

Google Health Check

Date:



Google Growth Hub
BY SHORTCUTS

My Website

Google Analytics is set up on my site

Yes

No/Unsure

Solution

Try signing in to analytics.google.com. If you can see your website data appearing, you're all set! Not set up? Get started at marketingplatform.google.com/about/analytics

My site loads quickly

Check your website load time at developers.google.com/speed/pagespeed Green is good! Yellow is okay – red needs attention.

My webpage is mobile friendly

Check your mobile friendliness at search.google.com/test/mobile-friendly

My customers (and Google) can find my contact details

Consider adding a simple Contact Us page to your website.

I have a blog with content

Blogs are a great way to create more content on your website, as well as give your customers more information. Consider adding a blog to highlight your key services, new services and other news.

Google My Business

I have a Google My Business Profile

Create a Google My Business profile for free here: business.google.com/create

The contact details and trading hours on my Google My Business profile are correct

Log into your Google My Business profile here: business.google.com/locations and click **Info** from the menu, then click the section you want to update, enter the new information, and click **Done editing**.

My website is linked from my Google My Business

My location is linked correctly to my Google My Business

SEO

I know who my search competitors are

This one is easy! From a Google Chrome web browser, click the three little dots in the top right corner of the screen. Select **New Incognito Window**. Now, search for "hair salon near me" or "barber in New Farm", subbing in the details relevant for you. The listings that appear are your search competitors – these are the ones you want your website to appear above! Make a note of where your website's result is currently sitting.

My search keywords appear on my homepage

Make sure that your homepage tells your ideal customer that YOU are what they've been searching for! Add the terms they would use in Google onto your homepage.

Google Ads

I am currently running Google Ads

Interested? We can help with that! Get in touch with our Google Ads team here: googlegrowthhub.shortcuts.com.au/contact