

THE PLAN

BUSINESS

Curb to Click

ADDRESS

curbtoclick.com

WALKED ON

2026-09-11

WALKED BY

Brandon George

01 · FROM THE CURB

There is no curb. The site is the storefront. So I stood where a stranger stands: a phone, the name typed into a search, then into an assistant.

The page loads in under half a second on a desktop and in about a second and a half on a phone. The first thing on it is a question. The second is a price. Nothing asks for an email, nothing pops up, nothing follows you.

02 · FROM THE SEARCH

What the machines find: the name, the trade, the city, the two prices, the plan in three steps, the ten questions people ask, a page for every city and every trade the count can vouch for, a plain summary at /llms.txt, and when I answer. A business record with the founder's name and twenty years of work. An assistant asked for a web designer in Atlanta can read all of it.

What they do not find: a face. A first client.

03 · WHAT'S WORKING

The scores. 100 on every kind of page a stranger can find, phone and desktop, with nothing loaded from anyone else's server. The speed. The plain facts, said plainly, on a domain the business owns. The count, done by hand and published with its method and its limits. The map of everyone. The check, free, and the plan that leaves with you.

04 · WHAT'S COSTING YOU CUSTOMERS

No picture of the walkthrough, the hour you would be paying for. About held a red placeholder where it should be. Closed 2026-09-18.

No hours and no reply window. A stranger cannot tell whether to expect an answer tonight or on Thursday. Closed 2026-09-17.

The pictures are found, not yours. They are credited and they are good, and they are not this street.

No first client on the page yet. This plan stands in for the story it should be.

05 · WORTH FIXING, IN ORDER

1. A drawing of the walkthrough on About, where the red placeholder stood. Closed 2026-09-18.
2. A phone number beside the email, with Call and Text. Closed 2026-09-12.
3. The booking form posting to the host, so nobody is lost at a mail app. Closed 2026-09-13.
4. hello@curbtoclick.com. A branded address wherever the Gmail one shows. Closed 2026-09-18.
5. Hours and a reply window, on the page and in the five facts the machines read. Closed 2026-09-17.
6. The receipts, one click away. Each campaign on About links to its case and its coverage. Closed 2026-09-18.
7. The first client's story. The curb, the plan, the site, the number that moved.

06 · NOT WORTH FIXING

Dark mode. A blog. Social feeds. A chatbot. A second colour. A portrait, by the owner's choice. The drawing shows the walk, and the walk is what you buy.

07 · THE NEXT MOVE

The first door. A real shop, a real walkthrough, and its story told here.

YOURS TO KEEP.

CURB TO CLICK · CURBTOCLICK.COM · THE COUNT: 26.1% OF 8,937 ON THE MAP, N=202

