

The SEO Evidence Checklist

Every check. One evidence trail. A clear next action.

For each check, record what you observed, where the evidence lives and the decision it supports. Work through the checks that matter for your site, then finish with three actions you can defend.

CHECK

What are you investigating?

EVIDENCE

What supports your finding?

ACTION

What happens next, and who owns it?

WEBSITE / SCOPE

REVIEWER

REVIEW DATE

STATUS KEY

Pass

Needs work

Not applicable

Not tested

INSIDE

01 Define the outcome	3 checks
02 Access & indexability	4 checks
03 Content & original value	4 checks
04 Page clarity & connections	3 checks
05 Mobile & page experience	3 checks
06 Expertise & trust	3 checks
07 AI search visibility	3 checks
08 Agentic workflows	2 checks
09 Prioritise & verify	3 checks

Review and record

Checks 1–10 of 28

DEFINE THE OUTCOME

01 Choose priority URLs and their intended outcomes

List the page, audience, task and useful next action.

STATUS _____ EVIDENCE / TASK REF _____

02 Record a dated baseline

Save available search impressions, clicks and meaningful actions.

STATUS _____ EVIDENCE / TASK REF _____

03 Test the conversion journey yourself

Complete the form or key action on mobile and confirm delivery.

STATUS _____ EVIDENCE / TASK REF _____

ACCESS & INDEXABILITY

04 Check HTTP responses and crawl access

Inspect priority URL responses, robots.txt and access restrictions.

STATUS _____ EVIDENCE / TASK REF _____

05 Review indexing directives and exclusions

Compare noindex and URL Inspection findings with the intended state.

STATUS _____ EVIDENCE / TASK REF _____

06 Inspect rendered content and links

Confirm essential copy and links survive rendering.

STATUS _____ EVIDENCE / TASK REF _____

07 Reconcile canonicals, sitemaps and internal links

Record the preferred URL and investigate inconsistent signals.

STATUS _____ EVIDENCE / TASK REF _____

CONTENT & ORIGINAL VALUE

08 Define the question and the decision behind it

Write the reader task in one sentence.

STATUS _____ EVIDENCE / TASK REF _____

09 Map missing explanations and decision criteria

Compare the page with real questions and record each material gap.

STATUS _____ EVIDENCE / TASK REF _____

10 Add original evidence or a useful demonstration

Use a sourced example, transparent method or firsthand observation.

STATUS _____ EVIDENCE / TASK REF _____

Review and record

Checks 11–20 of 28

CONTENT & ORIGINAL VALUE

11 Review freshness and overlapping pages

Correct outdated facts and assess consolidation by purpose.

STATUS EVIDENCE / TASK REF

PAGE CLARITY & CONNECTIONS

12 Align the title, summary and headings with the page

Check accuracy, distinctiveness and readability.

STATUS EVIDENCE / TASK REF

13 Connect relevant pages with descriptive links

Test destinations and inspect crawlable anchor elements.

STATUS EVIDENCE / TASK REF

14 Validate relevant structured data against visible content

Record errors and check factual consistency.

STATUS EVIDENCE / TASK REF

MOBILE & PAGE EXPERIENCE

15 Review LCP, INP and CLS with device context

Record field evidence where available and label lab-only findings.

STATUS EVIDENCE / TASK REF

16 Check readable layouts and accessible controls

Test labels, focus visibility, keyboard use and narrow screens.

STATUS EVIDENCE / TASK REF

17 Complete an important user task on mobile

Confirm the outcome and record any friction or failure.

STATUS EVIDENCE / TASK REF

EXPERTISE & TRUST

18 Make author identity and relevant experience visible

Connect the byline to an accurate professional profile.

STATUS EVIDENCE / TASK REF

19 Support important claims and explain limitations

Distinguish official guidance, observations and recommendations.

STATUS EVIDENCE / TASK REF

20 Represent external references accurately

Link to the actual reference without overstating what it proves.

STATUS EVIDENCE / TASK REF

Review and record

Checks 21–28 of 28

AI SEARCH VISIBILITY

21 Document search access separately from training preferences

Check current provider documentation and your actual access rules.

STATUS _____ EVIDENCE / TASK REF _____

22 Record AI mentions and citations with context

Preserve prompts, dates, service details and cited URLs.

STATUS _____ EVIDENCE / TASK REF _____

23 Connect visibility evidence with useful actions

Compare available visibility reports, referrals and qualified actions.

STATUS _____ EVIDENCE / TASK REF _____

AGENTIC WORKFLOWS

24 Require source evidence for automated recommendations

Sample results against the original crawl and record errors.

STATUS _____ EVIDENCE / TASK REF _____

25 Keep approval before consequential changes

Define permitted tasks and verify changes after implementation.

STATUS _____ EVIDENCE / TASK REF _____

PRIORITISE & VERIFY

26 Select three actions and assign ownership

Record the reason, owner and next verification date.

STATUS _____ EVIDENCE / TASK REF _____

27 Verify that each intended change is live

Recheck the affected URL and preserve the verification evidence.

STATUS _____ EVIDENCE / TASK REF _____

28 Review outcomes with uncertainty in view

Compare useful actions and visibility without overstating causality.

STATUS _____ EVIDENCE / TASK REF _____

Your next three actions

Weigh impact, evidence strength, dependencies and effort.

ACTION 1

PAGE / ISSUE

EVIDENCE / REASON

OWNER / NEXT STEP

VERIFICATION / DATE

ACTION 2

PAGE / ISSUE

EVIDENCE / REASON

OWNER / NEXT STEP

VERIFICATION / DATE

ACTION 3

PAGE / ISSUE

EVIDENCE / REASON

OWNER / NEXT STEP

VERIFICATION / DATE

Before reporting a result, confirm the change is live, keep the original evidence and note what remains uncertain. A change in visibility alone does not show what caused it.