

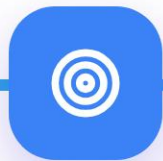
A HELIXEDGE FIELD GUIDE

SEARCHED TO BOOKED

The 5 things Google checks before it shows your business, and a 2-minute check for each one.



01

Indexed

02

Relevant

03

Local

04

Trusted

05

Recommended

Brady Collette
CMO, HelixEdge

helixedge.io

Swipe →

HOW TO USE THIS GUIDE

RUN THE CHECKS. FIND YOUR GAP.

1 Read each stage

Google checks all 5 before it shows a business. Each slide shows where sites fall short.

2 Run the 2-minute check

Do it on your own website, on your phone. Each check takes about 2 minutes.

3 Fix the first fail

The earliest stage that fails is what's holding your rankings back. Start there.

WHY LISTEN TO US

+20%

site growth in the first month of SEO for one client.

THE CHECKLIST

WHAT GOOGLE CHECKS **FIRST**



01

Indexed

Can Google see your pages?



02

Relevant

Is there a page for what they searched?



03

Local

Does Google know where you work?



04

Trusted

Does anyone vouch for you?



05

Recommended

Does AI name you?

Miss one and you're easy to skip.



INDEXED

RELEVANT

LOCAL

TRUSTED

RECOMMENDED

STAGE 01



INDEXED

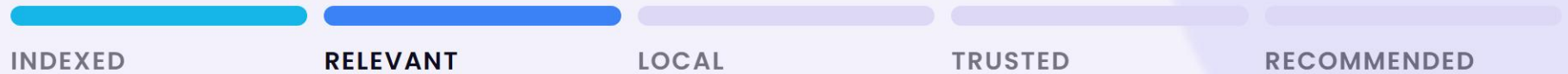
Can Google see your pages?

- ✗ Pages Google never added to its index, so they can't show up for anything
- ✗ A new site or redesign nobody ever submitted to Google
- ✗ Pages accidentally set to "noindex" or blocked from Google



CHECK IT YOURSELF

Search `site:yourwebsite.com` on Google. Does the count come close to how many pages your site has?



STAGE 02



RELEVANT

Is there a page for what they searched?

- ✗ One “Services” page listing everything instead of a page per service
- ✗ No pages for the towns and areas you actually serve
- ✗ Page titles that say “Home” instead of what you do

**CHECK IT YOURSELF**

Search your main service plus your city. Does Google show a page built for that service, or just your homepage?



STAGE 03



LOCAL

Does Google know where you work?

- ✗ Wrong category or missing services on your Google Business Profile
- ✗ Your name, address, or phone listed differently across the web
- ✗ No service areas set, so Google has to guess

**CHECK IT YOURSELF**

Is your name, address, and phone exactly the same on your website, Google profile, and Facebook?



STAGE 04



TRUSTED

Does anyone vouch for you?

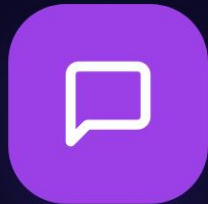
- ✗ Fewer reviews than the businesses ranking above you
- ✗ Missing from the directories and local sites customers check
- ✗ No other websites linking to yours

**CHECK IT YOURSELF**

Search your business name in quotes. Count how many other websites mention you on page one.



STAGE 05



RECOMMENDED

Does AI name you?

- ✗ Your site never answers the questions customers actually ask
- ✗ No clear facts for AI to pull: what you do, where, and for whom
- ✗ AI tools blocked from reading your site



CHECK IT YOURSELF

Ask ChatGPT: "Who is the best [your service] in [your city]?"
Are you named?

WHEN GOOGLE CAN SEE YOU

16 → 100+

PAGES INDEXED BY GOOGLE IN ONE WEEK

A website we manage, after fixing stage 1.

Google can't rank **what it can't see.**





SEARCHED TO BOOKED 10 / 10

YOUR NEXT STEP

FIND YOUR GAP.

We'll run all 5 checks on your site and show you what's keeping you off page one.

Free audit + growth plan



Talk to Brady

Based in Mississippi,
working nationwide

📞 (601) 706-8280

🌐 helixedge.io/resources

✉️ bradyc@helixedge.io



helixedge.io

No contracts