

Get Found on Google: 4 Simple Fixes You Can Do Right Now

A free checklist for business owners
No technical knowledge required.

Why This Guide Exists

Most business owners know they should be doing something about Google. But between running a business, managing customers, and staying on top of everything else — it never gets done.

This guide gives you **four simple, free actions** you can take today — in under an hour — that will meaningfully improve how your business shows up online. No technical knowledge needed. No paid tools. Just a browser and 60 minutes.

Fix 1	Run a page speed test
Fix 2	Set up or optimise your Google Business Profile
Fix 3	Check your site on mobile
Fix 4	Set up Google Search Console

***Tip:** You do not need to complete all four in one sitting. Each fix is independent — start with whichever feels most relevant to your business.*

01 Fix 1 Run a Page Speed Test

Page speed is one of the most important factors Google uses when deciding where to rank your website. A slow site frustrates visitors and gets pushed down the results. The good news: Google gives you a free tool to check your score and tells you exactly what to fix.

How to do it:

- 1 Go to PageSpeed Insights**
Open your browser and go to pagespeed.web.dev
- 2 Enter your website URL**
Type in your website address and click Analyze
- 3 Check your scores**
You will see scores for Mobile and Desktop. Aim for **90+** on both. Anything below 50 is urgent.
- 4 Read the recommendations**
Scroll down to see specific issues. Share this page with your web developer or **contact Optireach** — we fix these as part of our service.

Tip: Green = 90–100 (excellent). Orange = 50–89 (needs work). Red = 0–49 (urgent).

Your checklist for Fix 1:

- Visited pagespeed.web.dev
- Entered my website URL and ran the test
- Noted my Mobile score: _____
- Noted my Desktop score: _____
- Saved or screenshot the recommendations

02 Fix 2 Set Up Your Google Business Profile

Your Google Business Profile (formerly Google My Business) is what makes your business appear on Google Maps and in the local search results. It is completely free and one of the most powerful things you can do for local visibility. If you have not set it up yet — or if it is incomplete — this is the highest-impact fix on this list.

How to do it:

- 1 Go to Google Business**
Visit business.google.com and sign in with your Google account
- 2 Search for your business**
Type your business name. If it appears, click "Claim this business". If not, click "Add your business to Google".
- 3 Fill in every section**
Business name, category, phone number, website, address or service area, opening hours. **Complete profiles rank significantly higher than incomplete ones.**
- 4 Add photos**
Upload at least 5 photos — your logo, your premises or team, and examples of your work. Profiles with photos receive far more enquiries.
- 5 Verify your listing**
Google will ask you to verify ownership. Follow the prompts — this is usually done by postcard, phone, or video call.

Tip: Already have a profile? Log in and check it is 100% complete. Look for unanswered questions, missing categories, or outdated information.

Your checklist for Fix 2:

- Visited business.google.com
- Claimed or created my Google Business Profile
- Filled in business name, category, and contact details
- Added website URL and opening hours
- Uploaded at least 5 photos
- Started the verification process

03 Fix 3 Check Your Site on Mobile

The majority of local searches now happen on mobile phones. Google knows this — and uses mobile performance as a primary ranking factor. If your website looks broken, loads slowly, or is hard to navigate on a phone, Google will rank it lower and visitors will leave immediately.

How to do it:

- 1 Use Google's Mobile-Friendly Test**
Go to search.google.com/test/mobile-friendly and enter your website URL. Google will tell you directly whether your site passes.
- 2 Check it on your own phone**
Open your website on your smartphone. Navigate through the pages as a customer would. Can you read the text without zooming in? Are buttons easy to tap?
- 3 Test the contact form or phone button**
Make sure your phone number is clickable (tap-to-call) and any contact forms work properly on mobile.
- 4 Check loading speed on mobile data**
Turn off your Wi-Fi and load your site on mobile data only. If it takes more than 3 seconds, customers are leaving before they even see your content.
- 5 Note any issues**
Write down anything that looks wrong, is hard to read, or does not work. These are your fixes — tackle them yourself or share with a developer.

Tip: Common issues: Text too small to read. Buttons too close to tap. Images wider than the screen. Contact forms not working. Pop-ups blocking the whole screen.

Your checklist for Fix 3:

- Ran Google's Mobile-Friendly Test
- Opened my website on my own phone
- Confirmed text is readable without zooming
- Confirmed buttons and links are easy to tap
- Tested contact form or click-to-call on mobile
- Noted any issues to fix

04 Fix 4 Set Up Google Search Console

Google Search Console is a free tool from Google that shows you exactly how your website is performing in search results — which pages are being found, what people are searching for when they find you, and any errors preventing Google from indexing your site. Every business with a website should have this set up.

How to do it:

- 1 Go to Google Search Console**
Visit search.google.com/search-console and sign in with your Google account (the same one you use for Gmail).
- 2 Add your property**
Click "Add property" and enter your website URL. Choose the URL prefix option and enter your full website address including `https://`
- 3 Verify ownership**
Google needs to confirm you own the site. The easiest method is to download a small HTML file and upload it to your website, or add a meta tag to your homepage.
- 4 Submit your sitemap**
Once verified, go to Sitemaps in the left menu and submit yourwebsite.com/sitemap.xml — this tells Google which pages to index.
- 5 Check for errors**
Go to the Coverage report. Any pages showing errors need attention. The Performance report shows which search terms are bringing visitors to your site.

Tip: Check monthly: Performance report (search queries and clicks), Coverage report (indexing errors), and Core Web Vitals. These three sections tell you almost everything about your Google visibility.

Your checklist for Fix 4:

- Visited search.google.com/search-console
- Added my website as a property
- Completed the ownership verification
- Submitted my sitemap
- Checked the Coverage report for errors
- Reviewed the Performance report for search queries

What's Next?

If you have worked through all four fixes — well done. You have just done more for your Google visibility than most business owners ever get around to.

But these four fixes are just the beginning. Consistently appearing at the top of Google for the keywords your customers are actually searching requires ongoing work — keyword research, content creation, link building, technical SEO, and more.

That is exactly what we do at Optireach Consulting.

Ready to go further?

We offer a completely free SEO audit for your website — no obligation, no sales pitch. We will look at your Google presence, identify what is holding you back, and tell you exactly what it would take to improve your rankings.

optireachconsulting.com

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Our services for business owners:

SEO-Ready Website	\$699 one-time	A professional website built from scratch, optimised for Google from day one.
Monthly Local SEO	\$449/month	Ongoing SEO management — keywords, content, links, and plain-English monthly reports.

No lock-in contracts. Cancel anytime. We earn your business every month through results.