

See your business through a new customer's eyes

Follow the route from first search to first enquiry. For each question, mark Clear, Unsure or Missing. Look for the first point where a customer may hesitate, not a perfect score.

Useful limitation: Search results vary by device, location and history. Not finding something here does not prove it is absent; it shows what may need confirming.

1

GET FOUND

Can the right customer find and recognise you?

Start where a customer might start, not where you know your own links are kept.

1

Search your business name. Is the official website or profile easy to recognise as yours?

☐ Clear ☐ Unsure ☐ Missing

2

Search for your main service and area. Can a new customer discover you without already knowing your name?

☐ Clear ☐ Unsure ☐ Missing

3

Check the area you cover. Can someone quickly tell whether you work where they need you?

☐ Clear ☐ Unsure ☐ Missing

4

Compare the important details. Do your name, phone number, opening information and website agree across the places you appear?

☐ Clear ☐ Unsure ☐ Missing

5

Read what appears before the click. Does the search result or profile give a useful first explanation of the business?

☐ Clear ☐ Unsure ☐ Missing

Does what they find feel clear and credible?

Give the homepage a quick first look, then check whether the important reassurance is easy to verify.

6 **Look for ten seconds.** Can you tell what the business does, who it helps and where it works? ☐ Clear ☐ Unsure ☐ Missing

7 **Look for the people behind it.** Can a customer identify who runs the business and how to contact them? ☐ Clear ☐ Unsure ☐ Missing

8 **Check the proof.** Are there genuine reviews, photographs, examples or relevant credentials that support the important claims? ☐ Clear ☐ Unsure ☐ Missing

9 **Check that it feels current.** Are services, dates, opening information and recent activity believable and up to date? ☐ Clear ☐ Unsure ☐ Missing

10 **Use the site on a phone.** Is the wording readable and does the page work without awkward zooming, overlap or dead ends? ☐ Clear ☐ Unsure ☐ Missing

Notes

Can they decide and take the next step?

A customer should not have to solve a puzzle before asking a sensible question.

11 Choose a typical customer need. Is the relevant service or route obvious without comparing too many similar options? ☐ Clear ☐ Unsure ☐ Missing

12 Look for practical answers. Can they understand likely cost, scope, timing or what affects the quote where those details matter? ☐ Clear ☐ Unsure ☐ Missing

13 Try to make contact. Is there one obvious, working next step that is easy to use on a phone? ☐ Clear ☐ Unsure ☐ Missing

14 Check what happens next. Does the page explain who will respond, what the first conversation involves and whether there is any obligation? ☐ Clear ☐ Unsure ☐ Missing

15 Look for contradictions. Do prices, promises, service areas and contact details agree across the customer journey? ☐ Clear ☐ Unsure ☐ Missing

Choose the first useful fix, not the longest list

1. Fix anything that prevents contact.

Broken links, wrong details and unusable mobile pages come before polish.

2. Look for repeated uncertainty.

If the same doubt appears in search, on the website and at contact, it is probably a stronger priority.

3. Confirm before replacing.

A clearer sentence, corrected profile or better contact route may be enough. Do not assume the whole website needs rebuilding.

This checklist is a starting point, not a full assessment. More guidance is available at localrootsdigital.uk/customer-journey-checklist.html