Technical Guider

Website report | R-V4-03

WhatsApp or call +91 96549 28232

PREPARED FOR YOUR BUSINESS

Your Business

yourbusiness.in / Your city



Google Maps, 29 Oct 2026,
for "your service in your city"

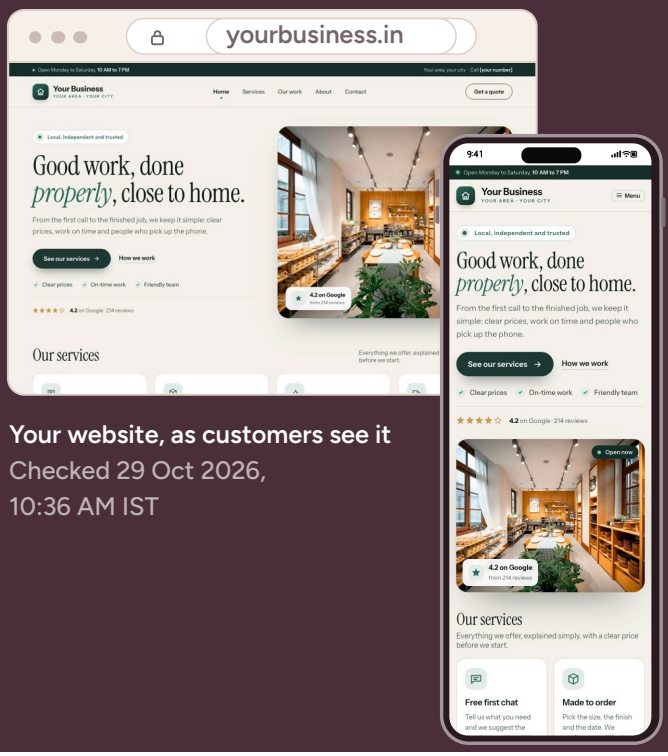
YOUR SCORE

55 /100 C Needs work

0 — Aim 80 — 100

A good base. These five fixes matter most.

Weighted score from 8 of 8 areas (how: page 14).



Your website, as customers see it
Checked 29 Oct 2026,
10:36 AM IST

HOW EACH AREA DID

- Google listing 56 /100
- Speed 40 /100
- On a phone 63 /100
- Google search 67 /100
- Selling tools 46 /100
- Marketing tags 38 /100
- Trust 63 /100
- Safety 64 /100

INSIDE THIS REPORT

02 Short version
03 Google Maps
04 Your listing
05 First look
05 On a phone
06 Speed
07 Search basics
08 Selling tools
09 Tags and email
10 Trust & safety
11-12 Ready to use
13 30-day plan
14 How we checked
15 Why us
16 Book a call

YOUR SCORE

55 /100

C Needs work

12 to fix
21 could be better
21 working

IN PLAIN WORDS

- There is no WhatsApp button on your home page for a one-tap message.
- Your website opens securely, so browsers show it as safe.
- Your security certificate ends in 3 days.

2.1 Already working

- Opens securely
- Set up for phone screens
- Customer reviews on your page: “Quick reply and friendly service. Thank you.” · +1 more working

2.2 Do these first

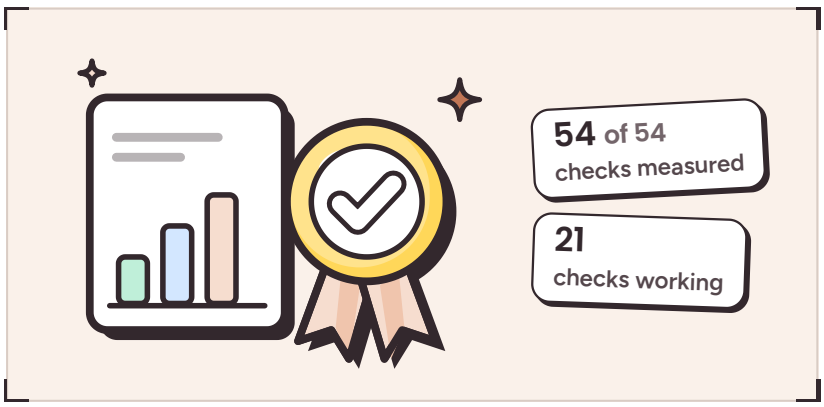
	DO THIS	COSTS YOU	TIME · WHO	POINTS
01	Renew your security certificate	Browsers warn visitors once it runs out	~15 min Your host	+3 p. 10
02	Add a WhatsApp button	Customers copy your number to start a chat	~15 min–1 h You or web person	+4 p. 8
03	Make the page quicker on phones	Visitors wait before they see you	1–2 days Web person	+8 p. 6

2.3 Where you stand

54 of 54 checks measured

Google listing 56 7 of 7 checks · p. 4	Speed 40 8 of 8 checks · p. 6	On a phone 63 5 of 5 checks · p. 5	Google search 67 16 of 16 checks · p. 7
Selling tools 46 7 of 7 checks · p. 8	Marketing tags 38 3 of 3 checks · p. 9	Trust 63 3 of 3 checks · p. 10	Safety 64 5 of 5 checks · p. 10

Good · Could be better · Fix this · Not measured, so it doesn’t count against you | Aim 80

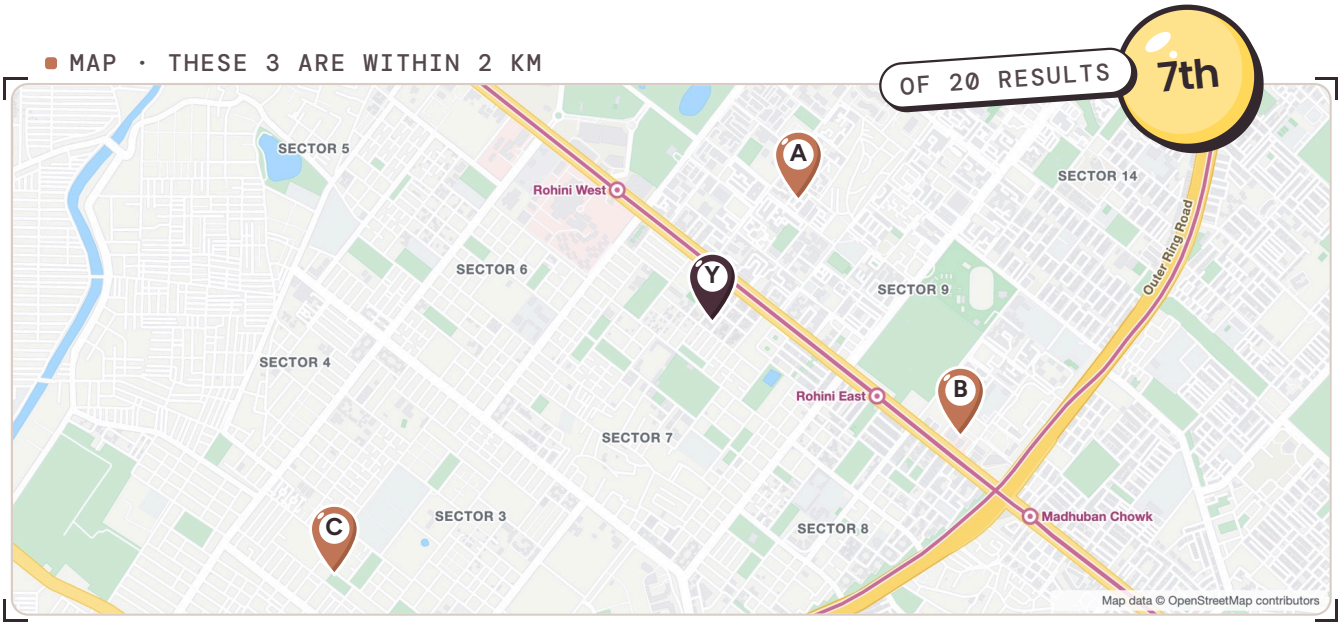


03 / 16 — ON GOOGLE MAPS

Where Google Maps shows you

For “your service in your city”, Google Maps shows you 7th, searched around your business on 29 Oct 2026.

MAP · THESE 3 ARE WITHIN 2 KM



Y You A Business A B Business B C Business C

GOOGLE MAPS

your service in your city

1 A Business A
4.7 ★★★★½ (812) · Your category

2 B Business B
4.6 ★★★★½ (268) · Your category

3 C Business C
4.5 ★★★★½ (147) · Your category

4 Business D
4.3 ★★★★½ (96) · Your category

⋮

7 Your Business YOU
4.2 ★★★★☆ (214) · Your category

“your service near me”
14th

“your main product in your area”
Not in the 60 results Google showed

SAME SEARCH, NEAR YOU	WhatsApp	Booking
Y Your Business YOU 4.2 ★ (214) · your listing yourbusiness.in	—	—
A Business A 4.7 ★ (812) · 0.6 km businessa.in	✓	✓
B Business B 4.6 ★ (268) · 1.1 km businessb.in	—	✓
C Business C 4.5 ★ (147) · 1.8 km No website on Google		

YOUR REVIEWS
214
Middle of 3: 268

YOUR RATING
4.2
3 nearby: 4.5–4.7

— = not seen on their home page.

Google Maps · public data, 29 Oct 2026 · Google searched up to 3 km around you

04 / 16 — YOUR GOOGLE LISTING

Your listing on Google Maps

What people see on your Google listing, and what to add.

GOOGLE LISTING
56 /100
7 of 7 checks

Your Business

Your category · Your area
4.2 ★★★★☆ (214 reviews)

Found from the map on your website
✓ Sure match

Add opening hours	
Add your phone number	
yourbusiness-old.in	Another site
10 photos	Listed
Shown as open	Open

Review request ready, page 11
A WhatsApp message with your link

Opening hours listed
Without hours, Google can't tell people you're open right now.
Not listed — Fix this

Phone listed
Not listed — Fix this

Rating
4.2 — Could be better

Reviews compared with nearby rivals
214 — Could be better

2 checks fine · found, open

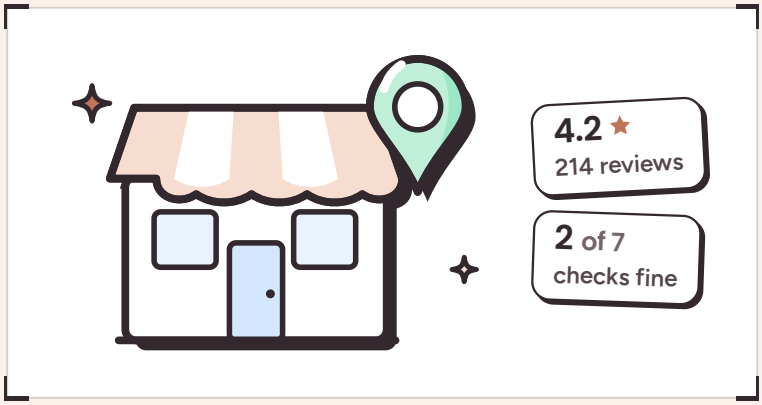
YOUR REVIEWS
214
Middle of these 3: 268

YOUR RATING
4.2
These 3: 4.5 to 4.7

NEXT STEP
Ask for reviews
Your review request is ready to send on WhatsApp.

1 more small item: 1 in your plan (page 13).

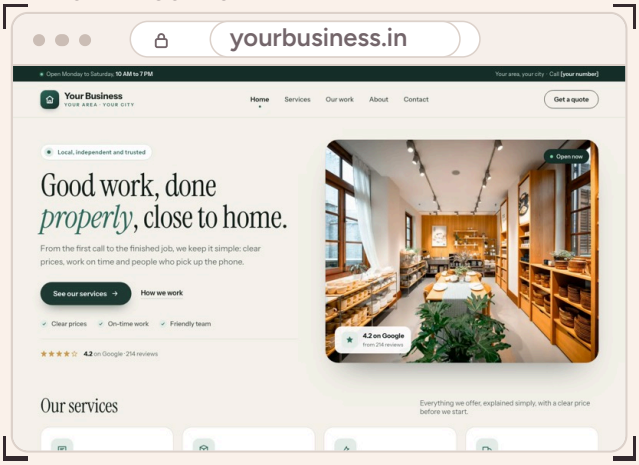
YOUR 30-DAY PLAN
3 fixes from this page
First: Complete your Google listing, Week 1; 1 more after this month · page 13



05 / 16 — FIRST LOOK

What people see first

ON A COMPUTER

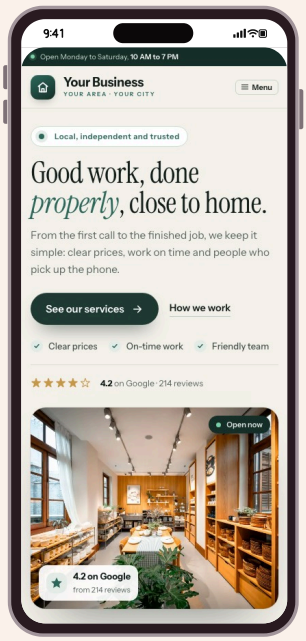


Your home page on a 1,440 px screen

CHECKED ON THESE SCREENS

- Fits the screen, no sideways scrolling
- Call or WhatsApp on the first phone screen
- Share picture and title

ON A PHONE



The first screen on a phone



ON WHATSAPP

No preview picture

Your Business: good work, close to home
Clear prices, on-time...
yourbusiness.in

yourbusiness.in
11:02

When someone sends your link

05 / 16 — ON A PHONE

Your website on a phone

ON A PHONE | 63 /100

LINKS AND BUTTONS

- 1 hard to tap
- 8 a little small
- 2 small, room around
- 78 fine

Fits the screen, no sideways scrolling
On a phone the page is 6 px wider than the screen, so people scroll sideways to read it.
6 px wider — Could be better

Text big enough to read
82% legible — Could be better

Links and buttons easy to tap
1 of 89 hard to tap — Could be better

1 more small item: 1 in your plan (page 13).

1 check fine

YOUR 30-DAY PLAN

4 fixes from this page
First: Add a WhatsApp button, Week 1; 3 more after this month · page 13



06 / 16 — SPEED

How fast your page shows

How fast your home page shows on a phone.

SPEED
40 /100
8 of 8 checks

PHONE SPEED	MAIN CONTENT	COMPUTER SPEED	PAGE WEIGHT
38 /100	6.1 s	98 /100	1.3 MB
Google's speed test	Google's good: 2.5 s or less	Google's speed test	What a phone downloads

Google speed score, phone — 38/100 FIX THIS
Google's own speed test scores your home page on a phone. Google calls 90 or more good.
Costs you: Visitors wait before they see you

Main picture or text appears (phone) — 6.1 s FIX THIS
For about 6 seconds, people on a phone see a half-loaded page. Google calls anything over 4 seconds slow.

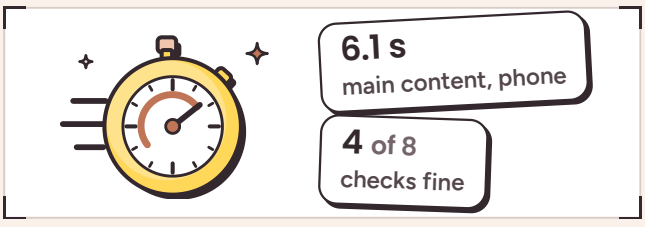
First thing appears (phone) — 3.6 s FIX THIS
The first text or picture takes this long to appear on a phone, so the screen stays blank until then.

Page busy, can't be tapped (phone) — 380 ms — Could be better

Not enough real visits yet
Google shows real-visitor numbers only for sites with enough visits in the last 28 days, so these numbers come from Google's speed test.

- Page weight
- Google speed score, computer
- Page jumps while loading
- Pictures in modern formats (WebP or AVIF)

YOUR 30-DAY PLAN
1 fix from this page
First: Make the page quicker on phones, Weeks 3–4 · page 13



07 / 16 — GOOGLE SEARCH BASICS

What Google reads on your pages

What Google reads on your pages.

GOOGLE SEARCH
67 /100
16 of 16 checks

GOOGLE SEARCH · TODAY

Y Home
https://yourbusiness.in

Home

Services and more.

Title 4 of 60

Description 18 of 155

Google shows about 60 characters of a title and 155 of a description.

Page title
Your title is “Home” (4 characters). Add what you sell and your city.
Costs you: A weaker line in Google results

4 characters
COULD BE BETTER

Page description
A very short description gives Google little to show.
Costs you: Google writes your result text for you

18 characters
COULD BE BETTER

One main heading
Google reads the main heading to understand the page.
Costs you: Google can’t tell what the page is mainly about

3 main headings
COULD BE BETTER

Share picture and title	Title only	Could be better
Subheadings	None	Could be better

5 more small items: 5 in How we checked (page 14).

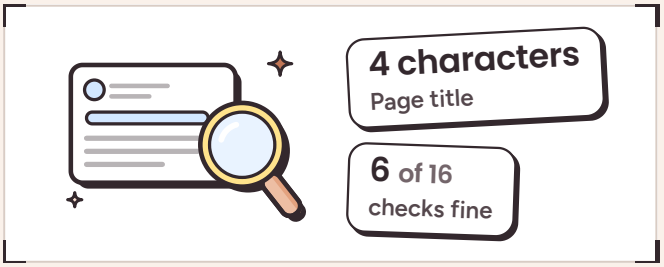
We read 7 pages; see page 14.

Google can list this page · robots.txt lets Google in · Sitemap · Main address set (canonical) · Language set · Site icon

YOUR 30-DAY PLAN

7 fixes from this page

All for after this month, in your plan on page 13



08 / 16 — CONTACT AND SELLING

How customers reach you

How customers can reach you from your website.

SELLING TOOLS
46 /100
7 of 7 checks

WhatsApp	Call	Enquiry form	Email
Not found	Number shown as text	Not found	Home page
Fix this	Could be better	Fix this	Good

WhatsApp button or link — Not found — FIX THIS
Today a customer has to copy your number, open WhatsApp and paste it: 3 extra steps before they can ask about your work.
Costs you: Customers copy your number to start a chat

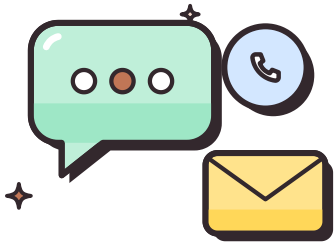
Enquiry or order form — Not found — FIX THIS
People who don't want to call right now have nowhere to leave their details.
Costs you: Visitors not ready to call leave no number

Tap-to-call number — Number shown as text — COULD BE BETTER
Your number is shown as text, so a phone can't dial it in one tap.
Costs you: Calls take extra steps

A contact page with a way to reach you — Found, no phone, WhatsApp or form — Could be better

Address and map · Email address · Social pages linked

YOUR 30-DAY PLAN
4 fixes from this page
First: Add a WhatsApp button, Week 1; 2 more after this month · page 13



09 / 16 — MARKETING TAGS AND EMAIL

What your website counts

Your website does not count visits, enquiries or ad results yet.

MARKETING TAGS
38 /100
3 of 3 checks

Enquiries counted (conversion events)
You can't see which ad or search brought each enquiry.
Costs you: You can't tell which ad brings enquiries
Not set up
FIX THIS

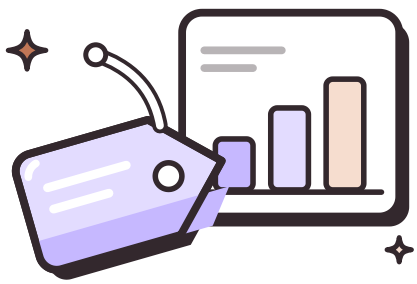
Google Analytics
You can't see how many people visit or where they leave.
Costs you: You can't see who visits
Not found
FIX THIS

Can your emails reach the inbox?
Emails from @yourbusiness.in are set up to reach the inbox.
Good

Mail server	Found (Google Workspace)
SPF	Set (-all)
DMARC	Set (p=quarantine)

Meta Pixel

YOUR 30-DAY PLAN
2 fixes from this page
All for after this month, in your plan on page 13



10 / 16 — TRUST AND SAFETY

What makes a visitor trust you

What tells a visitor your website is safe and real.

Trust	Safety
63/100	64/100

Certificate time left — 3 days
It runs out on 1 Nov 2026. After that, browsers warn visitors.
Costs you: Browsers warn visitors once it runs out
FIX THIS

http:// goes to https:// — No
Typing your address without https opens the unsafe version.
Costs you: Some visitors land on the unsafe address
FIX THIS

Footer year — © 2021
© 2021 makes the site look forgotten.
Costs you: The site looks unattended
FIX THIS

About page — Not linked · Could be better

Opens securely
Valid certificate · Good

Not on Google's unsafe-site list
Not listed · Good

Customer reviews on your page
Found · Good

Website address
since Mar 2019 (over 7 years)

Browser security settings (4 headers)

YOUR 30-DAY PLAN

4 fixes from this page

First: Renew your security certificate, Week 1; 3 more after this month · page 13





11 / 16 — READY TO USE

Texts ready to paste

Written for Your Business from your website and your Google listing. Copy each text as it is: your phone page has a Copy button on every box.

GOOGLE SEARCH · TODAY

Y Home
https://yourbusiness.in

Home

Services and more.

Title 4 of 60 · Description 18 of 155

SUGGESTED

Y Your Business
https://yourbusiness.in

[blurred]

Unlocks in your report

Title 56 of 60 · Description 132 of 155

Your Google profile description

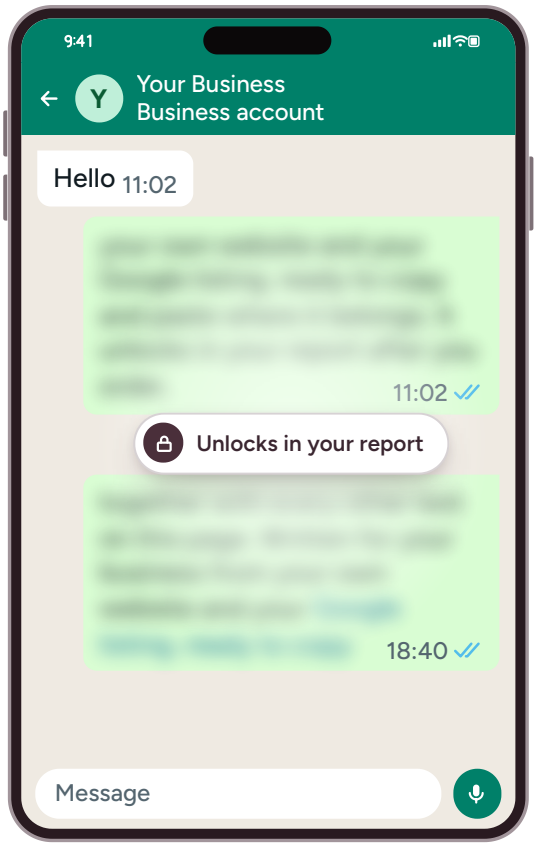
Where: Google Business Profile
› Edit profile › Description

[blurred]

Unlocks in your report

444 of 750 characters

WHATSAPP



Your greeting, once you add WhatsApp Business

12 / 16 — READY TO USE, CONTINUED

Google posts, ready to paste

Post one a week on your Google profile

Where: Google Business Profile › Add update

1 [blurred] Button: Learn more

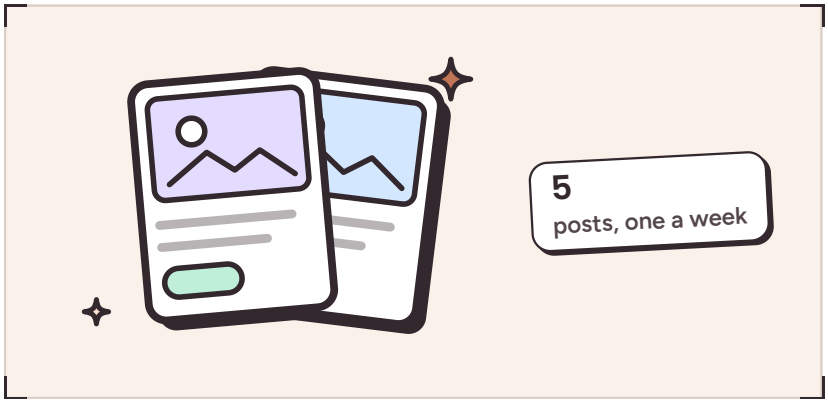
2 [blurred] Button: Call now

3 [blurred] Button: Book

Unlocks in your report

4 [blurred] Button: Learn more

5 [blurred] Button: Call now



13 / 16 — YOUR 30-DAY PLAN

One month, biggest wins first

About an hour of quick fixes this week, then one job for your web person.

TODAY
55 → AFTER WEEK 1 ESTIMATE **about 68**

About 68 after this week's quick wins, by this report's scoring. It isn't a promise of sales. Your free re-check shows the real number.

Week 1
Quick wins · 5 jobs

Week 2
Next jobs · 1 job

Weeks 3–4
Bigger jobs, then your free re-check

29 Oct — 5 Nov — Re-check by 28 Nov

		WHO	TIME	POINTS	PAGE
WEEK 1 · 30 OCT–5 NOV	Quick wins				
☐	**Renew your security certificate**	Your host	~15 min	+3	p. 10
☐	**Add a WhatsApp button**	You or web person	~15 min–1 h	+4	p. 8
☐	**Make your number tap-to-call**	You	~10 min	+2	p. 8
☐	**Complete your Google listing**	You	~15 min	+2	p. 4
☐	**Add your opening hours on Google**	You	~15 min	+2	p. 4
WEEKS 3–4 · 13–26 NOV	Bigger jobs				
☐	**Make the page quicker on phones**	Web person	1–2 days	+8	p. 6

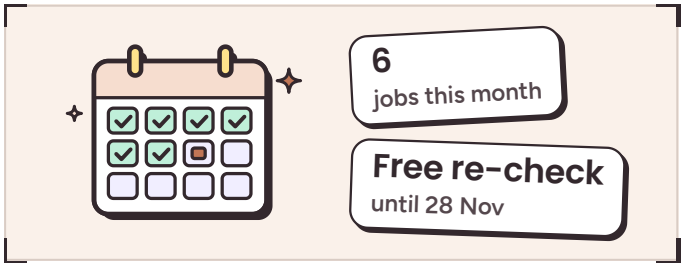
Later, when you have time

- Send every visitor to the secure address
- Add an enquiry form
- Update the footer year
- Write a clearer page title
- Count enquiries as conversions
- Make the page fit a phone screen
- Lengthen your page description
- Add a share picture

Free re-check until 28 Nov 2026

After you fix things, reply RECHECK on WhatsApp. We run the whole check again and show your new score.

RE-CHECK CODE
R-V4-03-B



14 / 16 — HOW WE CHECKED

How we checked

What we checked, and how.

Sources we used

Your website (7 pages) and Google listing

Our checker (page code)	29 Oct	Google PageSpeed Insights	29 Oct
Google real-visitor data	29 Oct	Our checker in Chrome	29 Oct
Certificate check	29 Oct	Google Web Risk	29 Oct
Response headers	29 Oct	Domain registry	29 Oct
Public DNS records	29 Oct	Our checker (7 pages)	29 Oct
Google Maps	29 Oct	Google Maps (map picture)	29 Oct

Pages we read (7)

/	home	Home	Title
/services	services	Services | Your Business	Title
/products	products	Products | Your Business	Title
/products/main-range	products	Main range | Your Business	Title
/about	about	About us | Your Business	Title
/contact	contact	Contact Your Business, your area	Title
/gallery	gallery	No title	Title

Search phrases we used

your service in your city | your service near me | your main product in your area

Not measured, and small items

- Google Ads search numbers are not part of this report.
- Business details for Google: No business details
- Words on the page: 180 words
- Picture descriptions: 8 of 12
- Every page has its own title: 6 of 7 pages
- Every page has its own description: 6 of 7 pages

Words used in this report

LCP how fast the main picture or text shows

INP how fast the page answers a tap

CLS how much the page jumps while it loads

SPF and DMARC the email records that tell inboxes your mail is real

15 / 16 — WHY TECHNICAL GUIDER

Ads bring customers in. WhatsApp closes the sale. Software runs the rest.

One team runs your Meta & Google Ads, builds your WhatsApp automation with AI sales agents and develops the apps, CRMs and dashboards you run on. You own every part.

Based in New Delhi ▪ Working across India ▪ Select clients in the US, Singapore and the UAE

01 THE CLICK

Meta & Google Ads

₹2Cr+

Ad spend managed*
150+ campaigns launched*

02 THE CHAT

WhatsApp automation

50+

Custom WhatsApp builds
10K+ messages routed daily

03 THE CODE

Apps & software

99.2%

Uptime on every project
200+ deployments, taken live

* Ads figures are from campaigns we've run. Results depend on your offer, market and budget.

Six things you get on every project

01 **Written before we start**
Scope, screens list, quote and timeline, in writing.

02 **Screens before code**
You see and approve the real screens first.

03 **On your phone as we go**
Working builds on your phone during the project.

04 **Yours to keep**
The code, the data and the server. No lock-in.

05 **We stay after launch**
Support, SSL, nightly backups and a firewall.

06 **Talk to the builders**
On WhatsApp, by phone or by email. No go-between.

> "I wanted one team that answers for the whole result."

Shivam Gupta
Founder, Technical Guider

16 / 16 — ONE CALL WITH US

Talk it through with us, and leave with a clear plan.

On a 30-minute Google Meet call we open this report together, agree what to fix first, and tell you honestly what you can do yourself and what it would cost for us to do it.

30-MINUTE CALL

₹500

₹999 - ₹499 report credit, until 28 Nov 2026

Book your call · ₹500 →

Or WhatsApp +91 96549 28232 and say Call R-V4-03

[your QR code]

SCAN TO BOOK

Your ₹499 counts once: toward this call or any project with us, until 28 Nov 2026.

IN 30 MINUTES

0–10 MIN — Your top fixes, in your order

- Renew your security certificate p. 10
- Add a WhatsApp button p. 8
- Make the page quicker on phones p. 6

10–20 MIN — What you can do yourself

We show you the quick ones on screen, step by step.

20–30 MIN — Your questions, and who does the rest

You, your web person, or us. If you want us to do it, you get a fixed price in writing after the call.

YOU LEAVE WITH

- **Your 3 fixes, in an agreed order**
  And who does each one: you, your web person or us.
- **The quick ones, shown on screen**
  So you can do them yourself.
- **A fixed price in writing**
  For anything you want us to do. Nothing starts until you say yes.

HOW IT WORKS

1. **Pick a time**
   Mon to Sat, 11 AM to 7 PM IST
2. **Pay ₹500 on Razorpay**
   GST included, with a GST invoice
3. **Join on Google Meet**
   Your Meet link comes with the booking, here and on WhatsApp

Once paid, the call fee is non-refundable. You can move your call for free up to 4 hours before, twice at most. The call is optional: your report is yours to keep, and everything in your plan can be done yourself. A question first? WhatsApp +91 96549 28232, free.