

STEP 1 OF 6

Google your business

Type your business name into www.google.com and answer the following questions:

- 1 Does the blue headline in the search result clearly explain what you're offering?
- 2 Does the description under the headline convey your expertise on the service or product you're providing?
- 3 Would the words compel a potential customer to click on it?
- 4 If you answered "no" to any of these questions, make note of possible solutions and any other thoughts that come to mind.

STEP 2 OF 6

Search keywords

Make a list of keywords and phrases potential customers may search to find your services and answer the following questions:

- 1 Does a page from your website appear on page 1 or 2 on Google search results?
- 2 Where does your website rank for each term you searched? Which page on your site ranks highest for this term?
- 3 What are higher-ranking competitor sites doing differently? Look at their content and how they use the keywords and phrases.

STEP 3 OF 6

Go to your website

If you find your site on Google, click on your website and answer the following questions:

- 1 Is it clear what your business is offering?
- 2 Is there an easy way to contact you to get your service?
- 3 How can you add clarity to the message on this page?
How will your service or product change your customer's life for the better? How will they feel afterward?

STEP 4 OF 6

Website keyword check

Refer to the list you made in step 2 and answer the following questions:

- 1 Do two or more keywords appear on every page of your website?
- 2 Make a note of which pages need to be updated with keywords.



STEP 5 OF 6

Create a list of suppliers and contractors

Take this list and answer for each:

- 1 If they have a website, would they link to your website?

STEP 6 OF 6



Update your website

Now that you know where your business stands online:

- 1 What will you do with this information?
- 2 How can you update your website to create a better user experience and improve your content quality?
- 3 How frequently can you commit to updating your website? Daily, weekly, or monthly?