SCRIPTMASTERLABS

Free Website Evidence Checklist

Service-Disabled Veteran-Owned Small Business | Truth First. Proof Always.

Use this checklist to inspect your site for crawlable evidence before spending on ads or content. Observations only — no ranking guarantees.

1. Core Crawl & Index Signals

- robots.txt allows key pages and does not block important content or CSS/JS.
- sitemap.xml is submitted in Search Console and lists only canonical, indexable URLs.
- No noindex, nofollow, or conflicting meta robots on money pages.
- Canonical tags point to the preferred version (www/non-www, HTTPS).

2. Content & Schema Evidence

- Primary page has a clear H1 that matches the target query.
- 40–60 word direct answer block near the top of the page.
- FAQ or HowTo schema present and valid (test with Google Rich Results).
- Product or LocalBusiness schema where relevant, with real data.

3. Technical Observations

- Page loads core content without requiring JS for critical text.
- Mobile-friendly; no horizontal scroll or tiny tap targets.
- Images have descriptive alt text; no critical text inside images only.
- HTTPS valid; no mixed content warnings.

Next step: Run the free Layer Five inspection at scriptmasterlabs.com for source-backed observations. Then review the matching paid field guide for implementation details.