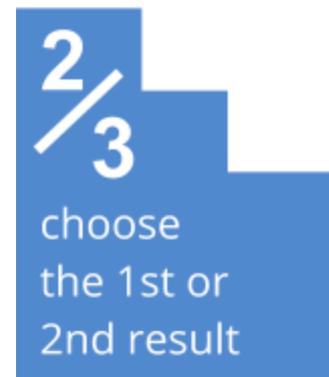


Business Name DD/MM/YY



How do people find your business?



Sources: Google and Pew Research: Online Product Research Search Engine Land

The bad news...

If you're not visible to online, you're losing new customers.

The good news...

Since 2014, Google has favoured local businesses in search results and advertising. Local businesses can succeed if you know what you're doing.

These are the things Google cares about.

On the next page you'll find ratings for the factors which help more people find your business. Improve these and more of the right people will find your business at the right time.

Want to fix it but don't have time or need some advice?

Contact us on info@cleoo.co.uk, 0203 514 7778 or schedule a chat with your local Cleoo representative using the link below.

At Cleoo we only work with small, local businesses. We are trusted partners of Google, Facebook and Bing and passionate about supporting the growth of local businesses through efficient use of the tools available.

[Click to Book a Free Support Call](#)

(or visit <https://cleoo.typeform.com/to/ROJo2r>)

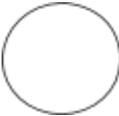


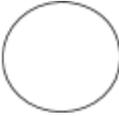
Online Presence Check

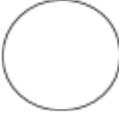


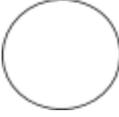
Business Name DD/MM/YY

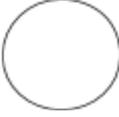


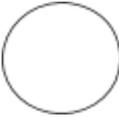
	<h3>Website</h3> <p>Quick to load mobile friendly sites are given preference.</p>	<h3>Google Maps</h3> <p>Claimed and verified listings get more clicks and a higher ranking.</p>	<h3>Facebook Page</h3> <p>A business page with regular helpful posts for your audience.</p>
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	<h3>Business Name, Address & Phone Number</h3> <p>If these aren't consistent across website, Google maps and facebook, your business will be less visible.</p>		
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	<h3>Opening Hours</h3> <p>54% of people searching for local businesses on mobile are looking for opening hours and they make a visit within 24 hours.</p>		
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	<h3>Images</h3> <p>Popular, high quality, recent images result in a higher ranking and increase web visits by 35%. Images uploaded by a Google Trusted Photographer or Local Guide perform well.</p>		
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	<h3>Reviews</h3> <p>Reviews which are recent or from trusted sources like Local Guides increase your ranking and increase requests for directions by 144%.</p>		
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<h3>Promotion</h3>			
	<p>Use Keyword Planner to find out what people are searching for and make sure they find you.</p>	<p>Appear before your competitors on maps by promoting your pin.</p>	<p>Facebook posts reach 2% of your followers. Promote to nearby people for better results.</p>



No changes required



Improvement Possible



Attention Required

Online Presence Check



Business Name DD/MM/YY

Checklist

<input type="checkbox"/>	Claim and verify your Google My Business listing
<input type="checkbox"/>	Test your website to see if it's mobile friendly.
<input type="checkbox"/>	Check you're using a business page on Facebook not a personal page.
<input type="checkbox"/>	Edit your business name, address and phone number so that they are identical across your website, Google My Business and Facebook.
<input type="checkbox"/>	Check your opening hours are up to date across your website, Google My Business and Facebook.
<input type="checkbox"/>	Upload up to date, high quality pictures to Google My Business. For maximum impact and If you have the budget, ask a Google Trusted Photographer to take the pictures and upload them.
<input type="checkbox"/>	Make a note to upload new pictures every few months.
<input type="checkbox"/>	Encourage your regulars and happy customers to leave reviews on Google maps and Facebook.
<input type="checkbox"/>	Make a note to request reviews every few months.
<input type="checkbox"/>	Respond to all reviews to thank your customers for their feedback.
<input type="checkbox"/>	Set up Google Analytics so you can track your results.
<input type="checkbox"/>	Explore Keyword Planner to find out what your customers are searching for.
<input type="checkbox"/>	Try posting a special offer on Facebook and boosting the post.

**Click to Book a
Free Support Call**

(or visit <https://cleoo.typeform.com/to/ROJo2r>)