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A FREE GUIDE FROM

All In AI Vibes

allinaivibes.com

BUSINESS OWNER CHECKUP

The 10-Minute Online Checkup

Find out what your business looks like to the person who is
about to call somebody else.

Ten checks you can run on your own phone in the next ten minutes. Nothing to buy, nothing to install, nobody to hire. Score yourself at the end.

Less Hype. More Help.

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Ten minutes, your phone, and the truth

Most owners have never looked at their own business the way a stranger does. That is the whole exercise.

- ✓ **Your phone.** Not your computer. Almost everyone finds you on a phone.
- ✓ **Ten minutes.** Sit down somewhere you will not get interrupted.
- ✓ **Something to write on.** You are counting fails. Ten checks, ten possible fails.

Read this first, or the whole checkup lies to you

Do not do this signed in as the owner, and do not do it on your shop's wifi. Open a private window on your phone first. In Chrome, tap the three dots and pick New Incognito Tab. In Safari, tap the two squares and pick Private.

Here is why it matters. Google knows it is you. It shows the owner a version of the listing nobody else sees. And your own phone has already saved your website, so it opens instantly for you and slowly for everybody else. Skip this step and you will pass a test you are actually failing.

The checks

1 Search your business name and your city.

In the private window. Type it the way a customer would, misspellings and all. Look at the first screen without scrolling.

FAIL IF you are not on that first screen, or what shows up is wrong.

2 Tap the phone number that comes up.

Do not just read it. Tap it and let it start dialing, then hang up.

FAIL IF it does not dial, or it dials a number you stopped using. Every person who taps a dead number calls the next shop on the list.

3 Check your hours and address.

Right there in the Google listing. Check today's hours especially, and check what it says on a Sunday.

FAIL IF anything is out of date, or Google says you are closed when you are open.

4 Do you have a website, or just a page?

Be honest with this one. A Facebook page is not a website. A booking link is not a website. Those belong to somebody else and they can change the rules any morning they want.

FAIL IF you do not have a site of your own with your own name on it.

5 Open your site on your phone and try to read it.

Do not pinch. Do not zoom. Just read it the way you would read anything else.

FAIL IF you had to pinch and zoom, or anything runs off the side of the screen.

6 Load your site and count to five out loud.

Close it first so it starts fresh. Then open it and count. One, two, three, four, five.

FAIL IF it is still loading when you get to five. People do not wait. They go back and tap the next one.

7 Look at your photos like you have never been there.

Real photos of your place, your people, and your actual work. Not stock images of somebody else's shop, and not one blurry shot from years ago.

FAIL IF you have fewer than five real, recent photos anywhere a customer can see them.

8 Count your reviews, then find the last one you answered.

Number of reviews, the average, and the date of your last reply. Replies are public, and people read them to see what kind of owner you are.

FAIL IF you have under ten reviews, or you have never replied to one.

9 Can a stranger reach you without scrolling?

First screen of your site. Call, book, text, or message. One tap, no hunting, no scrolling to the bottom to find a contact page.

FAIL IF they have to go looking for it.

10 Now search what you do, not who you are.

This is the important one. Your customers looking for a new place do not know your name yet. They type things like "barber austell ga" or "daycare near mableton." Type yours that way.

FAIL IF you are nowhere on that first page.

Add up your fails**0 to 2 fails**

You are in good shape. Fix the ones you found this week and get back to work. You do not need anybody's help.

3 to 5 fails

You are losing calls, quietly. Nothing here is on fire, so it never makes it onto the list. That is exactly why it stays broken.

6 or more

A stranger looking for what you sell is not finding you. Not because you are bad at what you do. Because the front door is hard to find.

My score

_____ out of 10 fails

Date

_____ check again in 90 days

The one I fix first

Where to go fix each one

All free. All you need is the email you signed up with.

WHAT YOU ARE FIXING

WHERE YOU DO IT

Hours, address, phone, photos,
replying to reviews

google.com/business

Checking how slow your site really is

pagespeed.web.dev

Seeing yourself the way a stranger
does

A private or incognito window. Every time.

Getting more reviews

Ask in person, on the day, while they are happy. Nothing beats it.

One honest word before the sales part

Not every business needs a website. Some of you are booked solid on word of mouth and a phone that rings, and a website would be a hobby. If your checkup came back clean, close this and go run your business. That is a real answer and I am not going to talk you out of it.

But every business needs to be **findable** and **reachable in one tap**. Those two are not optional anymore, and they are the ones people fail.

NOT READY TO TALK

Take the free stuff

Plain-English AI guides and tools for people who are not tech people. No course, no upsell ladder, no webinar.

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READY TO FIX IT

Book a free call

Fifteen minutes. Bring your score. I will tell you which fails actually cost you money and which ones do not matter, even if the answer is that you do not need me.

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Until next time... I'm Coach Harold with All In AI Vibes, where we give you Less Hype. More Help.