L2SOLUXIONS · FREE CHECKLIST

Will Customers Find You?

A 10-Minute Website Self-Check

Hi there! Grab a cup of coffee and pull up your website on your phone. No website yet? That's okay. Pull up your Facebook page or your Google listing instead, because that's what your customers are looking at right now.

Here's the problem most local business owners don't see. Someone searches for "plumber in YourTown" or "hair salon near me," taps your result, and gives you about five seconds. Does your page immediately tell them what you do, where you are and how you can solve their problem? Don't make people guess! If they have to hunt for it, they'll click on the next search result... and that's usually your competitor.

This checklist takes about 10 minutes. Answer each question honestly with a Yes or a No, then add up your Yes answers at the end.

Do visitors know what you do and where you do it?

1. **Does your headline say what you do and what town or area you serve?** ☐ Yes ☐ No
   "Welcome to our website" doesn't help anyone. "Residential Roofing in YourTown and Your Area" tells a visitor they're in the right place.

2. **Are your hours, location and service area easy to find?** ☐ Yes ☐ No
   A customer shouldn't have to scroll to the bottom or open three pages to learn whether you're open Saturday or whether you come out to their side of the county.

3. **Is there one clear next step, like calling, booking or a contact form?** ☐ Yes ☐ No
   Tell people exactly what to do next. A button that says "Call for a Free Estimate" or "Book Your Appointment" works much better than hoping they figure it out.

Can a customer reach you from their phone?

4. **Does it work well on a phone?** ☐ Yes ☐ No
   Open it on your own phone right now. Can you read the text without pinching and zooming? Do the buttons work with your thumb? Most of your visitors are on a phone.

5. **Is there a tap-to-call phone button and a clickable email?** ☐ Yes ☐ No
   If someone has to copy your number and paste it into their phone app, you've just added a reason to give up.

6. **Do your phone number, address and hours match everywhere?** ☐ Yes ☐ No
   Check your website, your Facebook page and your Google listing side by side. If one says you close at 5 and another says 6, customers (and Google) don't know which one to trust.

Does it look like a business people can trust?

7. **Do you show real photos of your work, your team or your location?** ☐ Yes ☐ No
   Real photos of a finished kitchen, a clean truck or your smiling front desk build trust faster than stock photos ever will.

8. **Do you show real customer reviews?** ☐ Yes ☐ No
   A few honest reviews with first names and towns answer the question every new customer is asking: "Has anyone else used them, and were they happy?"

9 Does it look current? ☐ Yes ☐ No

Look for an old copyright year, last year's holiday special, a broken link or a "coming soon" page that never came. Anything that looks abandoned makes people wonder if you're still in business.

Can Google find you?

10 Does your business show up on Google when you search your business type plus your town? ☐ Yes ☐ No

Try "landscaper YourTown" or "nail salon Your Area," using your own type of business and your own town. If you only see competitors, customers aren't seeing you either.

11 Have you set an SEO title and description? ☐ Yes ☐ No

These are the blue headline and the short summary that show up in Google search results. If yours says "Home" or something random, Google is guessing for you. (Only have a Facebook page or Google listing? Mark this one No, because you can't set these there.)

12 Do you have your own domain, like yourbusiness.com? ☐ Yes ☐ No

A Facebook address or a free-builder link is fine for a start, but your own domain looks more professional and it's online space you actually own. (No website yet? Mark this one No.)

Your Score

Count your Yes answers: _____ out of 12

9–12 Yes: You're in good shape. Customers can find you, understand you and contact you. Keep your hours, photos and reviews fresh, and check back every few months.

5–8 Yes: A few quick fixes will make a real difference. Start with your No answers in the first two sections. Those are usually the fastest changes and the ones customers notice first.

0–4 Yes: Customers are probably passing you by. The good news is that most of these fixes are simple, and you likely already have the content you need sitting on your Facebook page or Google listing.

What's Your Next Step?

1. Build it yourself in about 30 minutes. My quick training, *Simple Business Website Setup in 30 Minutes*, walks you step by step through building a simple, professional website on a free platform using the photos, reviews and business information you already have. No coding and no web-design experience needed.

Get the training: https://l2soluxions.systeme.io/sbwcourse

2. Want a second set of eyes? Ask for a free mini audit. Send me your website, Facebook page or Google listing, and I'll tell you what's working and what I'd fix first.

Email l2@l2soluxions.com or call 360.227.1878 (West Coast) or 850.359.6707 (East Coast).