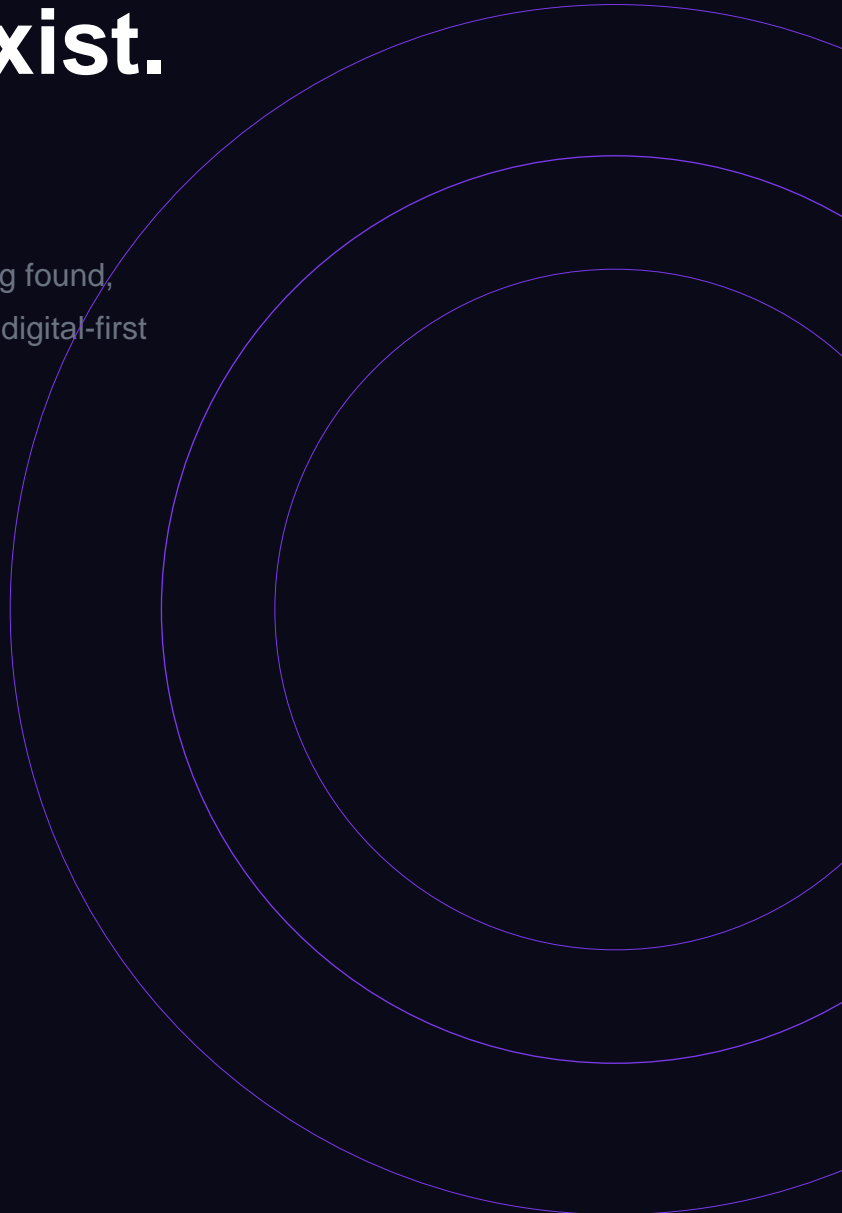


# If You Are Not Online, You Do Not Exist.

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The local business owner's guide to getting found, building trust, and winning customers in a digital-first world.



## The world changed. Did your business?

Right now, someone in your city is searching for exactly what you offer. They pull out their phone, type a few words into Google, and a list of businesses appears. If your business is not on that list, you do not exist to that customer. They will call your competitor, spend their money there, and you will never know you lost them.

**97%**

of consumers search online before  
visiting a local business

*BrightLocal Consumer Review Survey, 2023*

**88%**

trust online reviews as much as a  
personal recommendation

*BrightLocal Consumer Review Survey, 2023*

**8.5B**

Google searches happen every single  
day

*Internet Live Stats / Google, 2023*

### This is not about being "tech savvy"

You do not need to understand how the internet works. You do not need to learn coding or hire a full-time marketing team. What you need is a basic digital presence that works for you 24 hours a day, 7 days a week, even while you sleep. Think of it as your best salesperson who never takes a day off.

**Every day you are not online is a day your competitors are collecting customers who could have been yours.**

### What your customers actually do

- They search Google for services near them
- They check your Google Business profile for hours, location, and reviews
- They visit your website to decide if you look trustworthy
- They look at photos, read reviews, and check if you seem professional
- Then they decide to call or walk in, or move on to the next result

## 5 things every local business needs online

You do not need a complicated setup. You need these five foundations working together.

1

### **A Google Business Profile**

Free, powerful, and the single most important thing you can do today. When someone searches "dentist near me" or "best restaurant in [city]", Google Business is what shows up. A complete profile with photos, hours, and reviews puts you on the map, literally.

2

### **A simple, professional website**

It does not need to be fancy. It needs to answer three questions: What do you do? Where are you? How do I contact you? A clean, mobile-friendly website tells customers you are a real, legitimate business worth trusting.

3

### **Real customer reviews**

Reviews are the single biggest trust signal for new customers. A business with 40 reviews at 4.2 stars will almost always win over one with no reviews at all. You need a simple system for asking happy customers to leave a review.

4

### **A way to be contacted easily**

Phone number, email, WhatsApp, booking link. Make it impossible not to reach you. Every extra step a customer has to take to contact you is a customer you will lose.

5

### **Consistent information everywhere**

Your name, address, and phone number must be identical on Google, your website, Facebook, and anywhere else you appear. Inconsistency confuses Google and confuses customers.

## What invisibility is actually costing you

Most business owners do not realise how much revenue they are leaving on the table. Here is a simple way to think about it.

**If 100 people search for your type of business in your area each month, and you are not showing up, you are handing those customers to your competitors. Even if you only convert 10 of them, and each spends just 50 pounds or dollars, that is 500 per month you never see. Every month.**

### The hidden damage of no online presence

#### Lost first impressions

Customers who find nothing about you assume you are closed, outdated, or untrustworthy.

#### No word-of-mouth amplification

Happy customers want to recommend you, but they cannot share a website that does not exist.

#### No Google Maps visibility

Customers searching near them will never find you, even if you are one street away.

#### No review credibility

Without reviews, you are asking strangers to trust you with zero evidence.

#### Competitor advantage

Every day a competitor has a profile and you do not, they are building a lead that will be hard to close later.

## Your first 3 steps starting this week

You do not need to do everything at once. Start here.

1

### Claim your Google Business Profile

Go to [business.google.com](https://business.google.com) and claim or create your listing. Add your real address, phone number, opening hours, and at least 5 photos of your business. This is free and takes less than one hour. It is the highest-return action you can take this week.

2

### Get a simple website up

You do not need a developer for a basic site. Platforms like Squarespace or Wix can have you online in a day. If you want something more professional and optimised, that is where we come in. The key is having something live with your contact details and what you do.

3

### Ask your next 10 happy customers for a review

After a positive interaction, simply say: "We would really appreciate it if you could leave us a quick Google review, it helps us a lot." Then send them the link. Ten genuine reviews will change how new customers see you.

**Businesses that complete these three steps typically see more customer enquiries within 30 days. The work is small. The impact is significant.**

# Ready to put your business on the map?

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Growvate builds clean, professional digital foundations for

local businesses across Europe and North America.

We handle everything: Google Business setup, your website,

review management, and making sure you show up when customers search for what you offer.

No jargon. No long contracts. Just results.

[Book a Free Discovery Call](#)