Authority Network Readiness Checklist

Is Your Business Structurally Visible in Search?

Most businesses focus on rankings.

Few focus on structure.

Search engines try to understand your business as an entity.
If your business is not clearly defined and consistently represented, visibility becomes unstable over time.

This checklist helps you assess whether your business has the structural foundations required for long-term authority and search clarity.

Tick each statement that applies to your business.

Section 1 – Core Identity Clarity

Tick if true:

☐ My business name is used consistently across all platforms
☐ My primary services are clearly defined and not vague
☐ My service areas are clearly stated and consistent
☐ There is no conflicting business information online
☐ My website clearly defines what we do and where we operate

Section 2 – Central Reference Point

☐ I have a structured central hub that clearly defines my business
☐ My website acts as a clear authority reference
☐ My business information is organised rather than scattered
☐ My services are structured in a logical hierarchy
☐ My locations are structured consistently

Section 3 – Supporting Authority Signals

☐ My business is represented consistently on trusted platforms
☐ My descriptions are aligned across profiles

☐ I have supporting authority properties beyond my main website
☐ My business information reinforces itself rather than contradicts itself
☐ My online presence looks structured rather than fragmented

Section 4 – Expansion & Growth Readiness

☐ I could add new services without confusing structure
☐ I could expand to new locations without creating overlap
☐ My authority structure can grow without rebuilding
☐ My online footprint is controlled and intentional
☐ My visibility does not rely on one single platform

Count your ticks.

16–20
Your structure is strong and expandable.

10–15
Your structure may support visibility, but gaps likely exist.

Below 10
Your business is likely relying on tactics rather than authority infrastructure.

If your score highlights gaps, that does not mean your SEO is failing.

It simply means your authority structure may not be fully defined.

The Authority Network approach focuses on building clarity, consistency, and long-term structural visibility rather than short-term tactics.

If you would like to see how this applies to your business, you can review the Authority Network options or book a no obligation chat with us here: https://calendly.com/siteace

See the options here: https://barrieevansmarketing.com/authority-network-system