The South Florida Website Checklist

8 checks to help customers, Google and AI search tools find and contact you

- [ ] **1.** Does the "Website" button on your Google profile open your site on a phone?
- [ ] **2.** Is there a tap-to-call phone number near the top of your homepage?
- [ ] **3.** Does your homepage say, in plain text, what you do and which city you serve?
- [ ] **4.** Do your business name, address, phone and hours match your Google profile exactly?
- [ ] **5.** Does your site have LocalBusiness schema with those same details?
- [ ] **6.** Does your homepage have a meta description that names your service and city?
- [ ] **7.** Does your homepage load in under 3 seconds?
- [ ] **8.** Does your footer show the current year, with nothing else that makes the site look abandoned?

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Any box you can't tick is a reason a customer might not find you, trust you or call you. Fix those first.