PARADISE TECHNOLOGIES

WEB SERVICES

YOUR WEBSITE & ONLINE PRESENCE

A customer guide to the work behind a stronger website, a consistent business identity and better insight into your results.

Helping your business get found, build trust and earn inquiries.

From website checks and business listings to useful content and clear reporting, this guide explains the 54 activities in our online presence program and the purpose behind each one.

WEBSITE / VISIBILITY / REPUTATION / RESULTS

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A CLEAR PLAN

What we do. Why it matters.

We connect the technical work, your public business information and your marketing activity so customers can find accurate answers and reach your team.

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A typical 90-day roadmap

Days 1-14 Confirm your business details and access, test the website and establish a starting report.

Days 1-60 Build and correct eligible profiles, strengthen branding, support reviews and publish approved content.

Days 61-90 Compare results, improve priority pages and agree on the next set of goals.

How to read this guide
The numbered activities match our 54-task work program. Your proposal or service agreement determines which activities, quantities and ongoing services are included. Timing begins with your agreed start date; verification, access and approvals can affect delivery. This guide describes the work, rather than certifying that it has already been completed.

01 / BUILD A DEPENDABLE FOUNDATION

Website & technical foundations

We check the parts visitors depend on and set up tools that help us understand how your website is discovered and used.

01 Test the visitor experience

We check HTTPS, phone and desktop layouts, loading speed, navigation and contact forms. We test that inquiries actually arrive so problems can be found before they cost you opportunities.

02 Improve page essentials

We review page titles, search descriptions, headings, image descriptions and links. Clear page information helps visitors understand your services and helps search engines interpret your content.

03 Complete essential pages

We review About, Contact, service pages and privacy information for accuracy and easy navigation. Customers should quickly understand who you are, what you offer and how to reach you.

04 Connect Google Search Console

We verify access to the appropriate website property. This gives us a view of Google search activity, indexing issues and the pages people discover through search.

05 Connect Bing Webmaster Tools

We verify your website and submit its sitemap to Bing. This provides another source of search information and helps us identify website discovery and indexing issues.

01 / BUILD A DEPENDABLE FOUNDATION

Website & technical foundations (continued)

We check the parts visitors depend on and set up tools that help us understand how your website is discovered and used.

06 Validate website analytics

We configure or review Google Analytics and test important actions such as successful form submissions. We check for duplicate tracking and report phone-link clicks separately from confirmed calls.

07 Understand visitor behavior

Where suitable and approved, we evaluate Microsoft Clarity heatmaps and session analysis. We review consent settings and sensitive-content masking to help identify confusing navigation or difficult page interactions.

08 Check discovery and indexing

We review the sitemap, crawling instructions and indexing settings for public pages. We submit appropriate URLs and investigate accidental blocking; search engines decide whether and when to index them.

09 Describe your business clearly

We add or review structured data: machine-readable information about your business and services. We validate it against the visible page content so the details stay accurate and consistent.

10 Establish your starting point

We capture available search, traffic, inquiry and listing information before comparing progress. Newly installed tracking is identified as new data so missing history is not mistaken for zero activity.

02 / BE EASIER TO FIND

Search, maps & social profiles

We review existing accounts first, correct public information and build appropriate profiles where your business is eligible and your audience is active.

11 Google Business Profile

We create or claim the appropriate profile, review categories, hours, contact details and real service coverage, and support verification. We check the public result for accuracy.

12 Bing business presence

We review your Bing listing, correct business details and work through available verification. We test the public website link and track any changes awaiting platform review.

13 Apple Maps presence

We review your Apple business presence and manage eligible place information, branding and contact links. We record verification status and any limitations affecting publication.

14 Facebook Business Page

We complete or refresh your business description, images, hours, website and contact action. We confirm authorized access and prepare an approved introductory post suited to your business.

15 LinkedIn Company Page

We review your company description, industry, branding, location and website. A complete company page gives business buyers a consistent place to learn about your organization.

02 / BE EASIER TO FIND

Search, maps & social profiles (continued)

We review existing accounts first, correct public information and build appropriate profiles where your business is eligible and your audience is active.

16 YouTube channel

Where included, we organize your company channel, handle, branding and website links. We prepare or coordinate an approved introductory video; publication depends on the agreed content scope and available footage.

17 X profile evaluation

We assess whether X fits your customers and communication goals. Where relevant, we secure an available handle, complete the profile and identify who will maintain it.

18 Instagram business profile

Where relevant, we set up or refresh the business profile with approved images, a clear description and contact options. We review ownership and coordinate an appropriate first post.

19 Nextdoor business presence

We assess availability and eligibility for your real business and community. Where supported, we claim or update your page with accurate services, hours and contact information.

20 Yelp business profile

We claim or review the appropriate profile, correct business information and assign review monitoring. We follow the platform rules when handling feedback and customer communications.

03 / STRENGTHEN LOCAL CREDIBILITY

Local & industry directories

We focus on legitimate directories that fit your business, customers and actual relationships. Each opportunity is evaluated before a listing or paid commitment is pursued.

21 Better Business Bureau

We check for an existing business profile and review available corrections. Any accreditation opportunity is evaluated separately, including its requirements, fees and relevance to your business.

22 Local Chamber directories

We review appropriate Chamber membership listings in the markets you actually serve. We correct eligible entries and present membership opportunities for approval before any dues or commitments.

23 Professional associations

We identify relevant associations and member directories, confirm eligibility and prepare accurate listing content. The goal is a credible presence where industry customers may look for providers.

24 Vendor and partner directories

We review official partner locators and industry directories tied to your genuine relationships. We request appropriate updates and make sure published affiliations match your current status.

25 Yellow Pages

We locate the correct existing record, check contact details and use available correction routes. We track inaccurate or duplicate entries and separate optional advertising offers from basic listing work.

26 Foursquare

We evaluate available business records and correction options. Where a supported route exists, we submit accurate details; where access is limited, we document the limitation and next action.

27 Additional business directories

We evaluate Hotfrog, Manta, Brownbook and Local.com individually for relevance, access and listing quality. We pursue worthwhile corrections and record why unsuitable options are excluded.

28 Other trusted local listings

We look for useful community and local business directories, check their terms and correct relevant entries. We prioritize real customer value and credible relationships when selecting opportunities.

04 / PRESENT ONE CLEAR IDENTITY

Branding & account ownership

Accurate information and business-controlled accounts help customers recognize you and help your team retain access as staff and vendors change.

29 Approve your business information

We confirm your public business name, phone, website, email, hours, actual locations and service areas. This approved record becomes the reference for website and listing updates.

30 Keep public details consistent

We compare your important profiles with the approved business record, prioritize incorrect phone numbers and links, and track corrections until they are published or assigned a follow-up.

31 Use recognizable branding

We apply approved logos, descriptions, categories and imagery in suitable formats for each profile. We check image crops and contact links so customers recognize the same business across platforms.

32 Review social handles

We evaluate Facebook, Instagram, LinkedIn, X, YouTube, TikTok and Pinterest. We document relevant existing accounts, reserve suitable available names and explain exclusions for channels that do not fit.

33 Protect ownership and recovery

We review account owners, authorized access, recovery contacts and multifactor protection where available. We use secure access methods and keep passwords and recovery codes out of routine reports.

34 Correct old or duplicate records

We check links and look for duplicate profiles, old names and outdated locations. We request corrections through appropriate support routes and track unresolved items to a follow-up date.

05 / BUILD CUSTOMER CONFIDENCE

Reviews & reputation

We help establish a practical process for listening to customers, responding professionally and using approved feedback to support your business story.

35 Make honest feedback easier

We prepare and test the correct Google review link and develop neutral request wording for your team. Customers should be able to share an honest experience without pressure.

36 Support a review request process

We help your team use an agreed process after genuine customer service. Requests are consistent, respect opt-outs and avoid incentives or screening customers for positive-only feedback.

37 Monitor Google reviews

We review new feedback on the agreed schedule and prepare or publish authorized responses. Concerns are routed to the right person, with customer details kept out of public replies.

38 Monitor other review channels

We review relevant Facebook and Yelp feedback and support professional responses where available. We follow each platform process and track issues that need direct customer follow-up.

39 Use approved customer stories

We obtain permission before publishing customer names, quotes, logos, project photos or results. We check factual claims and confirm the approved channels and any publication limits.

40 Keep reputation work active

We establish an agreed schedule for review monitoring and listing maintenance. Changes to hours, services or contact details are assigned promptly so your public information remains useful.

06 / TURN INFORMATION INTO ACTION

Content that helps customers choose

Useful pages, real project examples and clear contact options help visitors decide whether your business is the right fit for their needs.

41 Explain services and real coverage

We develop or improve priority service pages and genuine service-area pages. Content explains the customer need, your offering, the process and the next step using accurate business information.

42 Answer common customer questions

The full work program calls for four to six helpful articles, subject to your agreed scope. We choose relevant questions, prepare original answers and review the content before publication.

43 Add FAQs and contact actions

We answer common questions on relevant pages and add clear next steps such as calling, booking or requesting a quote. We test the buttons, phone links and forms on desktop and phone.

44 Create approved case studies

Where suitable projects and permissions are available, we explain the customer challenge, work performed and verified outcome. We use supported results and obtain approval before publishing.

45 Publish useful photos and videos

We prepare approved or properly licensed media that explains your services and work. We optimize website files, add useful descriptions or captions and check the experience on a phone.

46 Build legitimate connections

We identify appropriate Chamber, partner and community opportunities for useful listings or contributions. Outreach and any commitments follow your approved scope; published links and outcomes are recorded.

47 Recheck usability and performance

We review priority pages for keyboard access, readable text, image alternatives, mobile layout and speed. Findings guide practical improvements; automated checks alone do not establish complete accessibility.

07 / LEARN FROM REAL RESULTS

Measurement & improvement

We compare consistent reporting periods, explain measurement limits and use the findings to choose the next actions that matter to your business.

48 Review search visibility

We review Search Console clicks, impressions, search queries, pages and indexing issues. We identify opportunities and separate deliberate exclusions from problems that need investigation.

49 Connect activity with real inquiries

We review Analytics sources, landing pages and validated lead actions, then compare them with actual inquiries where records are available. Phone clicks, form activity and qualified leads are reported separately.

50 Improve priority pages

We select important pages with visibility but weak engagement or inquiries, then improve the content, message, internal links or contact actions. We record changes and schedule an appropriate results review.

51 Recheck major business listings

We revisit Google, Bing and Apple information for contact accuracy, hours, images and website links. We submit corrections where needed and track any platform processing delays.

52 Refresh social profiles and posts

We review active channels for outdated details and publish or schedule approved, useful content within the agreed scope. We check links and image presentation after publication.

53 Maintain a reporting calendar

We organize recurring reporting, listing checks, review monitoring, website tests and content activity. The calendar identifies priorities, responsible people, approvals and follow-up dates.

54 Set the next quarter priorities

We compare available results with the starting report and agree on practical goals and next actions. Outstanding issues, dependencies and ongoing responsibilities are handed over clearly.

WORKING TOGETHER

Clear work. Clear communication.

You should understand what has been done, what is still in progress and what the next step will be.

What your progress report can show

Work completed

Pages updated, profiles reviewed, content published and checks performed.

Performance

Search clicks and impressions, traffic sources and comparable reporting periods.

Customer inquiries

Validated form activity, phone-link clicks and confirmed or qualified inquiries where available.

Open items and next steps

Verification delays, approvals needed, unresolved issues and the next three priorities.

What we need from you

Accurate business details, an authorized point of contact, secure access invitations and approved brand materials help us get started. We may also need account verification, feedback on drafts, project information and permission to use customer stories. Please tell us promptly when your hours, services or contact details change.

Your service scope stays clear. This is a guide to available program activities. Your agreement sets the included work, content quantities, schedule and reporting frequency. Paid advertising, directory fees, memberships, subscriptions and production costs require an agreed scope. We report actual progress; search placement, indexing and lead volume are not guaranteed.

Let's strengthen your online presence.

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