The Website Visibility & Conversion Audit Workbook

A practical audit for public search access, page structure, trustworthy content, mobile experience, and the enquiry journey.



A working guide. Bring your own business context and decisions.

How to use this workbook

Work through the questions with the people responsible for marketing, sales and delivery. Use the notes areas to capture your decisions. Examples are planning prompts, not forecasts or promises.

01 / Audit the journey, not just the homepage.

Select a representative set of pages: home, an important service, a useful article, contact, and any campaign destination. Record the URL, the audience, and the intended next action for each. Run the audit on desktop and a small mobile screen. Keep evidence of the issue and an owner for the fix.

Use four statuses: checked and working, issue found, not applicable, and not yet verified. This prevents an untested item from looking like a passed check. A tool score can be a useful signal, but the actual visitor journey remains the subject of the review.

YOUR NOTES / NEXT DECISION

02 / Worksheet 1: public access and crawl basics.

Confirm whether the website is meant to be public. A private preview behind sign-in cannot become a public search result simply through a sitemap. Check that important pages return the intended successful response and are not accidentally redirected to an unrelated page.

Inspect robots.txt, page indexing directives, and canonical URLs with their separate purposes in mind. Record any intentional restriction. An indexing directive is not a security control for private information. Keep lead records, application data, and administration outside the public content surface.

- Can a visitor open the intended page without an unexpected login?
- Does the URL serve the right content and status?
- Are crawler restrictions and page indexing decisions intentional?
- Does each important public page identify its preferred canonical URL?

YOUR NOTES / NEXT DECISION

03 / Worksheet 2: discovery files and webmaster tools.

Check that the sitemap lists the canonical public pages you actually want discovered. Remove broken, redirected, private, and withdrawn URLs from that list. Use accurate modification dates when you maintain them. A sitemap helps communicate a site's content; it is not a guarantee that every URL will be indexed.

After ownership verification, use Google Search Console and Bing Webmaster Tools to inspect the actual state rather than assuming it from a file. Bing recommends IndexNow for notifying participating search engines of changed URLs. A notification communicates a change; it does not promise a ranking or immediate inclusion.

- Sitemap location and last review: record the URL and reviewer.
- Google ownership and sitemap submission: verified, pending, or not applicable?
- Bing ownership and sitemap submission: verified, pending, or not applicable?
- Changed URL process: who updates files and reviews indexing reports?

YOUR NOTES / NEXT DECISION

04 / Worksheet 3: content that can be understood.

Read the title, main heading, first explanation, and next action together. They should describe the same purpose. Use text for essential information, meaningful links between related pages, and headings that help a reader find an answer. Check that a page is useful without decorative animation.

For answer-oriented discovery, start with a clear response and add the context that makes it accurate. Explain conditions, sources, and examples. Keep structured data aligned with visible facts. An optional llms.txt reading map can link to useful public material, but it is not a universal search requirement or an assurance of AI citations.

- Does the page answer a real audience question?
- Are facts, recommendations, and illustrative examples distinguishable?
- Can important information be read without extracting text from an image?
- Are internal links useful and descriptive rather than repeated mechanically?

YOUR NOTES / NEXT DECISION

05 / Worksheet 4: proof, ownership, and freshness.

Verify the business name, contact route, service details, and any professional credentials. Review every quote, logo, award, statistic, and project description. Make the difference between a concept and approved client work unmistakable. A public proof section should not depend on sample material.

Record who maintains each important content type and why it needs review. Update a date when the substance has changed or been meaningfully checked. Google's people-first content guidance encourages content that helps the audience rather than publishing volume designed mainly to attract search traffic.

- Claim or proof item: what evidence supports it?
- Permission: can the name, logo, quote, or work be published?
- Owner and review trigger: who checks it when circumstances change?
- Action: keep, revise, replace, or remove.

YOUR NOTES / NEXT DECISION

06 / Worksheet 5: mobile usability and conversion.

Follow the intended journey on a small screen. Check readable text, visible controls, keyboard focus, form labels, validation, and the ability to dismiss a prompt. Ensure sticky bars and floating buttons do not hide the next action. Review the page with motion disabled as well as enabled.

Measure performance with appropriate tools and inspect loading, interactivity, and layout stability. Then test the contact action end to end. Distinguish a local draft, an external messaging handoff, and a confirmed received submission. Each needs accurate feedback. Do not claim that a record was saved unless it can be verified.

- Does the primary action describe what it actually does?
- Are unnecessary fields or sensitive information requests removed?
- Can the visitor correct an error and retry?
- Does the completion message match the verified result?

YOUR NOTES / NEXT DECISION

07 / Worksheet 6: prioritise the next release.

Group findings into access blockers, accuracy problems, usability friction, and improvement ideas. Fix a broken contact route or accidental crawl restriction before polishing a decorative detail. Assign a change owner and define how the result will be checked.

Keep the finished audit as a short evidence log: issue, affected URL, impact, fix, verification, and next review. Search visibility and conversion work continue after launch. The useful standard is a website that people can discover, understand, trust, and use-not a promise that every platform will show it.

YOUR NOTES / NEXT DECISION

Sources and further reading

Google Search Central: Sitemaps overview

https://developers.google.com/search/docs/crawling-indexing/sitemaps/overview

Google Search Central: People-first content

https://developers.google.com/search/docs/fundamentals/creating-helpful-content

Bing Webmaster Tools: URL submission

https://www.bing.com/webmasters/help/url-submission-62f2860b

Google web.dev: Web Vitals

https://web.dev/articles/vitals

Want to work through your next move with AdzUp?

https://adzup.in/contact/