InfinityCurve

Are you losing customers online?

A 15-minute checklist. Your customers are searching. Grab your phone and see what they see. Every “no” is a place customers may be slipping away.

1. Can they find you?

- [ ] In a private browser window on your phone, search for what you offer plus your area. Do you appear on the first page or in the map?
  Hotels, restaurants and tours: search for what you offer plus your destination.
- [ ] Do you know who shows up above you, and why?
- [ ] Do you have a separate page for each main service or experience, instead of one page listing them all?

2. Is what they find right?

- [ ] Have you claimed your Google Business Profile, with the right main category?
- [ ] Are your hours up to date, including holidays and seasonal changes?
- [ ] Are your name, address and phone number the same everywhere you’re listed, including booking and travel sites?
- [ ] Have you added new photos in the last few months?

3. Do they trust what they find?

- [ ] Have you had a new review in the last month?
- [ ] Have you replied to your recent reviews, especially the bad ones?

4. Does your website keep them?

- [ ] Does your site load quickly on your phone?
- [ ] Can a visitor tell what you do and where, without scrolling?
- [ ] Can they call or book with one tap?

5. Do you hear from them?

- [ ] Send yourself a message through your own contact or booking form. Did it arrive?
- [ ] Does every enquiry get a reply the same day?

6. Can you tell what’s working?

- [ ] Can you say how many calls, forms or bookings came from search last month?
- [ ] If you pay for marketing, does the report show customers and enquiries, not just rankings and clicks?

Got a few “no”s?

That’s normal, and most of them can be fixed. **Get your free SEO audit**, and we’ll show you where you’re losing customers. Then we can fix it for you, including the parts on your website.