5 Easy Fixes You Can Make Today!

Improve your online presence, build trust, and make it easier for customers to find and contact your business—no technical skills or new website required.

Pick one action and spend 10–15 minutes on it today. Use the online profiles you already manage. Only change information you are authorized to edit.

1. Make your business details match everywhere

Search for your business as a customer would. Compare your business name, phone number, opening hours and address or service area on your main listing, social profile and website, if you have one. Correct outdated details in the accounts you control.

Keep in mind: Check holiday hours too. If you work from home, use a service area where supported rather than publishing a private address.

Done when: A customer sees the same current contact details in your main profiles.

2. Make the next step obvious

Choose the main action you want: call, request a quote, book or visit. Put one plain sentence in your profile description or pinned post: “Need a roof repair in Anaheim? Call [your business number] for a quote.” Use your own service, area and contact details.

Keep in mind: Test the phone number or booking link from your own mobile phone. A click on a phone link does not prove that a call connected.

Done when: A friend can find how to contact you in ten seconds.

3. Show real proof of your work

Add three recent, clear photos of your work, team or premises to your main business profile. Add a short caption explaining what customers are seeing and how it helps them.

Keep in mind: Get permission before sharing identifiable people, client homes or private details. Use honest photos rather than implying stock images show your work.

Done when: Your photos load clearly on a phone and represent what you actually offer.

4. Ask for honest feedback, then reply

After a completed job, send a short personal request: “Thanks for choosing us. If you would like to share your experience, here is our review link.” Reply politely to existing reviews and thank people for specific feedback.

Keep in mind: Do not offer incentives, screen out unhappy customers or write reviews for them. Keep personal details out of public replies; take sensitive issues to a private channel.

Done when: Your review link works and an unanswered review has a helpful reply.

5. Remove one point of confusion

Ask someone unfamiliar with your business to read your profile on a phone. Can they tell what you do, where you serve, when you are open and what happens after they contact you? Fix the least clear sentence or answer one common question in a pinned post.

Keep in mind: Explain the next step honestly: “We normally reply within one business day” only if you can meet that promise. Do not change pricing or offers without business-owner approval.

Done when: Save a dated screenshot and note what you changed. After two weeks, ask whether customers still raise the same question. More inquiries alone do not prove the change caused them.

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