Google
Basic Search Visibility Checklist

✓ Is my website showing up on Google?

Inclusion in Google Search results is free and easy; you usually don't even need to do anything except post it on the web.

Do a site: search for your domain to see if its pages are indexed, like this: **site:example.com**

If your site isn't showing up, you can verify ownership of your website in Google Search Console at: **g.co/searchconsole** and submit your site for indexing at **google.com/webmasters/tools/submit-url**.

✓ Do I serve high quality content to users?

Making sure your users get the best possible experience on your properties should be your number one priority. Think about what makes your properties unique, valuable, or engaging.

Read the '**Google Webmaster Guidelines**' help center article to make sure you're managing your website using Google friendly practices.

✓ Is my local business showing up on Google?

Google My Business is a free and easy-to-use tool that helps you manage how your business information appears across Google, including Search and Maps.

Consider adding your business and its website to **google.com/business**.

✓ Is my content fast and easy-to-access on all devices?

Most searchers now use mobile devices, so you must make sure your content is optimized and loads quickly on all devices.

Test if your pages are mobile-friendly at **g.co/mobilefriendly**.

✓ Is my website secure?

Modern users expect a secure online experience.

Secure your website's connection with HTTPS.

✓ Do I need external help?

SEOs or Search Engine Optimizers are professionals who can help you improve your website and increase visibility on search engines.

Search for '**Do you need an SEO**' to go through our guide on hiring an SEO.

Resources from Google

For more search visibility tips, check out our website and beginner webmaster course.
Google Webmasters homepage: **google.com/webmasters** or Webmaster Academy: **g.co/WebmasterAcademy**