

Help Customers Find Accurate Information About Your Business Online

A practical checklist from Stephanie Miller, PRO-FOUND

Can customers find the right information when they look for your business? Use this checklist to review the places they are most likely to check, especially before a new season or whenever your details change.

☐ **Search for your business**
Search your business name and town. Look at the results as a customer would. Note any outdated listings, broken links or conflicting information.

☐ **Check your business name and contact details**
Use a recognizable public business name. Confirm that phone numbers work and that website links lead to the right page.

☐ **Make your location or service area clear**
Check your address, map pin and directions. If customers do not visit your premises, explain where you provide services instead of publishing a private address.

☐ **Review hours and seasonal information**
Check your website, Google Business Profile, social pages and Chamber profile. Explain seasonal closures, appointment requirements and any exceptions customers need to know.

☐ **Check the next step**
Try your booking, ordering, registration or contact links on a phone. Make sure customers can understand what to do and reach the correct destination.

☐ **Refresh photos and key details**
Use images that reflect what customers can expect today. Check menus, services, accessibility information and other details that could affect a visit or purchase.

☐ **Update your Chamber profile**
Use the profile update form on the Chamber Member Resources page to send changes or new photos. Include any seasonal information that needs an explanation.

☐ **Keep a simple update list**
Record where your business information appears and who can update it. Revisit the list whenever your hours, location, contact details or offerings change.

Start small: Correct anything that could send a customer to the wrong place, at the wrong time, or to a phone number or link that no longer works.