

FREE CHECKLIST

5 things costing UK local businesses customers online

Most local businesses don't lose customers to a better competitor — they lose them to a slow page, a search they never appeared in, or a next step that was never obvious. Here's what to check first.

01 Your site looks like it's from 2015

People decide whether to trust a business within seconds of a page loading. A dated, cluttered or slow-loading site quietly tells visitors to look elsewhere, even if the business behind it is excellent.

Mobile conversions can drop up to 20% per extra second of load time

02 You show up on Google, but not in ChatGPT

Search has split in two: traditional search engines, and AI answer engines people now ask directly. Optimising for one and ignoring the other means missing a fast-growing share of how people actually look for a local business.

ChatGPT alone now handles close to 1 in 5 searches worldwide

03 Visitors land on your page and just leave

Getting found is only half the job. If the next step isn't obvious — how to book, call or ask a question — visitors bounce before they ever become an enquiry, no matter how good the traffic is.

Bounce probability jumps 32% going from a 1-second load to a 3-second one

04 You're doing the same admin task for the fortieth time

Enquiries, follow-ups and reminders handled manually don't just cost time — they cost the leads that fall through the cracks while you're busy running the business. Simple automation gets that time back.

05 Your Google Business Profile is incomplete or inactive

For local businesses, the map pack is often the very first thing a customer sees — before your website. Missing categories, photos or recent posts push you below competitors who've simply filled theirs in properly.

Want a plain-English look at your own site?

Free 15-minute consultation, no obligation. We'll tell you honestly what's worth fixing first.

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Sources:

1. BrightLocal / SynUp consumer research, via SeoProfy: 99% of people have researched a local business online in the past year; 88% who search locally on mobile visit or call within a day.
2. Google and Ipsos, via WP Rocket: mobile conversions can fall by up to 20% for every one-second delay in load time.
3. First Page Sage research study, June 2026: ChatGPT holds roughly 17.9% of global digital queries and passed 1 billion monthly active users in May 2026.
4. Google, via WP Rocket: bounce probability increases 32% as load time goes from 1 second to 3 seconds.