FREE CHECKLIST

Website Must-Haves for Brick-and-Mortar Shops

Hours, map, phone, and the few things your site needs to bring people through the door.

Your website has one job for a shop: help a neighbor decide to visit, then make it easy. Check each item below.

Right at the top

- [ ] What you are and where you are (business name, what you offer, your neighborhood or city) on the first screen.
- [ ] One clear next step, such as **Get directions**, **Call**, **Order**, or **Book**.

The info people come for

- [ ] Hours, including holiday hours, matching your Google Business Profile.
- [ ] Address with a map and a directions link.
- [ ] A phone number people can tap to call on a phone.
- [ ] Parking, transit, and accessibility notes.

Show what's inside

- [ ] Real photos of your storefront, inside, products, and team.
- [ ] Your menu, services, or product highlights, with prices if you can share them.
- [ ] A short "about" that shows who is behind the shop.

Build trust

- [ ] A few real reviews or customer quotes (get permission first).
- [ ] Links to your Google profile and social accounts.
- [ ] Easy ways to reach you: email, phone, or a simple contact form.

Works for everyone

- [ ] Test it on your phone first. It should load quickly and be easy to use with one thumb.
- [ ] Readable text, strong color contrast, and descriptions (alt text) on images.
- [ ] A secure site (the address starts with https).
- [ ] If you collect emails: say what you'll send, include an easy unsubscribe, and link a privacy policy.

Keep it fresh

- [ ] Update hours and events whenever they change.
- [ ] Once a month, click through your links and test your forms.

10-second test

Ask a friend to find your hours and address on your site. If it takes longer than ten seconds, move them higher.

Want a hand with this?
Book a free 15-minute intro at publicgoodstudio.com/qualify

Public Good Studio®
publicgoodstudio.com
evelyn@publicgoodstudio.com