QUICKEST PATH TO ROI SEO

FREE WORKSHEET | CHAPTER 9

Entity & Trust Signal Checklist



Verify your business identity. Support your claims. Focus the first fixes where customer decisions happen.

START WITH ONE HIGH-VALUE PAGE

Review six areas, record the proof, then choose three improvements with strong revenue potential and a practical path to completion.

Business / reviewer

Review date

Companion to Authority, Trust, and the Shortest Route to Credibility

Review the page that can earn the inquiry.

Choose one service, product, or location page tied to qualified demand. Keep the review anchored to facts a customer can see and verify.

PAGE TO REVIEW

Why this page matters to the business

01 **Inspect the page**

Read it as a prospective customer. What is promised, and what proof is visible?

02 **Check the surrounding sources**

Compare relevant business profiles, people pages, policies, and outside references.

03 **Mark each checkpoint**

For every row, select exactly one: Verified, Work needed, or Not applicable.

04 **Record evidence**

Add source URLs or notes and move the strongest opportunities to the action plan.

Use the checklist as a decision aid.

A checked item does not guarantee rankings, AI citations, or revenue. It identifies clearer, more credible information that may help customers evaluate your business.

01 Business Identity & Consistency

Can a customer verify that your site and public profiles describe the same business?

	CHECKPOINT	V	W	N/A
01	The business name is consistent across the website and priority profiles.	☐	☐	☐
02	Phone, email, and address or service-area details are current and usable.	☐	☐	☐
03	The About page clearly identifies the business and what it provides.	☐	☐	☐
04	Parent brands, trade names, and related companies are explained accurately.	☐	☐	☐
05	Official profiles and citations link to the correct website and location.	☐	☐	☐
06	Physical locations and service areas are labeled without overstatement.	☐	☐	☐
07	Contact options work and lead to the appropriate team or location.	☐	☐	☐
08	Ownership, legal, or industry identifiers are accurate where relevant.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

02 Services, Locations & Relationships

Do key pages make the offer and its geographic scope easy to understand?

	CHECKPOINT	V	W	N/A
01	Each priority service has a clear, specific page or section.	☐	☐	☐
02	Service descriptions reflect what the business actually delivers now.	☐	☐	☐
03	Location pages accurately describe where the business operates.	☐	☐	☐
04	Service-area claims match the areas the business can truly serve.	☐	☐	☐
05	Navigation and internal links connect related services and locations.	☐	☐	☐
06	Page titles, headings, and visible copy describe the same offer.	☐	☐	☐
07	The page explains who the service is for and the next step to take.	☐	☐	☐
08	Outdated, duplicated, or unsupported coverage claims are corrected.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

03 People, Experience & Credentials

Are the people and qualifications behind important claims clear and current?

	CHECKPOINT	V	W	N/A
01	Relevant leaders, practitioners, or responsible teams are identified.	☐	☐	☐
02	Author or reviewer information is present where it helps the reader.	☐	☐	☐
03	Bios connect actual experience to the service or subject discussed.	☐	☐	☐
04	Licenses and certifications are current and described precisely.	☐	☐	☐
05	Credential numbers or verification links are supplied when useful.	☐	☐	☐
06	Dates and review information are updated when accuracy depends on them.	☐	☐	☐
07	Team images and biographies represent real people with permission.	☐	☐	☐
08	Partnerships and professional affiliations are stated accurately.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

04 Independent Validation

Can important claims be checked against credible sources outside your site?

	CHECKPOINT	V	W	N/A
01	Review links lead to real, relevant source profiles.	☐	☐	☐
02	Quoted reviews preserve their context and identify the source.	☐	☐	☐
03	Priority business citations use accurate identifying details.	☐	☐	☐
04	Awards and memberships are current and independently verifiable.	☐	☐	☐
05	Press mentions link to the original coverage when available.	☐	☐	☐
06	Partner or association claims reflect the actual relationship.	☐	☐	☐
07	External proof relates to the service and market being discussed.	☐	☐	☐
08	Expired, irrelevant, or unverifiable third-party claims are removed.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

05 Proof on Decision Pages

Does a high-value page answer the questions a buyer is likely to ask before contacting you?

	CHECKPOINT	V	W	N/A
01	Relevant examples show the work or outcome behind the service.	☐	☐	☐
02	Performance figures are documented and qualified where needed.	☐	☐	☐
03	Testimonials appear near the service or claim they support.	☐	☐	☐
04	The process explains what the customer should expect next.	☐	☐	☐
05	Guarantees and warranties link to their actual terms and limits.	☐	☐	☐
06	Insurance, safety, or compliance claims are current when material.	☐	☐	☐
07	Common buyer concerns are answered with specific, truthful detail.	☐	☐	☐
08	A clear inquiry step is visible near the supporting proof.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

06 Structured Information & Maintenance

Do page facts, machine-readable details, and public information agree?

	CHECKPOINT	V	W	N/A
01	Visible business facts agree with applicable structured data.	☐	☐	☐
02	The chosen organization or local-business type fits the business.	☐	☐	☐
03	Service and location markup matches the pages it describes.	☐	☐	☐
04	Person and organization relationships reflect real roles.	☐	☐	☐
05	Official profile links point to genuinely controlled accounts.	☐	☐	☐
06	Policies and contact information are accessible and current.	☐	☐	☐
07	Outdated public listings and important page facts are corrected.	☐	☐	☐
08	Applicable markup is tested after substantive changes.	☐	☐	☐

EVIDENCE / SOURCE URL / GAP TO FIX

Keep the proof close to the claim.

Record a source or specific correction for each review area. An internal file, public profile, original review, project record, or policy may be the appropriate evidence.

01 Business Identity & Consistency

02 Services, Locations & Relationships

03 People, Experience & Credentials

04 Independent Validation

05 Proof on Decision Pages

06 Structured Information & Maintenance

VERIFY FIRST

Remove or correct a claim when the available evidence does not support it. Avoid displaying credentials, review excerpts, or results outside their true context.

Choose your first three improvements.

Favor a page with meaningful business value, a fix you can complete soon, and proof you trust. Record the action and its supporting evidence before publishing.

1 **IMPROVEMENT**

Page / location

Owner / target date

Change and evidence needed

2 **IMPROVEMENT**

Page / location

Owner / target date

Change and evidence needed

3 **IMPROVEMENT**

Page / location

Owner / target date

Change and evidence needed

PRIORITY TEST

Revenue potential / Speed to complete / Confidence in the fix