

Can customers find you on Google?

A quick self-check for local businesses. Tick what is right, then choose one improvement.

☐ **Business details**

Check that your business name, category, contact details and website link are accurate. Avoid adding words to the name that are not part of your real business name.

☐ **Opening hours**

Check regular hours, public holidays and temporary closures. Make sure someone can reach you using the contact details shown.

☐ **Useful photos**

Add recent, permitted photos of your products, work, team or premises. Show customers what they can expect.

☐ **Customer reviews**

Invite honest feedback from actual customers. Reply helpfully without sharing private details or rewarding only positive reviews.

☐ **Website contact details**

Make the phone number, email and service area easy to find. Check that phone, map, booking and enquiry links work.

☐ **Describe what and where**

Use the plain words a customer would use for your service and location. Write useful page titles and descriptions; do not repeat place names unnaturally.

☐ **Mobile experience**

Open your site on a phone. Check readable text, tappable buttons, clear navigation and an easy way to contact you.

☐ **Try a real customer journey**

Search for the services you offer, check the information that appears, and follow a route to an enquiry. Search results vary; this checklist does not promise a ranking.

My first improvement: _____

Want help? See Google Search Tune-Up: stanleystore.co/shop/googlesearchtuneup/. Separate paid service.