A checklist tells you what is wrong. It does not tell you which of the wrong things is costing you money, and it will not do the work. If you want the second part, the last page has the details. Either way, the checklist is yours to keep and to use with anyone you like.

Nothing in this section changes your site. These eight checks give you the measurements, the baseline numbers and the logins you need before any change is worth making.

☐ Verify Search Console is set up as a domain property, not one URL version

HOW In Search Console open the property picker, top left. A domain property reads example.com, with no https or www. If yours reads https://www.example.com, add one and verify by DNS TXT record.

PASS example.com listed as a domain property, the Performance report returning data, and your sitemap showing Success under Sitemaps.

☐ Check Google Analytics records on every page, not only the homepage

HOW In Google Analytics open Reports, then Realtime. Switch off any ad blocker, then in a second tab visit your homepage, a service page and the contact page, and watch each one appear in the views card.

PASS All three pages appear in Realtime inside a minute, and the last 30 days shows no day sitting at zero sessions.

☐ Save a dated baseline of your traffic and top queries before changing anything

HOW Search Console, Performance, Search results. Set the range to Last 3 months, switch on Average position, then Export, top right, Download CSV, and put today's date in the filename.

PASS One dated file holding total clicks, impressions, average position and the top queries and pages for those three months.

☐ Count the enquiries from the last 90 days and write the number down

HOW Count contact-form emails in your inbox, answered and missed calls in your phone log, and calls under Performance in your Business Profile. Log them by month and source, counting each call once.

PASS A figure for each of the last three months, split into calls, forms and messages, with no call counted twice.

☐ Work out what one enquiry is worth before you spend anything on traffic

HOW Take the average value of a completed job, multiply by the share of enquiries you win over a year, then take off what delivering that job costs you. Do it for each of your two main services.

PASS A written value per enquiry for each main service, plus the number of enquiries a month you could actually take on.

☐ Confirm you hold owner access to the domain, DNS, hosting and Business Profile

HOW Log in to all four today, not mid-outage: registrar (check expiry and registrant), host control panel, DNS records, and your Business Profile under Settings, People and access.

PASS Your own account holds Owner or admin on all four, the domain renews automatically, and no ex-developer or agency is still listed.

☐ Record a mobile speed baseline for your three highest-value pages

HOW Run each URL through PageSpeed Insights and read the Mobile tab. Note LCP, INP and CLS from the field data; with no field data, record the lab LCP and CLS instead. Date the note.

PASS LCP (load time) under 2.5s, INP (tap response) under 200ms, CLS (shifting) under 0.1, measured on mobile; record failures too.

☐ Check the live site is not telling search engines to stay away

HOW Open yoursite.com/robots.txt in the browser. Then on the homepage press Ctrl+U for the source and Ctrl+F for noindex. In WordPress check Settings, Reading, Search engine visibility.

PASS No Disallow: / for Googlebot, no noindex tag in the source, and the WordPress discourage-search-engines box left unticked.

Search engines cannot rank a page they cannot reach, read, or treat as the single version of it. These ten checks use Google Search Console and your own browser, and take about an hour on a normal site.

☐ **Compare the pages Google has indexed with the pages you want found**

HOW In Google Search Console open Indexing > Pages. Read the Indexed count, then open the Not indexed tab and click each reason to see which URLs sit under it.

PASS Every page you want found sits under Indexed, and no page that brings you enquiries appears under Not indexed.

☐ **Open robots.txt and confirm it blocks nothing you want ranked**

HOW Load yourdomain.com/robots.txt in the browser and read every Disallow line. In Search Console, Settings > robots.txt shows the file Google last fetched and any errors.

PASS No Disallow line covers a page, image, CSS or JS file you want crawled, no errors are reported, and the file lists your sitemap URL.

☐ **Confirm your XML sitemap is submitted, recently read and free of errors**

HOW Google Search Console > Indexing > Sitemaps. Read the Status and Last read columns, click the sitemap row to see discovered URLs, and open the sitemap URL in the browser.

PASS Status reads Success, Last read is within the last month, and the discovered URL count matches the pages you want indexed.

☐ **Check each page's canonical tag points at the clean version of that page**

HOW Press Ctrl+U on the page, then Ctrl+F for canonical. Do this on your home page, a service page, a blog post, page two of the blog list, and one URL with a ? in it.

PASS One canonical per page pointing at its own https URL; page two of a list points at page two; ?-parameter URLs point at the clean page.

☐ **Verify every version of your address lands on one URL in a single hop**

HOW Type the http, https, www and non-www versions of your home page in the address bar and note where each ends. Then crawl with Screaming Frog free tier (500 URLs) and open Redirect Chains.

PASS All four end on the same https URL, each after one redirect, and no redirect points at a URL that redirects again.

☐ **Find the dead URLs that still receive links or clicks, then redirect them**

HOW Search Console > Indexing > Pages > Not found (404) for the list. Then Links > External links > Top linked pages to see which dead URLs other sites still point at.

PASS No dead URL with incoming links or clicks in the last three months; each one redirects to the closest live page, not the home page.

☐ **Check no live page still carries a noindex left over from a rebuild**

HOW Ctrl+U then Ctrl+F for noindex on each important page. Paste the URL into Search Console URL Inspection and read Indexing allowed, which also catches a noindex sent in the HTTP header.

PASS No noindex in the source of any page you want found, and URL Inspection reports Indexing allowed: Yes.

☐ **Confirm hreflang tags match up if you target more than one country**

HOW Only if you run separate country pages. View Source on each version and check its hreflang list names every other version and itself, with absolute https URLs and codes such as en-gb.

PASS Every version points at all the others and at itself, the codes are valid, and each hreflang URL loads directly without redirecting.

☐ **Check Google can see your main content and links without JavaScript**

HOW In Search Console URL Inspection click Test live URL, then View tested page > HTML, and Ctrl+F for a sentence of your body text and one main menu link.

PASS Your headline, body copy and navigation links all appear in the HTML Google fetched, not only in the browser view.

☐ **Check Google is not meeting server errors or slow responses when it crawls**

HOW Search Console > Settings > Crawl stats. Read Average response time, open the By response table, click any 5xx row to see the URLs, then read Host status.

PASS Average response time under about 300ms, Host status reads Good, and 5xx responses are at or near zero percent of requests.

03 Speed and Core Web Vitals

10 CHECKS

Google measures three things: how fast the main content appears, whether the layout jumps about, and how quickly the page answers a tap. Run every check on mobile, on your three highest-value pages. Where a report shows both a real-visitor figure and a lab score, the real-visitor figure is the one Google acts on.

☐ **Measure LCP, the moment the biggest thing on screen finishes loading**

HOW Go to pagespeed.web.dev, enter each of your three top pages, stay on the Mobile tab and read LCP in the real-visitor panel at the top; use the lab figure below if that panel is empty.

PASS LCP 2.5 seconds or under on mobile. Over 4 seconds is a fail and should be fixed before anything else in this section.

☐ **Check that nothing moves on the page while it is still loading**

HOW Read Cumulative Layout Shift in the same PageSpeed Insights report, then load the page on your own phone and scroll slowly, watching for text or buttons jumping as things load.

PASS CLS of 0.1 or under, and nothing you were about to tap changes position while the page settles.

☐ **Check INP, the delay between someone tapping and the page reacting**

HOW In Search Console open Core Web Vitals, Mobile; or read Interaction to Next Paint in the real-visitor panel of PageSpeed Insights. Quiet sites show no figure: test on a real phone.

PASS INP of 200 milliseconds or under, no URLs in the Poor group, and no lag you can feel when you tap a menu or button.

☐ **Find images heavier or wider than the space they are shown in**

HOW In PageSpeed Insights open Improve image delivery (older reports split this into Properly size images and Serve images in next-gen formats). Re-export the files it names as WebP.

PASS No image over roughly 200KB, and none more than twice as wide in pixels as the box it fills on screen.

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- ☐ **Check every image tag for width, height and correct lazy loading**

HOW Right-click the page, choose View Page Source, press Ctrl+F (Cmd+F on a Mac) and search for <img. Check each result for width=, height= and loading="lazy".

PASS Width and height (or a CSS aspect-ratio) on every image; nothing visible before you scroll marked lazy; everything below it lazy.
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- ☐ **List the CSS, JavaScript and font files holding up the first view**

HOW In PageSpeed Insights open Render blocking requests for the file list, then search your CSS for font-display so text shows in a backup font while the real font loads.

PASS Only your main stylesheet left blocking, scripts deferred or moved to the footer, and every @font-face set to font-display: swap.
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- ☐ **Time how long the server takes to send the first byte of the page**

HOW Read Reduce initial server response time in PageSpeed Insights, or press F12 for DevTools, open Network, reload, click the first request and read Waiting for server response.

PASS TTFB under 0.8 seconds on a reload with the cache emptied. Over 1.8 seconds points at the host or at too many plugins.
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- ☐ **Confirm images, CSS and JavaScript are cached in the visitor's browser**

HOW Open Use efficient cache policy in PageSpeed Insights for every file and its cache lifetime, or in DevTools, Network, click an image and read Cache-Control in Response Headers.

PASS Images, CSS and JavaScript cached for 30 days or longer, and the HTML page itself not cached that way.
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- ☐ **Count the third-party scripts on the page and cut the ones you do not use**

HOW In PageSpeed Insights open Reduce the impact of third-party code. It lists chat widgets, pixels, fonts and trackers by domain, with the time each one freezes the page.

PASS Every domain listed is something you actually use, and no single one freezes the page for more than 0.25 seconds.
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- ☐ **Re-run the three pages after each fix and watch the 28-day field data**

HOW Re-run PageSpeed Insights straight after a change for the lab score, then check Core Web Vitals in Search Console monthly: the real-visitor figures move on a rolling 28-day window.

PASS Lab score improves the same day, and the mobile URL group in Search Console moves to Good and holds for a full 28 days.
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04 On-page

11 CHECKS

On-page work is everything on the page itself: what it says, how it is structured, and what a search engine reads from it. Every check below uses something that costs nothing: your browser's View Source and DevTools, Google Search Console, the Google Rich Results Test, and a Screaming Frog free tier crawl, which covers up to 500 URLs. Keyboard steps are written for Windows; on a Mac, View Source is Cmd+Option+U and Find is Cmd+F.

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- ☐ **Confirm each page has one H1 and headings step down in order without skipping**

HOW Press Ctrl+U for View Source, then Ctrl+F and type <h1 to count them. A Screaming Frog free tier crawl lists the H1 and H2 of every URL in its own column.

PASS Exactly one H1 per page, H2s beneath it, H3s only beneath an H2, and no heading used just to make text bigger.
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- ☐ **Check every page has a unique title tag and meta description of the right length**
- HOW** Crawl with Screaming Frog free tier and sort the Title 1 and Meta Description 1 columns plus their Length columns; on one page, Ctrl+U and search for <title and name="description".
- PASS** Titles 50 to 60 characters, descriptions 140 to 160, none repeated across two pages, and the main phrase near the front.
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- ☐ **Confirm the phrase you want to rank for appears in the first 100 words**
- HOW** On the live page press Ctrl+F, type the phrase and see where the first highlight lands. Copy the text above it into a blank document and read the word count; under 100 passes.
- PASS** The phrase, or a close variant, sits inside the first 100 words, in a sentence that would still be there without SEO.
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- ☐ **Check every page is linked to from elsewhere on the site and links out in turn**
- HOW** Crawl with Screaming Frog free tier and sort the Unique Inlinks column low to high; discount nav and footer links, which every page gets. Search Console's Links report lists top linked pages.
- PASS** Every page that matters has at least three internal links from body content, and the clickable words say where the link goes.
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- ☐ **Read your URLs and check they describe the page in words a customer knows**
- HOW** In Search Console open Performance, switch to the Pages tab and scan the URL list for dates, session IDs, query strings and CMS numbers. The address bar shows the same thing page by page.
- PASS** Short lowercase URLs with hyphens between words, no ?id= strings or dates, and nothing buried more than three folders deep.
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- ☐ **Confirm every image that carries meaning has alt text describing it**
- HOW** Right-click an image and choose Inspect to open DevTools, then read the alt attribute. In a crawl, open the Images tab and filter to Missing Alt Text to see the whole site at once.
- PASS** Alt text describes the image in a short phrase, decorative images carry alt="", and no alt is padded with keywords.
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- ☐ **Test your main pages for schema markup Google can actually read**
- HOW** Paste each URL into the Google Rich Results Test and read every error and warning. In Search Console, the report named after your markup type shows the same errors across all indexed pages.
- PASS** Zero errors on every page tested, and the type matches what the page is; note FAQ and HowTo no longer show as rich results for most sites.
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- ☐ **Confirm each page's canonical tag points at itself unless it is a deliberate copy**
- HOW** Press Ctrl+U and search for rel="canonical". In Search Console, paste the URL into the search bar at the top and read Google-selected canonical in the Inspect result.
- PASS** One canonical per page, pointing at its own live URL, and Google-selected canonical matches the one you declared.
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- ☐ **Find pages too thin to answer the question they are meant to answer**
- HOW** In Search Console open Indexing, then Pages, and read the Crawled – currently not indexed list. In a crawl, sort the Word Count column low to high to see the thinnest pages.
- PASS** No page you want ranking is under about 300 words, and it answers the query without the visitor going elsewhere to finish.
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☐ **Check no two of your pages are competing for the same search phrase**

HOW In Search Console open Performance, click New then Query, enter one phrase, then open the Pages tab. Two URLs swapping positions on the same query over weeks is the warning sign.

PASS One URL owns each target phrase; where two overlap, one is merged into the other and 301 redirected, or aimed at a different phrase.

☐ **Check the text you can see on the page is in the version Google crawls**

HOW In Search Console inspect the URL, open Test Live URL, then View Tested Page and read the HTML tab. Press Ctrl+F for a sentence from your main copy.

PASS Your headings, body copy and links all appear in that HTML. If they are missing, the page depends on JavaScript that Google may not run.

05 **Content that actually earns the enquiry**

9 CHECKS

Rankings bring a visitor; the words on the page decide whether they enquire. These nine checks are about what the page says, who it says it to, and what it asks them to do next.

☐ **Read the results page for your main term and match your page to it**

HOW Run the term in a private window, country set under Settings > Search settings > Region Settings. Note what type the top five results are, then expand four People also ask questions.

PASS Your page is the same type as four of the top five results, and every question you expanded has its own subheading and answer.

☐ **Give every service its own page instead of one page listing them all**

HOW List the services you want enquiries for, then open your menu and yourdomain.com/sitemap.xml and count how many have a URL of their own naming that service in the heading.

PASS One page per service, each with its own URL, its own heading and its own way to enquire.

☐ **Replace claims with specifics a competitor could not copy and paste**

HOW Open your main service page and press Ctrl+F for fast, expert, trusted, reliable. Beside each hit, write the number, timescale, method or named example that proves it, or delete the word.

PASS Every claim has a figure, a timescale, a named step or an example beside it; nothing survives on adjectives alone.

☐ **Show a last-updated date only where the page has genuinely changed**

HOW Note the date shown on the page, press Ctrl+U and search the source for dateModified, then open that page's revision history in your CMS and read what changed between the last two versions.

PASS The visible date, the dateModified in the source and the last real edit agree; no page shows a fresh date over unchanged text.

☐ **Give each page one obvious next step, repeated where the reader stops**

HOW Open the page on a phone and count the separate actions on offer: call, form, WhatsApp, chat, newsletter, download. Then scroll to the very end and see what is waiting there.

PASS One main action per page, visible without scrolling and repeated at the end, with at most one secondary option.

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- ☐ **Check the page can be read on a phone without effort**
- HOW** Open it on your phone, or press F12 then Ctrl+Shift+M for the browser's phone view. Read one screen aloud and mark any sentence you restart and any paragraph over four lines.
- PASS** Paragraphs of one to three sentences, a subheading every two or three paragraphs, and body text at 16px or larger.
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- ☐ **Separate the pages that bring enquiries from the pages that bring visits**
- HOW** Open Search Console > Performance > Pages, list your top twenty by clicks, then in Google Analytics > Explore > Path exploration set the ending point to your enquiry event and read the paths.
- PASS** Every page is labelled money or traffic, and each traffic page links to a money page within its first screen of text.
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- ☐ **Say what you do and who for in the first screen, before any scrolling**
- HOW** Open the page on a phone and screenshot it without scrolling. Show that one screen to someone outside the business and ask them what you sell and who it is for.
- PASS** They answer correctly in one sentence from that screen alone, with no scrolling and no explanation from you.
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- ☐ **Test every enquiry route on the page yourself, and count the required fields**
- HOW** Count the required fields, fill the form in from a phone on mobile data and send it. Check your inbox, the spam folder and the CMS entry list, then try the number and any chat button.
- PASS** Five or fewer required fields, the enquiry lands within a minute with a reply-to address, and every other route reaches a person.
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06 Local search

10 CHECKS

Local search decides whether you appear when someone nearby looks for what you do. These ten checks cover your Google Business Profile, the listings and details that sit elsewhere, and the pages behind them.

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- ☐ **Check every Google Business Profile field is filled and hours are current**
- HOW** Search your business name on Google while signed in to the account that manages it, click Edit profile, then work through the About, Contact, Location, Hours and More tabs. Blank fields show 'Add'.
- PASS** No 'Add' prompts left, regular and holiday hours set, including closures, and every attribute that applies to you switched on.
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- ☐ **Check your primary category names the service you most want to be found for**
- HOW** Open Edit profile > About and read the primary category. Then search that service plus your town on Google Maps and note the category shown on the top three listings.
- PASS** One primary category naming your core service, matching the top map results, with everything else you offer added as secondary.
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- ☐ **Verify your service areas match the towns you will actually travel to**
- HOW** Edit profile > Location > Service area. Add or remove towns and postcode districts; Google caps the list at 20. Leave it empty if customers only come to your premises.
- PASS** Twenty areas or fewer, each within a distance you would really drive, and none as broad as a whole county or country.
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- ☐ **Confirm your photos are recent and show the real premises, team and work**
- HOW** Open the Photos section of your profile, pick 'By owner', and scan the newest first. Upload from a phone: exterior, interior, team and finished work. Remove any showing old branding.
- PASS** At least one photo added in the last 30 days, and an exterior shot that matches what a visitor sees on arrival.
-
- ☐ **Check how many reviews you have, how recent they are, and that each has a reply**
- HOW** Open Reviews on your profile, sort by newest, count how many arrived in the last 90 days, and list any with no reply. Copy your short review link from the 'Ask for reviews' button.
- PASS** At least one new review a month, every review answered within 72 hours, and no reply that argues with the customer.
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- ☐ **Check the Questions and answers on your profile have an owner reply on every one**
- HOW** Search your business name on Google, scroll the panel to Questions and answers, open See all questions, and reply to every open one. Post the five you are asked most yourself.
- PASS** No unanswered questions, every answer from the owner account, and the five questions you are asked most posted and answered.
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- ☐ **Check what your profile actually produces: calls, direction requests and clicks**
- HOW** Open Performance on your profile, set the range to the last three months, and read Calls, Directions, Website clicks and the searches people used to find you.
- PASS** A written note of the three-month figures and the top searches, so next month's numbers have something to be compared against.
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- ☐ **Verify your name, address and phone match on every listing and in your site's code**
- HOW** Search your business name, then your phone, in quotes on Google and open every listing on page one and two. Then run your homepage through Google's Rich Results Test and read the LocalBusiness block.
- PASS** One wording of name, address and phone everywhere, matching your Google profile, duplicate listings claimed or closed, markup error-free.
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- ☐ **Check each town you target has its own page, not a copy with the name swapped**
- HOW** Search site:yourdomain.co.uk plus each town name on Google to find the page. Open two of those pages in side-by-side tabs and read the first two paragraphs of each.
- PASS** One page per target town, each with its own title tag, local detail another town could not reuse, and impressions in Search Console.
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- ☐ **Check where you rank in the map block of three for each town you serve**
- HOW** Incognito does not hide your location. In Chrome press F12, open More tools > Sensors, add a custom location with the town's latitude and longitude, then search your service plus the town.
- PASS** A dated position for every town, recorded the same day each week in one sheet, so you can see which areas move and which stall.
-

07 Links and authority

8 CHECKS

Links from other websites are still one of the strongest signals of which of your pages Google trusts. These checks show what you already have, what is broken or wasted, and where the next

honest link comes from.

☐ **Export your linking domains and flag any you bought, swapped or cannot explain**

HOW Search Console, left menu, Links, 'Top linking sites', click More then Export. Beside each domain write why it links to you; flag paid, swapped, site-wide footer and unrelated-sector links.

PASS Each of your top 20 linking domains has a written reason, none bought or swapped, and the total count is higher than last month.

☐ **Find pages other sites link to that now show a page-not-found error**

HOW Search Console, Indexing, Pages, open 'Not found (404)'. Compare those URLs with Links, 'Top linked pages'. A URL in both wastes a link: set a permanent redirect (301) to the nearest live page.

PASS No URL appears in both reports. Each dead page that had an inbound link redirects to the closest live page, not to the homepage.

☐ **Check that your main service pages, not just the homepage, attract links**

HOW Search Console, Links, 'Top linked pages', click More. Compare that list with the three pages you most want enquiries from, and note how many separate domains link to each.

PASS Each of your three main service pages has at least one linking domain; none sits on zero while the homepage takes every link.

☐ **Find sites that name your business in text but do not link to it**

HOW Search Google for your business name in quotation marks followed by -site:yourdomain.com. Open each result, press Ctrl+F, search your name and see whether it is clickable.

PASS Every mention from the past year is either linked, or you have emailed that author once to ask for the link.

☐ **Check every supplier, trade body and partner you deal with for a member directory**

HOW List every organisation you buy from, belong to or are accredited by. Open each site, look for a stockist, member or partner page, and apply with your exact business name and address.

PASS Every organisation you already deal with either lists you with a link, or you have confirmed it runs no directory.

☐ **Pitch one genuine story to a local or trade publication that links out**

HOW Read three recent business stories on the local paper or trade title; check the named businesses are hyperlinked. If so, email the news desk one dated story with a named contact.

PASS At least one shortlisted outlet links out from its articles, and one pitch is sent that would be worth printing without the link.

☐ **Find the pages that list two competitors but do not list you**

HOW Search Google for two competitor names together in quotation marks, adding -site:theirdomain.com for each. Pages naming both are usually directories or round-ups you can join too.

PASS A written shortlist of at least 10 pages that carry competitors but not you, ordered by how easy each one is to get onto.

☐ **Check the exact words other sites use when they link to you**

HOW Search Console, Links, 'Top linking text', click More. That is anchor text, the clickable words. Read the top 20 and count how many are your brand name or plain web address.

PASS Your brand name, web address and generic wording dominate. Exact sales phrases such as your main keyword stay under one link in ten.

Tracking, reporting and AI search

Most SEO reporting counts the wrong thing. This section checks that you count real enquiries, keep your own visits out of the figures, read the two Search Console screens that matter, and know whether AI answers can reach your pages and whether they name you at all.

☐ Test that a form submit and a phone tap each record one key event

HOW In Analytics open Admin, Data display, Key events. Then from a phone submit a form and tap every number, watching Reports, Realtime for one event each. Each number must sit in a tel: link (Ctrl+U).

PASS Key events are only form submits, call clicks and message clicks; each live test shows exactly one event within a minute.

☐ Check your own visits are excluded from the numbers you report

HOW In Analytics open Admin, Data collection and modification, Data streams, Configure tag settings, Define internal traffic, add your IP. Set the Internal Traffic filter to Active.

PASS An internal traffic rule exists, the Internal Traffic filter is Active not Testing, and your own sessions stop appearing in Realtime.

☐ Send yourself a real enquiry through every form and follow where it lands

HOW Fill in every form from a phone on mobile data, not office wi-fi, using your own email address. Check the inbox, the spam folder, and the shared inbox where replies actually get written.

PASS The email arrives within five minutes, in an inbox someone opens daily, with the enquirer's own address as reply-to.

☐ Review the queries you get impressions for but almost no clicks

HOW In Search Console open Performance, set the date range to the last three months, tick Average CTR and Average position, then sort the Queries tab by impressions.

PASS Any query with 100+ impressions and under 2% click-through has a page whose title and meta description you have rewritten.

☐ List the published pages that earn no impressions at all

HOW Open [yoursite.com/sitemap.xml](#) and note every URL. In Search Console, Performance, Pages, set the last 12 months. Any URL missing from that table got zero impressions; paste it into URL Inspection.

PASS Every missing URL is either under a month old or has a named reason from URL Inspection and a dated fix.

☐ Report the same six numbers on one page every month

HOW Each month record Search Console clicks, impressions and average position, plus Analytics key events, phone clicks and enquiries received, for the previous full calendar month.

PASS One page, the same six figures beside last month's, plus one line on what changed and what you will do next.

☐ Ask the main AI assistants the questions your customers actually ask

HOW In a logged-out or temporary chat, ask ChatGPT, Gemini and Copilot your top service-plus-town question. Run the same search in Google and read the AI answer. Save every answer and the sites cited.

PASS You hold a dated file of all four answers, every site they cite, and a note of whether your own pages appear.

☐ Check your robots.txt does not block the crawlers behind AI answers

HOW Open [yoursite.com/robots.txt](#) in the browser and read every Disallow line. Look for User-agent entries naming GPTBot, OAI-SearchBot, PerplexityBot, ClaudeBot, Googlebot or Bingbot.

PASS Nothing you want quoted is behind a Disallow, and the search and AI user-agents you want are either listed as allowed or not mentioned.

☐ **Verify your pages are indexed in Bing, not only in Google**

HOW Open a free Bing Webmaster Tools account, import the site from Search Console, submit your sitemap, then run each service page through Bing's URL Inspection screen.

PASS Sitemap shows as submitted, and every service page returns "URL is indexed" in Bing's URL Inspection.



You have the list. The order is the hard part.

Most sites fail somewhere between fifteen and forty of these checks. That is normal, and it is not the problem. The problem is knowing which six to fix first, because those six are the ones that change the number of enquiries.

If you want a second opinion on your own list, send it over. I will tell you which failures actually matter for your site and which ones can wait, and I will tell you if the answer is that you do not need to pay anyone.

What I do

Meta Ads, Google Ads, SEO, local search, Business Manager recovery and landing pages, for UK and US businesses. One specialist on every account.

How I work

Fixed monthly fee agreed in advance, month to month, cancel any month. A written report every week in plain English. Never a share of your ad spend.

What I will not do

Guarantee a ranking or a sale. Ask for your passwords. Lock you into a year. Send a report you need a course to read.

Getting in touch

boltclicks.com/contact/ ·
info@boltclicks.com
Monday to Saturday, 9am to 6pm GMT.

Read more of this sort of thing at boltclicks.com/blog/