



Halifax Local Search Visibility Checksheet

A practical, evidence-led audit for Halifax, Dartmouth, Bedford, Sackville, HRM, and Nova Scotia service businesses. Use it on screen or print it. No login is required for the public checks.

How to use it: choose a status only when you can name the supporting page, profile, report, screenshot, owner answer, or completed test. Record the evidence and date. A tool score, a verified profile, or one AI answer is not a complete diagnosis.

Business _____	Website _____
Checked _____	Reviewer _____

Evidence statuses

confirmed	Current evidence supports the statement. Record source and date.
unknown	Required access, report, test, or owner answer is unavailable. Name the missing evidence.
mismatch	Reliable surfaces conflict. Name the canonical fact, approval owner, and correction order.
not_applicable	The check genuinely does not apply. State why; do not use it to hide missing evidence.

1. Website identity and customer path

Check	Evidence / notes	Status
Homepage states the business, priority service, real coverage, and next step.	URL and exact visible wording.	C [] U [] M [] N/A []
Approved name, contact route, coverage, hours when applicable, and offer agree across core pages.	URLs or dated mismatch list.	C [] U [] M [] N/A []
The main call, form, email, booking, or quote action completes on a mobile viewport.	Device, action, result, date.	C [] U [] M [] N/A []
HTTPS, navigation, labels, images, and essential keyboard actions have no blocking error.	Test notes and affected URL.	C [] U [] M [] N/A []

2. Crawl and indexing

Check	Evidence / notes	Status
Priority URLs return the intended response and are not blocked by robots or noindex.	URL, response, robots directive.	C [] U [] M [] N/A []
Each priority URL declares a sensible canonical; redirects do not hide the intended owner.	URL, canonical, redirect path.	C [] U [] M [] N/A []
The XML sitemap lists canonical priority URLs with truthful modification dates.	Sitemap URL and sample entries.	C [] U [] M [] N/A []
Google and, where used, Bing account-level inspection evidence exists for priority pages.	Property, URL, report date, observed state.	C [] U [] M [] N/A []



3. Service pages and local intent

Check	Evidence / notes	Status
Each priority service has an owner page or section with audience, scope, coverage, and next step.	Service-to-URL map.	C [] U [] M [] N/A []
Title, H1, copy, internal links, and CTA match the page job without stuffing.	URL and reviewed elements.	C [] U [] M [] N/A []
Local pages contain distinct, useful local evidence rather than city-name swaps.	Unique local evidence.	C [] U [] M [] N/A []
Educational pages route qualified readers to the correct service or audit owner.	Source, destination, anchor, test.	C [] U [] M [] N/A []

4. Google Business Profile

Check	Evidence / notes	Status
Ownership and eligibility are confirmed; address visibility matches the operating model.	Owner confirmation and policy note.	C [] U [] M [] N/A []
Name, category, services, hours, contact route, coverage, and website match approved facts.	Profile URL and field comparison.	C [] U [] M [] N/A []
The website link reaches the intended page and the mobile contact path works.	Destination and completed action.	C [] U [] M [] N/A []
Photos and profile content show current, real context without unsupported claims.	Profile section and review date.	C [] U [] M [] N/A []

5. Reviews and proof

Check	Evidence / notes	Status
Public reviews reflect genuine experiences and incentives are disclosed where required.	Platform, source, policy note, date range.	C [] U [] M [] N/A []
An owner handles appropriate responses, corrections, and escalation.	Owner, standard, last review.	C [] U [] M [] N/A []
Website testimonials or cases have permission, source, date/window, scope, limits, and withdrawal path.	Evidence record or missing fields.	C [] U [] M [] N/A []
The site does not use self-serving review markup to manufacture review stars.	Structured-data review result.	C [] U [] M [] N/A []

Priority rule: fix blockers and material mismatches first - inaccessible pages, incorrect business facts, broken contact actions, or a wrong canonical owner. Unknown means gather evidence before changing the site.

6. Directories and public-fact consistency

Check	Evidence / notes	Status
Bing Places, Apple Business Connect, and relevant Canadian, industry, or local listings are reviewed only where useful.	Selected source and inclusion reason.	C [] U [] M [] N/A []
Name, contact route, coverage, hours, category, and website match the approved business packet.	Source-by-field comparison.	C [] U [] M [] N/A []
Duplicate, stale, or unauthorized listings are identified before new listings are created.	URLs, ownership, correction priority.	C [] U [] M [] N/A []

7. AI-answer and GEO checks

Check	Evidence / notes	Status
A fixed set of real buyer questions records platform, date, market setting, and model or mode.	Prompt cohort and test conditions.	C [] U [] M [] N/A []
Mention, recommendation, citation, accuracy, referral, and conversion remain separate fields.	One row per observation.	C [] U [] M [] N/A []
Incorrect service, location, contact, or proof claims are traced to a public source where possible.	Answer capture, cited source, canonical fact.	C [] U [] M [] N/A []
Relevant pages are crawlable, current, internally linked, and clear for people.	Page checks and update date.	C [] U [] M [] N/A []

8. Conversion and measurement

Check	Evidence / notes	Status
The primary contact action completes on desktop and mobile and gives a clear confirmation.	Action, device, time, result.	C [] U [] M [] N/A []
Optional analytics consent does not block essential navigation or the contact path.	Consent state and test result.	C [] U [] M [] N/A []
Search, local actions, AI observations, enquiries, qualified leads, and outcomes are separate measures.	Report or field owner for each layer.	C [] U [] M [] N/A []
Each planned change has an owner, acceptance check, release date, and review window.	Backlog or release record.	C [] U [] M [] N/A []

AI limitation: one answer cannot prove demand, ranking, recommendation share, or business impact. Repeat the same cohort after a dated release. No special 'AI schema' is required.



9. Change log

Record the smallest useful release and the evidence you will recheck. Do not combine several unknowns and then guess what caused a later change.

Date	Page / profile	Evidence before	Change and owner	Verification / next check

Triage order

1	Access and indexing blockers HTTP, robots, noindex, canonical, sitemap, and account-level inspection.
2	Public-fact mismatches Name, category, contact route, coverage, hours, profile links, and approved business facts.
3	Service and customer-path clarity Page ownership, offer, proof, internal route, mobile CTA, form, and confirmation.
4	Measurement and iteration Release record, separate visibility and outcome fields, review window, and next decision.

Primary sources and limitations

1	Google SEO Starter Guide - developers.google.com/search/docs/fundamentals/seo-starter-guide
2	Google Business Profile guidelines - support.google.com/business/answer/3038177
3	Google URL Inspection guidance - support.google.com/webmasters/answer/9012289
4	Google Review Snippet guidance - developers.google.com/search/docs/appearance/structured-data/review-snippet
5	Bing Places - bingplaces.com ; Bing Webmaster Tools - bing.com/webmasters
6	Apple Business Connect User Guide - support.apple.com/guide/apple-business-connect/welcome/web

This checklist is a first-pass decision aid, not legal advice, a ranking guarantee, or proof of platform eligibility. Platform interfaces and guidance can change. Recheck the linked official sources before a material profile, markup, crawler-control, or submission decision.

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Bring the website, your name, company name, email, service area, business goal, and the evidence gaps.