

3-Step SEO Visibility Checklist

Fix the base, clarify the page, then build authority from evidence.

1 Technical SEO cleanup

- Fix broken internal links that point to 404 pages or irrelevant redirects.
- Remove redirected URLs from XML sitemaps and keep only final canonical URLs.
- Find important orphan pages and add crawlable internal links to them.
- Consolidate duplicate pages or add stronger canonical signals where needed.
- Check that priority pages are indexable, load cleanly, and do not waste crawl paths.

2 Keyword and on-page alignment

- Choose one primary search intent for each priority landing page.
- Place the primary keyword or close variant in visible above-the-fold copy.
- Rewrite the SEO title and meta description around the strongest intent.
- Add descriptive image alt text when the image supports the topic.
- Add internal links from supporting content into the target page.

3 Authority and AI-search readiness

- Compare competitors to find repeated backlink source types and linkable assets.
- Check whether competitors have supporting informational content you are missing.
- Review schema, entity clarity, author signals, and topical coverage.
- Turn findings into a monthly roadmap with technical, content, and link priorities.



SEO Visibility Worksheet

Use this page to turn the checklist into next actions.

Priority page URL

Primary keyword or intent

Critical technical fixes

Above-the-fold copy changes

Title and meta description changes

Internal links to add

Competitor authority gaps

Recommended order

1. Fix the biggest crawl and indexation blockers. 2. Make the target page unmistakable. 3. Use competitor evidence to decide what authority and AI-search signals to build next.