

Website Traffic Diagnostic Checklist

15 things to check, in priority order, for any small business website

Companion to: ivabot.xyz/blog/why-is-my-website-not-getting-traffic

FIX THIS FIRST · CRITICAL · DO THIS WEEK

If these are wrong, nothing else matters

- 1 Google Search Console is set up for your site
- 2 Your pages show up in Google when you type site:yourdomain.com
- 3 No "noindex" or robots.txt blocks are stopping Google from seeing your pages
- 4 Your domain is at least 3 months old (if not, you have a timeline, not a problem)
- 5 Your homepage tells a stranger in 5 seconds what you do, who you serve, and what makes you specific

CHECK THIS NEXT · IMPORTANT · DO THIS MONTH

These tell you if your effort is going to work

- 6 You bought your domain new, or you checked archive.org and the previous owner did nothing spammy
- 7 The keywords you target are things real people type into Google (check Google autocomplete)
- 8 When you Google your target keyword, the top 10 has some smaller sites (Reddit, small blogs), not only big brands
- 9 You have at least 5-10 quality articles or pages, not just a homepage
- 10 Your site loads in under 3 seconds on a phone

BUILD THIS SLOWLY · FOUNDATION · DO OVER 6-12 MONTHS

The work that decides where you are in a year

- 11 You publish or refresh something every week, even a small update
- 12 You have 3 to 5 real backlinks from sites in your industry, not directory spam
- 13 Your About page has a real photo and a real story
- 14 You answer specific questions people ask, not generic topics every other site covers
- 15 You track impressions in Google Search Console, not just visitor counts