A GRLOW GUIDE · FREE

The 10-minute page checklist

Ten things that make a small-business page work. Open your page, go down the list, and tick each one. Where GRLOW has a block for it, it is named underneath.

1

One clear ask

Decide the one thing you want a visitor to do: message you, book a time or send a form. Make that the page's single main button.

On GRLOW: **Cover** — a heading, a line and one button

2

A real photo

Use your own picture of your shop, your work or yourself. People trust what looks real, and a stock photo looks like everyone else's page.

On GRLOW: the **Cover** photo, or a **Photo band**

3

Who it is for, in one line

Under the heading, say who you help and with what, in the words a customer would use. If a stranger cannot tell in five seconds, shorten it.

On GRLOW: the line under the **Cover** heading

4

A way to reach you

Put a way to write to you on the page itself, so a customer does not have to hunt for it, and does not need your personal number.

On GRLOW: **Message button** — a chat with you, one tap

5

A way to book

If you work by appointment, let people pick a time instead of asking you back and forth. Set your free times once.

On GRLOW: **Next free times**, from your Book a call page

6

Prices, or a "from" price

Say what things cost, or what they start from. People who have to ask for a price often just leave. If a price depends on the job, say what it depends on.

On GRLOW: a **Table** for prices, or a **Product** block

7

Where you are and when

Give the address and your opening hours, and keep them current. If you work from home or travel to customers, say that instead.

On GRLOW: **Map & hours**, and **Contact** for phone, email and links

8

Your work, shown

A handful of your own pictures does more than a paragraph about how good you are. Choose the ones you would be glad to be hired for again.

On GRLOW: **Gallery**, **Showcase** (your own posts), **Before & after**

9

A form that asks for little, and says why

Ask only for what you need to reply: usually a name and a way to reach them. Say what it will be used for, and leave any "send me news" box unticked.

On GRLOW: **Form** — replies land in your chat, and it states what the details are for

10

Try it on your phone first

Most people will see your page on a phone. Open your page link there, tap every button, then send it to one friend and ask what they would do next.

On GRLOW: your page lives at **grlow.com/yourname/page-name**