Local Visibility Check

Ten quick checks you can do on your own phone. About 10 minutes.

When someone searches for a business like yours, they usually look at two things: your Google profile and your website. Tick a box for every "yes." This is a quick self-check, not an audit.

Part A: Your Google Business Profile

- [ ] **1. Your business shows up when you search its name.**
  Check: type your business name and city into Google on your phone. Is your profile on the screen with the right name, address and phone number?
  If no: search for "Google Business Profile" and claim or fix your listing. Google says complete and accurate details make a profile more likely to show up in local searches.

- [ ] **2. Your hours are correct.**
  Check: read the hours on your profile. Are they right for today and for the next holiday?
  If no: edit your hours in your profile and add special hours for holidays.

- [ ] **3. Your main category says what you mostly do.**
  Check: look under your business name for the category (for example "Massage therapist").
  If no: pick the one category that best matches your main service. Google asks for specific categories.

- [ ] **4. You have real photos of your place and your work.**
  Check: tap Photos on your profile. Do you see recent pictures you took?
  If no: add a few clear photos of your front, inside and finished work. Practical advice, not a Google rule.

- [ ] **5. You answer your reviews, and you ask for them the honest way.**
  Check: open your reviews. Have you replied to the last few, good or bad?
  If no: reply politely to each one. When you ask customers for a review, ask everyone and offer nothing in return. Google does not allow rewards for reviews, or asking only happy customers.

Part B: Your website

- [ ] **6. It opens in a few seconds on your phone.**
  Check: turn off Wi-Fi, use mobile data, and open your website. Does the top of the page appear quickly?
  If no: big photos are the usual cause. Ask whoever built your site to shrink them. This is a rule of thumb, not a Google number.

- [ ] **7. Your phone number is tappable.**
  Check: tap the number on your site. Does your phone offer to call?
  If no: ask your site editor to make the number a "tap to call" link.

- [ ] **8. It reads well on a phone, with no pinching.**
  Check: can you read the text and tap the buttons without zooming? Are your address and hours easy to find?
  If no: your site may not be built for phones. That is the most common problem we see, so it is worth asking about first.

- [ ] **9. A visitor knows what to do next.**
  Check: look at the first screen. Is there one clear button, such as Call, Book or Get a quote?
  If no: pick the one action you want most and put one button for it at the top.

- [ ] **10. Your site shows as secure.**
  Check: look at the address bar. You should see a padlock or no warning. A "Not secure" label is a problem.
  If no: ask your web host to turn on an SSL certificate. Many hosts include it free.

Your score: ____ out of 10
8 to 10: you are in good shape. Keep it current.
5 to 7: a few quick wins. Start with the first box you left empty.
0 to 4: plenty of easy room to improve. Work from item 1 downward, one a day.

General information only. If you work in a regulated field, such as health care, check your own board's rules about reviews and advertising. Use only real reviews from real customers. Google Business Profile is a Google product. This guide is not affiliated with Google.

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