Full Business Audit Checklist (2026)
Business Visibility + Consistency Audit — Nuts and Bolts Coaching

Series Reference (For Context)
1. When Does a Deal Actually Begin?
2. How to Close Without Pressure
3. Visibility
4. Consistency
5. Authority

What This Audit Is
This is the deep inspection checklist. It is designed to identify hidden issues that create uncertainty, erode trust, show the wrong pages/images in search, or reduce visibility even when you're posting consistently.

How to Use It (60–120 Minutes)
6. Audit first. Do not fix while auditing.
7. Mark each item: Yes / No / Needs Work
8. Fix the top issues that impact clarity, decision confidence, indexing, trust, and measurement
9. Re-audit the affected sections in 14 days

Audit Checklist (Yes / No / Needs Work)

Section A — First Encounter
- Can a stranger tell what you do in 10 seconds?
- Can they tell who it is for?
- Can they tell the outcome you create?
- Is your next step obvious?
- Is your name and business name consistent across all pages?
- Do homepage + services page reinforce the same message?

Section B — Decision Friction Audit (Closing Without Pressure)
- Is the buyer path clear from first click to next step?
- Does the service page explain what happens after someone reaches out, what the process looks like, and what the client is responsible for?
- Are top objections answered before the call?
- Is proof visible where decisions happen? (homepage/services/CTA area)

- Is there a clear "what happens next" sequence: form submission → confirmation → next step email → scheduling
- Are CTAs consistent across homepage, services, blog posts, and footer?
- Does your process reduce uncertainty before the call?

Section C — Website Clarity + Structure (Authority Support)
- Home page H1 clearly states what you do
- Page titles match content (no vague titles)
- Services page clearly explains who it is for, what happens, expected outcome, and how to start
- About page supports credibility
- Contact page works and is simple
- Proof is visible near decision points (service page CTA)
- Privacy Policy present
- Terms & Conditions present
- Anti-spam policy present (newsletter/email)
- Disclaimer present (if needed)
- Cookie notice present (if required)
- Policy page settings are intentional (indexed/noindex), no accidental blocks

Section D — SEO + AEO + GEO Setup (Search + AI Discovery)
- Google Search Console verified
- Bing Webmaster Tools verified
- Sitemap submitted to Google
- Sitemap submitted to Bing
- Sitemap is current (no old versions)
- Robots.txt not blocking important pages
- Canonical URLs correct
- Meta titles exist and are not duplicated
- Meta descriptions exist and are not too short/long
- Service pages have meta descriptions
- About/Journey meta descriptions are not overly long
- Service pages include clear process steps, proof, and FAQs
- About page includes clear identity signals (who you are, what you do, who you help, where you operate if relevant)

Section E — Indexing + Crawl Verification

- Key pages show as indexed in Search Console
- Request indexing submitted for priority pages
- Old pages/images are not being pulled in search
- Broken/old URLs are redirected (301), removed, or intentionally noindexed

Section F — Search Results Accuracy Test

- Run incognito searches for business name, your name, and your domain
- Check that the right site shows
- Check correct pages show
- Check correct images show
- Check titles/descriptions look right
- Confirm no old pages/images are showing

Section G — Listings + Local/Regional Trust (Optional)

- Google Business Profile exists (if applicable)
- Business info matches website exactly
- Reviews exist (even a few)
- You respond to reviews (when possible)

Section H — Social Visibility

- Profiles match website message
- Same business name across platforms
- Bio clearly says who you help + outcome
- Links go to the correct page
- Last 30 days show activity (even light)

Section I — Content + Authority Surfaces

- Blog posts connect back to services
- Blog posts include clear headings, internal links, and a CTA
- Proof is present and repeated
- Message reinforces who you help, problem you solve, outcome you create, and next step
- Optional: YouTube description matches positioning
- Optional: Podcast description matches positioning
- Optional: Episodes reinforce authority topics
- Optional: Content points to website/next step

Section J — Newsletter Visibility

- Newsletter signup exists on website
- Welcome email set up
- Newsletter schedule defined (weekly/biweekly)
- Emails point back to blog/service page

Section K — Consistency Plan (Rhythm)

- Publishing plan exists (not random posting)
- One core message repeated across platforms
- Cadence is realistic
- Repurposing plan exists (blog → social → email → video/podcast)

Section L — Measurement + Proof

- Weekly check: Google impressions/clicks
- Weekly check: Bing impressions/clicks
- Weekly check: website traffic trend
- Weekly check: social reach + link clicks
- Weekly check: newsletter opens/clicks
- Weekly check: inquiries/messages/bookings
- Decision rule: If you cannot measure it, don't keep doing it blindly

What to Fix First (Priority Order)

10. Clarity problems (message + next step)
11. Decision friction (uncertainty + missing proof)
12. Indexing/visibility blockers
13. Trust surfaces + authority signals
14. Rhythm + measurement

If You Want Guidance

If you completed this audit and you want help tightening what's unclear, fixing what's broken, and building a system you can follow through on:

Contact: https://thomaslvaughn.com/contact