

Why Can't They Find Me?

A quick checklist to find out why your business isn't showing up on Google—and how to fix it.



Google Business Profile

- ☐ Do you have a Google Business Profile set up?
- ☐ Is your address/service area accurate?
- ☐ Have you added photos, categories, hours, and your website link?

Keywords & Content

- ☐ Are you using keywords your ideal clients actually search for?
- ☐ Do your page titles, service descriptions, and blog posts reflect your niche and location?

Indexing

- ☐ Is your website verified in Google Search Console?
- ☐ Are all key pages submitted for indexing?

Local SEO Signals

- ☐ Is your business Name, Address, and Phone (NAP) consistent everywhere?
- ☐ Do you have links from local directories (Yelp, Facebook, etc.)?

Website Optimization

- ☐ Does your website load in under 3 seconds?
- ☐ Is it mobile-friendly?
- ☐ Are there clear calls-to-action and service info on the homepage?

Bonus

- ☐ Do you blog regularly or update your content seasonally?
- ☐ Are you linking internally between your site pages?

Still lost? Book a \$50 mini SEO audit at simplysocial.marketing and I'll take a look for you!