

# SYVO Checklist

## Google My Business

- Is your business listed on Google?
- Have you claimed ownership of this listing?
- Are your hours correct?
- Is your store tagged as a 'Bridal Shop'?
- Is your website linked?
- Is your phone number correct?
- Are the photos properly representing your store? Are you proud of the photos you see?
- Is your rating above a 4.5 with at least 100 reviews?
- Are you the top-rated store in your area?
- Do you have a description that includes the types of gowns you offer, the designer names you offer, and the price point of your gowns?

## Website

- Is your phone number at the very top of every page (on desktop and mobile)?
- Do the words 'Book an Appointment' or 'Request an Appointment' appear at the very top of every page?
- Are your address and hours on the footer of your website?
- Are they up-to-date?
- Does your website load in under 3 seconds on mobile?
- Is your website ADA compliant?
- Are you proud of your website on an iPhone? Do you think brides are impressed with your store from this view?
- Does every photo on your homepage have a call-to-action button next to it?

## Website Continued

- Have you removed any direct links to your designers' websites?
- Are you listing each gown individually? Do you understand why you should?
- Do you feature real brides on your website?
- Do you have any upcoming events? Are they listed on your website?
- Are old events that have already happened consistently removed from your website?
- Do you have older discontinued styles that you're discounting in the store?  
Are they on your website?
- Do you have the ability for someone to request or schedule an appointment on your website?
- If so, does this form work? Have you tested it in the last 30 days?