

Is my SEO working? The 6 check-in sheet

SEOs Hut · Free sheet

Tick each check-in on its date. Each one names the single thing to look at and what "on track" means, with the documented timing beside it. Record your day-one numbers first: every timeline is measured from that line.

Day-one position

for your main keyword, in your city

Day-one impressions

Search Console, last 28 days

Day-one calls + directions

Business Profile Performance, 28 days

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| ☐ | Week 1 | Page is indexed, profile is verified
Search Console → URL Inspection → paste the full URL → "URL is on Google". Business Profile shows "Verified". | On track: both done. Google: crawling takes "a few days to a few weeks"; verification reviews "take up to 5 business days". |
| ☐ | Week 2 | Your business name search shows your profile
Search your exact business name + city on Google (desktop and phone). | On track: the profile panel appears. Google: changes to business info "can take up to 3 days to appear". |
| ☐ | Week 4 | Impressions have started in Search Console
Performance → Search results → + New → Page → URLs containing → your page path. Tick "Average position". | On track: impressions above zero and at least one query listed. Any position counts. Google: new business rankings "can take up to a month". |
| ☐ | Week 8 | More impressions than week 4, better position
Same filter, date → Compare → last 28 days vs previous 28 days. Profile Performance → searches breakdown. | On track: impressions up, average position number down, people finding you by what you do, not only your name. |
| ☐ | Week 12 | First clicks or calls from search
Search Console clicks on the target page; Performance → Calls and Directions. | On track: clicks above zero or calls rising. Act if impressions are still zero (see below). |
| ☐ | Month 6 | Target keyword in the top 10, or a decision made
Keyword Rank Checker or Local Rank Grid, same day each month. | On track: top 10. Ahrefs (2025): after about 6 months outside the top 10, update the content. Our three local clients reached #1 at months 6 to 8. |

Where the four signals live

1 Impressions and 2 Position: Search Console → Performance (filter by page, tick Average position).
3 Clicks: same report, Clicks line.
4 Calls and directions: Business Profile → Performance.
Signals appear in that order; a page gaining impressions is being tested by Google.

Free tools for each check

Index: seoshut.com/tools/google-index-checker/
Position: seoshut.com/tools/keyword-rank-checker/
Map pack: seoshut.com/tools/local-rank-grid/
Profile: seoshut.com/tools/google-business-profile-audit/
Site: seoshut.com/tools/seo-audit/

When to act (the clock has stopped)

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|--------------------------------------|---|
| Not on Google after 3–4 weeks | Fix noindex, robots or orphan pages; submit in URL Inspection; re-check. (Google: crawling takes days to weeks, indexing not guaranteed.) |
| Zero impressions at month 3 | Re-aim the page at a narrower local phrase people actually type; add the proof competitors lack. |
| Outside the top 10 at month 6 | Rewrite against the current top 10; add the links and reviews it is missing. (Ahrefs: refresh after ~6 months.) |
| Dropped after a core update | Fix the cause now; judge at the next core update. (Google: "it could take several months".) |