

## Quick Checklist: Visibility + Consistency (2026) 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 Checklist Is

This is the short checklist you can actually finish. It helps you identify what is unclear, inconsistent, or missing — so decisions form earlier and you stop having to do all the work at the end.

### How to Use It (10–30 Minutes)

1. Mark each item: Yes / No / Needs Work
2. Circle the top 3–5 “No / Needs Work” items
3. Fix those first
4. Re-check results in 7–14 days
5. If you can’t measure improvement, don’t assume improvement.

### Quick Checklist (Yes / No / Needs Work)

#### Section 1 — First Encounter Clarity

- Can a stranger tell what you do in 10 seconds?
- Can they tell who it’s for?
- Can they tell the outcome you create?
- Is your next step obvious? (Book / Call / Contact / Quote / Signup)
- Does your homepage match your services page message?

#### Section 2 — Decision Confidence (Closing Without Pressure)

- Does your service page explain what happens next (step-by-step)?
- Does the visitor know what to expect after they reach out?
- Do you answer the top questions before the call? (FAQ)
- Is the next step low-friction and easy to take?
- Is proof placed near the decision point (not hidden)?
- Do you reduce the “I’ll think about it” moment by removing uncertainty early?

### **Section 3 — Website Trust Surfaces (Authority Support)**

- Homepage H1 clearly states what you do
- Services page clearly explains who it's for, what happens, and how to start
- About page builds credibility (not just biography)
- Contact page works and is simple
- Proof exists (at least one): testimonials, results, case examples, or reviews

### **Section 4 — Visibility Basics**

- Google Search Console is verified
- Bing Webmaster Tools is verified
- Sitemap is submitted to Google and Bing
- Key pages are indexed (homepage, services page(s), contact page)
- Search results show the right business name and pages (no old junk)

### **Section 5 — Consistency Basics**

- You have a publishing rhythm you can sustain (weekly or biweekly)
- One core message is repeated (not random topics)
- You repurpose content (not reinventing daily)
- Your platforms feel connected (same voice, same message)

### **Section 6 — Measurement (Proof)**

- Weekly tracking exists for: impressions/clicks, website traffic trend, inquiries/messages/bookings
- If you can't measure it, you can't manage it

### **If You Found Problems**

If you've been doing the work and the results still feel inconsistent, it usually means something is unclear.

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