The free business check

IS YOUR BUSINESS SET UP RIGHT?

17 yes or no questions. About five minutes.
Being found, your website, who owns what, and your logins, email and backups.

DO YOUR CHECK ONLINE

Your score straight away, and the fix list free by email.

Answer yes only if you're sure. Not sure counts as a no. Each question says how to check it, with a guide to fix it.

BEING FOUND

01
Is your Google Business Profile claimed?

What's this? It's the box with your hours, phone number, map pin and reviews that shows when someone searches your business. Claiming it means you control what it says.

How to check: Search your business name on Google Maps. If you see "Own this business?" or "Claim this business", it isn't claimed yet.

Google: claim your Business Profile

02
Does your Google profile show the right hours, phone number and details?

How to check: Open your profile on Google Maps. Check the hours, phone, address or service area and website against what's true today.

Google: edit your Business Profile

03
Has a new Google review come in during the last month?

How to check: Open your Google profile and look at the date on your newest review.

Google: tips to get more reviews

04
Do you come up on Google when someone searches what you do and your suburb?

How to check: In a private window, search something like "electrician Howick" with your own trade and suburb. Look at the map and the first page.

Google: improve your local ranking

05
Does ChatGPT name your business when you ask it who to call?

How to check: Open ChatGPT logged out and ask "who's a good electrician in Howick?" with your own trade and suburb. Try it a couple of ways.

Bing Places for Business

YOUR WEBSITE

06
Does your website work well on a phone?

How to check: Open it on your phone. You can read it without pinching, and every button and form works. No website yet counts as a no.

Google: sites that work on phones

07
Does your website load in about three seconds on mobile data?

How to check: Turn wifi off and open it on your phone. Or put your address into PageSpeed Insights and look at the mobile result.

Google: PageSpeed Insights

08
Has your website had its updates in the last three months?

What's this? Updates are the fixes that come out for the software your website runs on, often to close a gap someone found.

How to check: On Wix, Squarespace or Shopify this is done for you, so that's a yes. On WordPress, log in and look for updates waiting. Otherwise ask whoever built it.

Own Your Online: protect your website

09
Does your website have a privacy page that says what you do with people's details?

How to check: Look at the bottom of your site for a privacy link, and read it. If your site takes no names, emails or bookings at all, that's a yes.

Privacy Commissioner: privacy statement generator

10
Can you see how many people visited your website last month?

How to check: Open Google Analytics or your site's own stats. No login, or nobody knows it, counts as a no.

Google: set up Analytics for a website

WHO OWNS WHAT

11
Is your domain in your own name?

What's this? Your domain is your web address, like yourbusiness.co.nz. Whoever holds it controls your website and your email.

How to check: Log in where you pay for it, or look a .nz name up on the Domain Name Commission's site. In your web person's name, or no login, counts as a no.

Domain Name Commission: when you don't own your domain

12
Are you the owner of all your business accounts, like your Google profile, Facebook and Instagram?

How to check: You can log in to each one yourself, and you're listed as the owner or full admin. If only an old web person or an agency can, that's a no.

Google: owners and managers on your profile

13
Is your domain set to auto renew?

What's this? A domain is paid for a year or a few at a time. Auto renew pays it before it runs out, on the card you have on file.

How to check: Log in where you pay for your domain and look for auto renew and the expiry date. Check the card on file won't run out first.

Domain Name Commission: keep your .nz name safe

LOGINS, EMAIL AND BACKUPS

14
Is 2-step login turned on for your email?

What's this? When you log in somewhere new, you also tap a prompt or type a code from your phone. Then a stolen password alone isn't enough.

How to check: In your email's security settings, 2-step verification or two-factor authentication should say on.

Google: turn on 2-Step Verification
Microsoft: two-step verification
Own Your Online: 2-step login for your business

15
Is 2-step on for every Facebook and Instagram account?

What's this? A code or tap on your phone at each new login, as with email.

How to check: In each app, open Accounts Centre, then Password and security, then two-factor authentication. Every account should say on.

Facebook: two-factor authentication
Instagram: two-factor authentication

16
Does your email have SPF, DKIM and DMARC set up?

What's this? Three settings on your domain that prove your emails really come from you. Without them, scammers can send fake invoices that look like yours.

How to check: Most owners don't know, and that's fine. Ask your web or IT person. Not sure counts as a no.

Own Your Online: stop your email being faked
Google: email sender guidelines

17
Is a backup of your website kept off its own server?

What's this? A backup is a saved copy of your website that you can put back if it breaks or gets hacked. The server is the computer your website runs on.

How to check: Ask whoever looks after your site where the backups are kept, and when one was last put back to test it.

Own Your Online: back up your business data

YOUR SCORE, OUT OF 17

One point for every yes.

15 TO 17
In good shape
You're on top of the basics. Do the check again every few months, because things drift.

11 TO 14
Good bones, a few gaps
The gaps are usually quick to close, and one or two could be costing you now.

6 TO 10
Some gaps worth closing
Customers will notice some of these before you do. Start with the ones that lose you work.

0 TO 5
Plenty to gain
Every one of these can be fixed, and most are quicker than you'd think. Start with your first three gaps.

RATHER WE SORTED IT?

Tell us your score and we'll tell you what we'd fix first.

021 217 1760

Call or text us, or email
nick@teabreakstudio.com

A quick look at the basics, on the day you do it. It's not a certificate or a security audit, and a full score doesn't mean nobody can get in.