

Am I Findable?

The 15-minute checklist for Canadian small businesses

Give yourself 1 point for every YES.

1. Can Google find you?

- ☐ Searching your business name shows your website on page one
- ☐ Your website loads in under 3 seconds on your phone
- ☐ Your website works on a phone without pinching or zooming
- ☐ Your web address starts with https (the little lock icon)

2. Can locals find you?

- ☐ You have a Google Business Profile, and you have claimed it
- ☐ Your hours, phone number, and address are correct on it
- ☐ "[your service] near me" from your area shows you in the map results
- ☐ Your name, address, and phone match everywhere you are listed online

3. Can AI find you?

- ☐ Asking ChatGPT or Google's AI answer about your type of business in your town mentions you
- ☐ Your website clearly answers the top 5 questions customers ask you
- ☐ Your website says plainly who you are, what you do, and where you do it

4. Do people trust you?

- ☐ You have 10 or more Google reviews
- ☐ You have replied to your reviews in the last 3 months
- ☐ Your website shows real photos of you, your team, or your work
- ☐ Another local website, news story, or directory mentions you

YOUR SCORE: _____ / 15

12 to 15: You are findable. The kit helps you stay on top.

7 to 11: You show up sometimes, and lose customers the rest of the time.

0 to 6: Your customers cannot find you. Your competitors are getting them.

Every "no" has a fix.

Found in the Flood walks you through each one, step by step. Launch price \$47, goes to \$97 on Jan 1, 2027.