

CURB TO CLICK · A CHECKLIST

THE CURB CHECK

Ten questions that tell you whether your business
is being found online, and what to fix first.

A MINUTE TO ANSWER. FREE. YOURS TO KEEP.

WHY THIS IS WORTH A MINUTE

RIGHT NOW, SOMEONE IS CHOOSING A WORSE BUSINESS THAN YOURS.

They're two miles away. They searched for exactly what you sell. They found somebody else. Not because that place is better. Because it was easier to find. You'll never know it happened. That's the part that should bother you.

More of them every month don't search at all. They ask an assistant for a good one nearby. ChatGPT, Google AI Overviews and AI Mode, Gemini, Claude, Perplexity, Microsoft Copilot and the rest. The answer comes from whatever it can find and read plainly. If that's missing, you're not in the answer. There is no page two to fall to.

1 in 4

ABOUT ONE IN FOUR INDEPENDENT BUSINESSES WITHIN 25 MILES OF DOWNTOWN ATLANTA HAVE NO WORKING WEBSITE OF THEIR OWN. 26.1%, 95% INTERVAL 21.9-30.2%, N=202. THE METRO ATLANTA INVISIBILITY COUNT, SEPTEMBER 2026, CURBTOCLICK.COM/STUDY.

How to use this

Stand where a customer stands. Answer honestly. Tick one box per question. If you're not sure, that counts as a no: if you don't know, a customer doesn't either. Then count your yeses on the last page.

THE TEN QUESTIONS

1 If somebody searches your business name and your city, are you the first thing they find?

☐ YES ☐ NO ☐ NOT SURE

Being first for your own name is the floor. If you're not, somebody else is standing in your doorway. It's also the first thing an AI assistant checks before it recommends anyone.

2 Is the phone number on the internet the one that actually rings?

☐ YES ☐ NO ☐ NOT SURE

A wrong number online is a customer who called and decided you closed.

3 Are the hours online the hours on the door?

☐ YES ☐ NO ☐ NOT SURE

Wrong hours cost you the trip somebody made and the second one they won't.

4 Do the photos show the place the way it looks this month?

☐ YES ☐ NO ☐ NOT SURE

Old photos undersell the room you're proud of.

5 Can a stranger tell what you sell in the first five seconds on your site?

☐ YES ☐ NO ☐ NOT SURE

Five seconds is what a person gives you. An assistant reading your page gives it less. It wants what you sell, where, and when, stated plainly. Or it moves on.

6 Does your site live on a domain you own, not on a platform's address?

☐ YES ☐ NO ☐ NOT SURE

A page on somebody else's platform can't rank, can't move, can vanish when their terms change, and isn't what an assistant cites when it names a business.

7 Does it read on a phone without pinching?

☐ YES ☐ NO ☐ NOT SURE

Most of the people nearby who look you up are looking on a phone.

8 Can you send someone your link without saying "it's a little out of date"?

☐ YES ☐ NO ☐ NOT SURE

If you apologize for it, so does everyone who lands on it.

9 Does the site say where you are, with a map that opens?

☐ YES ☐ NO ☐ NOT SURE

The people already nearby need one tap to the door.

10 Is there one obvious thing to do next on the page: call, book, come in?

☐ YES ☐ NO ☐ NOT SURE

A page with no next move is a page people leave.

YOUR SCORE

Yeses: ____ out of 10

9 OR 10 · FINDABLE

Your front door is doing its job. Keep it that way, and check it again in a year.

6 TO 8 · UNDERSELLING

The business is better than the version of it online. That can be fixed.

5 OR FEWER · THE BEST-
KEPT SECRET ON THE
BLOCK

Somebody nearby is choosing a worse business than yours right now. Start with an hour.

Where I'd start

The order matters. Fix the things that stop people finding you before the things that impress them once they have.

1. **Your name, your phone, your hours**, everywhere they appear. Questions 1, 2 and 3. It costs an afternoon and nothing else.
2. **Photos from this month**. Question 4.
3. **A domain you own**. Question 6. Everything else you fix is rented until you do.
4. **The page itself**. What you sell in five seconds, readable on a phone, where you are, one obvious next move, all stated plainly enough that an AI assistant can quote it. Questions 5, 7, 9 and 10.
5. **Then the link you'd send without apologizing**. Question 8. It tends to take care of itself once the rest is done.

IF YOU WANT A SECOND PAIR OF EYES

I DRIVE OUT, STAND WHERE YOUR CUSTOMERS STAND, AND TELL YOU WHAT'S COSTING YOU BUSINESS. THEN I BUILD YOUR WEBSITE.

An hour, in person, within 25 miles of downtown Atlanta, for \$350. About what a home inspection costs, and it works the same way. Then a written plan you keep whether or not you hire me. If you do, the \$350 comes off the build, and a website starts at \$4,500. This is what the plan contains.

1. From the curb
2. From the search
3. What's working
4. What's costing you customers
5. Worth fixing, in order
6. Not worth fixing
7. The next move

Twenty years of this. Four platform eras. I taught it to more than 200 students at the Creative Circus over nearly a decade. The whole method is published, free, at writethegoodfight.com. Nobody gives away a method they can't repeat.

BOOK THE WALKTHROUGH

curbtoclick.com/book · brandon.george@gmail.com
curbtoclick.com/curb-check for the live version of this checklist.



SCAN FOR THE LIVE VERSION