

Checklist

The lists from the end of each chapter, gathered in one place. Full guide: goai.ro/en/seo-guide/ · edition of 19 August 2026

1. What SEO does and how long it takes to show

- Repairs show in weeks, content in months, authority in over half a year.
- The first results are usually recoveries, not growth. The initial pace does not hold.
- In the first month, ask for a list of changes, not charts.
- The most honest measure of progress is the number of pages that bring in at least a few people a month.
- Compare with the same period last year, not with last month.
- A result you cannot verify yourself in Search Console is not a result, it is a claim.

2. What depends on you and what depends on us

- Give access to the site administration, to Search Console and to analytics. If you don't know whether you have Search Console, ask; it is free and it is yours.
- Write down ten questions your customers ask most often. Ten lines, not a document.
- Tell us which three services bring you the most money, not the most visitors.
- Go through your own site on your phone, as a customer would, all the way to sending a message. Actually send it.
- Decide who in the company answers our questions and how quickly.

3. What a site Google can read looks like

- Search for `site:your-domain.ro` and compare the number of results with the real number of pages.
- Open the source of the homepage and search in it for a sentence from the visible text.
- On an article, click the author's name and one of the menu links. Do they actually lead somewhere?
- Open Search Console and read the indexing report: how many pages are indexed and how many are not, with the reason.
- If the site is built on a platform that renders in the browser, explicitly ask to be shown what a robot receives. It is a ten-minute check.

4. URLs, redirects and migrations without losses

- In Search Console, the indexing report, the errors section. How many are there, and are they real pages or junk?
- Type into the address bar an old URL of an article you know has been moved. Do you end up where you should?
- If you changed your site in the last two years, ask whoever built it whether the list of redirects exists. If it does not exist, they were probably never made.
- Check whether the site also responds on addresses other than the official one, such as the email subdomain.
- Before any future move, ask for the URL inventory and the old-to-new map. In writing, before launch.

5. Speed and what Google actually measures

- The three metrics are: how long it takes for the content to appear, how much the page jumps, how long the response is delayed.
- Speed is a modest ranking signal and a major sales factor.
- Test on mobile, three times, and on an inner page.
- The most frequent real cause is unresized images.
- If someone proposes an improvement that sounds too simple, ask what can break. Sometimes the answer is “the shopping cart”.
- A good score obtained only for the measuring tool does not help any real customer.

6. Security as a trust signal

- Click the padlock in the address bar and read how long the certificate is still valid.
- Open Search Console, the Security and manual actions section. It must be empty.
- Check the list of users with admin rights. Do you recognize all of them?
- Check that the plugins are up to date and delete the unused ones.
- Search Google for `site:your-domain.ro` and look for pages you never wrote.

7. Why it matters who signs, not just what is written

- Open “about us”, “contact” and “terms and conditions” one after another. Is the company named the same in all three? Is the tax code the same? Is the starting year the same?
- Look on the site for the full name with legal form, the tax code and the Trade Register number. If a visitor cannot find them in two clicks, Google cannot find them either.
- Open an article. Does it have an author name? Does the name lead somewhere? Where it leads, does it say what training the person has?
- If you have a box with ratings and stars that the site generates on its own, remove it.
- If you work with money, health or safety, reread the paragraph about YMYL. The bar for you is higher than for the rest.

8. How to write a page that answers a question

- Read only the first paragraph. Did you find out the answer?
- Read only the subheadings. Is it clear what the page is about?
- Cover the page and leave a single paragraph visible. Does it make sense on its own?
- Count the concrete figures in the text. Zero is a bad sign.
- Search for the target phrase. If it appears more than a few times, take it out.
- Is there a sources section, with links that work?

9. What looks like optimization and actually hurts

- You are promised guaranteed positions. Nobody can guarantee them, because nobody controls the results.
- You are sold a number of links per month, at a fixed price.
- You are asked to accept a “keyword density”.
- You are offered stars in the results based on the ratings on your own site.
- You are reported a score from a tool instead of real results.
- You are offered a lot of content, fast and cheap, without being asked for any information about your company.

10. What has changed since Google started answering instead of listing

- In generated answers there are no positions, only cited sources. You win differently.
- Google says explicitly that it does not need special files for AI, but ordinary optimization done well.
- Figures and sourced quotations measurably increase the chance of being cited. Keyword repetition lowers it.
- The effect is largest for pages that are not already in first place.
- An important part of visibility is built on sites that do not belong to you.
- Since June 2026 you have, for Google, the first official figures in Search Console.

11. The files AI agents read

- Open `your-site.ro/robots.txt` and read it. Many sites block AI bots without the owner knowing, through settings put in place by a theme or a plugin.
- Decide the two things separately: do you want to be **cited** in answers, and do you want to go into **training**. They are not the same question.
- If you want citations, check that `OAI-SearchBot`, `Claude-SearchBot` and `PerplexityBot` are not blocked.
- Publish your prices in a simple form, or explain plainly what they depend on.
- If you have `llms.txt`, put it on the list you check at every change of company details. If you don't have one, it is not urgent.
- Check in Search Console whether you already have the report for generative features.

12. How to check for yourself whether things are working

- Average position, impressions and total traffic can all rise without anything good happening.
- Read how many pages an audit analyzed before you read the score.
- A score that drops after a fix can mean that only now is it being measured correctly.
- The same tool gives slightly different scores from one run to the next. Follow the trend, not the number.
- Ten questions run monthly beat any report done only once.
- Ask for measurement dates. Without them, the numbers cannot be verified.