

12 points where a small business **loses** customers online

A practical checklist. You can go through it in an evening, most items cost zero money.

This is not theory from a course. This is what I see in every second business that comes to me – in Denmark and beyond. The customer is already looking for you. The only question is at which step they go to someone else.

Go from top to bottom. Next to each point there is a two-minute check – do it right away, do not put it off. If the point is green, move on. If not – it says right there what to do.

Give yourself an honest score for each point: ✓ works · ~ half-way · ✗ not there. Count the crosses. Seven or more – you are losing most of those who had already been looking for you.



01 of 12 **You are not on Google Maps**

HOW IT LOOKS FROM OUTSIDE

A person searches for “[your service] + city”, sees competitors in the top map cards, you — nowhere.

CHECK IT IN 2 MINUTES

Open google.com in incognito mode and type your business name. Then — the service and the city. Do you see yourself in the first three map cards?

WHAT TO DO

Create a Google Business Profile and verify it by postcard or video. It’s free and gives the biggest increase in calls out of everything on this list.

0 kr • 30 min + 2 weeks for verification



02 of 12 **The listing exists, but it’s empty**

HOW IT LOOKS FROM OUTSIDE

Wrong category, no opening hours, one photo — and it’s blurry. Google shows such a listing lower down.

CHECK IT IN 2 MINUTES

Open your listing and count: category, hours, phone, website, service area, description, 10+ photos. How many of the seven are filled in?

WHAT TO DO

Fill in everything. Photos are not stock: your workplace, the result of your work, you. Google prefers listings that get updated.

0 kr • 1 hour



03 of 12 **No reviews — or they are left without a reply**

HOW IT LOOKS FROM OUTSIDE

Zero reviews reads as “zero customers”. A review without a reply is like “the owner doesn’t care”.

CHECK IT IN 2 MINUTES

How many reviews do you have, and how many of them did you reply to? The negative ones too?

WHAT TO DO

Ask ten happy customers — personally, with a direct link. Reply to every review, including a bad one: a future customer reads your reply, not the complaint.

0 kr • 15 min per week, continuously



04 of 12 **The site takes more than three seconds to open**

HOW IT LOOKS FROM OUTSIDE

Half the people on a phone leave before they see the first screen. You pay for ads that never arrive.

CHECK IT IN 2 MINUTES

pagespeed.web.dev, paste the address, look at the mobile tab. LCP over 2.5 seconds — red zone.

WHAT TO DO

Most common culprits: heavy photos without compression, a dozen plugins, fonts from someone else’s domain, a slider on the homepage. Remove the slider, compress the photos, disable what you don’t use.

0-2,000 kr • depending on how bad things are



05 of 12 **The site is awkward to use on a phone**

HOW IT LOOKS FROM OUTSIDE

Text is small, buttons miss the finger, the menu hides, the form doesn't fit on the screen.

CHECK IT IN 2 MINUTES

Open your site on your own phone and try to do what you want the customer to do – book, order, call. How many taps did it take?

WHAT TO DO

More than three taps to the goal is already too much. The main button must be on the first screen and not disappear when scrolling.

0 kr to check • then it depends



06 of 12 **In five seconds it's unclear what you sell**

HOW IT LOOKS FROM OUTSIDE

On the first screen there is “Welcome” and a nice picture. What exactly, for whom, and how much it costs – somewhere below or nowhere.

CHECK IT IN 2 MINUTES

Show the first screen to someone who doesn't know your business. Ask: what do they sell here, and to whom? If they can't guess in five seconds – rewrite it.

WHAT TO DO

The formula without decorations: what you do + for whom + in which city + what to do next. “We assemble furniture in Copenhagen for a fixed price. Calculate the cost”.

0 kr • half an hour and honesty



07 of 12 **There is no price anywhere, even an approximate one**

HOW IT LOOKS FROM OUTSIDE

“Price on request” reads as “expensive” or “depends on how rich you are”. Most people simply won't write.

CHECK IT IN 2 MINUTES

Can a person find out at least the order of magnitude, without talking to you?

WHAT TO DO

Give a range, examples of typical jobs with amounts, or a calculator. Price filters out those who would not buy anyway – and your time is freed up for the rest.

0 kr • but it requires a decision



08 of 12 **You can only get in touch via the form**

HOW IT LOOKS FROM OUTSIDE

A person wants to message in a messenger, but instead has to fill in fields and wait. They just close the tab.

CHECK IT IN 2 MINUTES

Count the channels on the site: a phone number you can dial with one tap, messenger, email, form. Fewer than three is too little.

WHAT TO DO

Add what your audience actually uses. In Denmark this is often phone and email, in the Ukrainian community – Telegram and WhatsApp. Put the buttons where they are visible on a phone.

0 kr • hour



09 of 12 **Outside working hours nobody replies**

HOW IT LOOKS FROM OUTSIDE

Most enquiries come in the evening and at weekends. A reply on Monday at ten – that is already a different contractor.

CHECK IT IN 2 MINUTES

Check your email or phone to see what time enquiries come in. How many of them got a reply the same day?

WHAT TO DO

Minimum – an auto-reply that honestly says when there will be an answer, and gives something useful already now. Maximum – a simple bot or AI assistant that answers common questions and collects a contact.

0 kr for an auto-reply • bot – from a few thousand



10 of 12 **No online booking**

HOW IT LOOKS FROM OUTSIDE

To book, you have to call. Some people do not like calling at all – and that is not a small share.

CHECK IT IN 2 MINUTES

Can a client choose a time and book on their own, without you, at ten in the evening?

WHAT TO DO

Set up any online booking system and put the link in your Google listing, in your profile, and on the site. It works when you are asleep.

0-300 kr per month



11 of 12 **No proof that you can actually do it**

HOW IT LOOKS FROM OUTSIDE

There are texts about “individual approach” and “quality”, but there are no photos of work, cases, or “before/after”.

CHECK IT IN 2 MINUTES

Find three concrete proofs on your site: a photo of your work, a client story with a number, a review with a name. Found them?

WHAT TO DO

Photograph every job, even on a phone. One case per month – that is twelve per year. A number in a case matters more than any epithet.

0 kr • discipline



12 of 12 **The client left — and you do nothing else**

HOW IT LOOKS FROM OUTSIDE

A person looked, did not write, left forever. You have to buy a new one with money again.

CHECK IT IN 2 MINUTES

Do you have at least one way to bring the person back: an email list, a channel, retargeting, reminders to repeat clients?

WHAT TO DO

Start with the simplest — collect emails in exchange for something useful and write once a month. The second-simplest step — reminders to those who have already bought: selling to them is ten times cheaper than to new ones.

0 kr to start

Counted the crosses?

0-2 x

You are doing fine. Work on point 12 — repeat customers, that is where the most money is.

3-6 x

A typical situation. Pick three cheapest points from the list and close them this week — you will see the result in a month.

7+ x

You pay for ads and networking, and then lose people on the doorstep. Start with points 1, 2, 6 — they are free and give the most.