FREE CHECKLIST FROM ZOSSOZ

The Ten-Minute Phone Test

Twelve checks on your own phone, sorted into what to fix today and what can wait

For Owners with a website, or a Google profile and Instagram

Takes 10 minutes

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Customers find the mistakes on your website and your Google profile before you do, usually standing outside your door with a phone in one hand. These are the same twelve checks as the phone test at zossoz.com/phone-test, on paper. Tick a box when the answer is yes. Anything left unticked is a fix, and the table at the end sorts them.

Set up (one minute)

- ☐ Use your own phone, with Wi-Fi off. That's what someone walking past your door is using.
- ☐ Open a private browser window, so your history and logins don't help you.
- ☐ Search your business name and neighborhood the way someone new to the area would.

Round 1: the basics

- ☐ **1.** Your Google profile shows the right hours for today.
- ☐ **2.** The website button on your Google profile opens your own homepage.
- ☐ **3.** From the homepage, the thing customers come for is two taps away or less (see the list below).
- ☐ **4.** Tapping your phone number dials it.
- ☐ **5.** The map opens directions to your front door, not the middle of the neighborhood.
- ☐ **6.** You can read everything without pinching or zooming.

For check 3, look for the one that fits you:

- **Restaurants, cafes and bakeries:** your menu, written as text and not a photo of the printed one.
- **Salons and barbers:** your services and a way to book.
- **Trades:** your services, the area you cover and a way to ask for a quote.
- **Shops:** your address and what you sell, clear on the first screen.
- **Professional services:** your services in plain words and one clear way to reach you.

Round 2: the ones most owners miss

- ☐ **7.** Search your business name. The blue title in the results shows your name and what you do, not "Home" or a website builder's name.
- ☐ **8.** Text your website link to yourself. The preview shows your name and a good photo, not a blank box.
- ☐ **9.** On cellular, your homepage shows up before you can count to three.
- ☐ **10.** Your browser shows no "Not secure" warning next to your website address.
- ☐ **11.** The year at the bottom of your site is this year, and nothing in the past is still called "coming up".
- ☐ **12.** On an iPhone, Apple Maps shows your business with the right hours and phone number.

> **TIP**
> No website yet? Run checks 1, 4, 5 and 12 on your Google profile and Apple Maps. Then ask: does your profile link somewhere useful, like a menu or a booking page? Does your Instagram bio say what you do, where you are and how to reach you? Can a customer see your prices or menu without messaging you?

Two more, after the twelve

- [ ] **13.** Send yourself a test message through your contact form. It arrives in your inbox (look in spam too). A message that never arrives costs you people you never see.
- [ ] **14.** Hand your phone to someone who has never been inside your place. Ask them to find your hours and a way to reach you, and say nothing. Where they hesitate is where a customer would give up.

Sort what you didn't tick

When	What goes here	Checks
Fix today	Sends a customer to a closed door or a dead end	1, 2, 4, 5, 10, 13
Fix this week	Makes people work to find an answer	3, 6, 7, 8, 9, 11, 12
Look again	Anything you weren't sure about	Ask someone else to check

Start with the first row. If you can fix it in five minutes, do it now. If you can't log in or edit the page, write down who has to, and message them today.

> **WATCH OUT**
> This test finds mistakes. It can't tell you how many people look at your page, and fixing what it finds can't promise a single new customer. It stops you losing the people who already found you.

Next

1. Fix the first row today.
2. Run the test again once a month, and before every holiday week.
3. If most of your fixes need somebody else, or you'd like a second pair of eyes, ask us for a free teardown: a person reads your site and emails you a written list of what to fix first.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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