

What a quarterly search tune-up is

What we look at four times a year to help Google understand your pages, what we can't promise and how you can help.

Plan [Growth and Growth + Voice](#)

Four times a year we look at how people reach your site through Google, and tidy up the pages to match. It's included in your plan.

What we do

1. **Look at what people searched.** Google gives us a list of the words people typed before your site appeared in their results. We read it for the words that match what you really do.
2. **Adjust your page titles, descriptions and headings.** These are the lines Google shows in its results and the headings on each page. We rewrite them to use words customers use, when those words are true for your business.
3. **Check your business details.** We make sure your name, address, phone and hours are set up the same way on your site so Google can read them properly.
4. **Fix what Google flags.** If Google reports a problem with a page, such as a link that doesn't work or a page that loads slowly, we fix it.
5. **Write a short summary.** You'll see a few lines about what changed in your next report.

What it isn't

We can't promise where you'll show up in Google. Nobody can, because Google decides who appears and in what order. It also doesn't involve your Google profile or social accounts, which stay in your hands.

What you can do to help

- Tell us about any new services, a new area you serve or a season you're busy. It gives us real words to work with.
- Send us the questions customers ask. The words they use are often better than the ones we'd choose.
- Keep your hours, prices and details current. A tune-up can't fix facts that are out of date.

When it happens

During the first weeks of each quarter: January, April, July and October.

Good to know

- If you add a new page, it gets included in the next tune-up.
- If your business changes, such as a new service or a move, tell us. We can adjust sooner than the next quarter if it's a small change.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

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