1. Your Website

Pass the five-second test, keep four core pages, one action, fast on a phone.

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1 Five steps

Step	What to do	Example (Sipho, Durban)
1 Five-second test	Show the homepage to 5 people who do not know the business, for 5 seconds. Ask what it does, who. Never in what next	Tested. Asks what a light-bulb photo, when "Welcome"
2 Four core pages	Home. Services and prices (starting prices). About (team photos + a few reviews). Contact and booking.	Four pages first, anything more waited until these w
3 One main action	Call, book or send a message. Put that button at the top and bottom of every page.	"Call now" on phones, "Book a visit" on computers.
4 Fast on a phone	Shrink large photos, remove autoplay video, delete unused plug-ins, test with a free speed tool.	Home page about 9 seconds to under 3 seconds
5 A page per service and area	Write a short page for each main service and the areas you cover, in customers' words.	Emergency call-outs, rewiring, backup power instal

2 Illustrative result

Sipho, electrical contractor in Durban, 5 electricians, average job about $180. Old site: a light-bulb photo and "Welcome", no prices, 6 enquiries a month. Within 4 months: 21 enquiries a month; about half became jobs, roughly $1,300 of extra sales a month. These are examples, not promises. Example figures. General education, not financial or tax advice. Results vary.

2. Your Map Listing

Claim it, fill every field, add fresh photos, ask for reviews, check the numbers.

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1 Five steps

Step	What to do	Example (Thuy, Da Nang)
1 Claim and match	If a profile exists, claim it. Use the same name, address and contact details on the profile, website and social pages.	Found two listings, one with old details, had the dup
2 Fill every field	Be specific on the main category. Add extra categories, hours (including holidays), services, and "no trust" restaurant.	"Vietnamese restaurant", not just "restaurant"
3 Fresh photos	Outside, inside, the team and your best products. Start with at least 10 clean, bright photos, then add a few every month.	Empty tables or dark rooms do more harm than good
4 Ask and reply	Ask happy customers at the right moment (short link or QR). Reply to every review within a couple of days.	QR review within a couple of days. Order in Systex to rep
5 Post and check monthly	Short posts for a new dish, an offer or holiday hours. Look at finds, calls, direction requests and website clicks.	Since each requests and website clicks. Checked in Systex

2 Illustrative result

Thuy, family restaurant in Da Nang, 40 seats, average bill about $9 a person. Old listing: wrong hours, no menu, 3 blurry photos, 12 reviews with no replies. Within 5 months: reviews 12 to about 140 (4.6 stars); direction requests about 90 to about 320 a month; weekday lunches busier by about 60 covers a week, roughly $2,000 of extra sales a month. These are examples, not promises. Example figures. General education, not financial or tax advice. Results vary.

3. Your One-Hour Check

This week, and a monthly reminder.

1 Do this week (one hour)

Search for your business on your phone, the way a customer would	[ ] Done
Run the five-second test on your homepage with three people	[ ] Done
Make sure your main button is at the top	[ ] Done
Claim your map listing, correct the hours and add five new photos	[ ] Done
Set a monthly reminder in Systex (our own product, loftybiz.net) to check it all again	[ ] Done

2 Watch-outs

Website: a beautiful site that hides how to get in touch; writing about yourself instead of what the customer needs; never opening your own site on your own phone. Listing: wrong opening hours; buying reviews or offering rewards for good ones; setting it up once and never touching it again.

Sipho, Thuy and their figures are illustrative. These are examples, not promises. Example figures. General education, not financial or tax advice. Results vary. Free tool from LoftyBiz. Systex (our own product): loftybiz.net