



The 10-Minute Customer Search Check

See your business the way a customer does. Write down what you see, not how it makes you feel.

Before you start

1 minute

- ☐ Phone signed out of Google, or a private tab (borrow a phone if you can)
- ☐ Paper and pen

1. Search your company name

about 4 minutes

- ☐ Our Business Profile shows up? Y / N
- ☐ Anyone else in the map when we searched our own name? _____
- ☐ Star rating _____ Review count _____
- ☐ Newest review date _____ Did we reply? Y / N
- ☐ Other companies on the screen: 1 _____ 2 _____ 3 _____
- ☐ Photos look like our trucks, crew, and finished work? Y / N
- ☐ Hours and phone number are correct, and someone answers? Y / N

2. Open our website on the phone

about 3 minutes

- ☐ Loaded without me getting impatient? Y / N
- ☐ What we do and where is clear without scrolling? Y / N
- ☐ Tapped the phone number and the dialer opened? Y / N
- ☐ Sent our quote form and the email reached someone? Y / N
- ☐ Site photos look like our real work? Y / N

3. Search the job we want, in our towns

about 3 minutes

- ☐ Search 1: _____ Where we showed up: _____
- ☐ Search 2: _____ Where we showed up: _____
- ☐ Search 3: _____ Where we showed up: _____
- ☐ Company that kept showing up: _____
- ☐ What they have that we don't: _____
- ☐ Their phone number is tappable? Y / N

My biggest leak (circle one)

Not found

Missing for my main service
in my own towns

Found but passed over

Showed up, but lost on reviews,
photos, or a clear offer

Clicked but no call

Slow site, number not tappable,
or the form failed

Most owners find a little of each. Start with the leak closest to the phone ringing.