



SMALL BUSINESS

Get Found:

A Simple Guide to Getting Customers Online

Website • Google • AI Search • Paid Ads



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In This Guide

A simple path from a better website to smarter online growth.

1	Getting Your Website Ready for Customers	3
2	How to Show Up When People Search on Google	5
3	How to Get AI (Like ChatGPT) to Recommend You	8
4	Paying for Ads Without Wasting Money	11
5	Your Simple 30-Day Plan to Get Started	13
	Conclusion	16
	About the Author	17

1

CHAPTER

Getting Your Website Ready for Customers

Welcome to the first step. Before we try to bring people to your business, we need to make sure your website is ready for them.

Think of your website like a shop on a busy street. If the windows are dirty and the door is hard to open, people will just walk past. But if it looks warm and welcoming, they will come inside.

Here is how to make your online shop inviting and easy to use.

Tell Them What You Do Right Away

When someone lands on your website, they should know exactly what you do within five seconds. Don't make them guess. Put your main message right at the top of the page.

Instead of a fancy, confusing slogan, just say what you do. For example: "We bake the best fresh bread in town" or "We fix leaky roofs fast." Keep it simple and clear.

Make It Easy to Look Around

Imagine walking into a store and not being able to find the checkout. It is frustrating, and you would probably leave. Your website is the same way.

Make your menu very simple. Use clear words like "Home," "About Us," "Prices," and "Contact." Do not hide your contact information. Put your phone number and email right at the top of the page so people can find it easily.

Keep It Fast

People on the internet are impatient. If your website takes too long to load, they will leave and go to someone else.

You don't need fancy videos or giant pictures that slow everything down. A clean page with one nice picture and clear words is much better than a messy page with too many heavy files.

Make It Look Good on a Phone

This is a big one. Most people will look at your website on their phone, not a computer.

Have you ever visited a website on your phone and had to pinch the screen and zoom in just to read the words? It is annoying. You need to make sure your website is "mobile-friendly." This means it automatically shrinks and changes shape to look perfect on a small phone screen.

Your Quick Checklist for Today

- Look at your website on your phone. Is it easy to read?
- Does it say exactly what you do at the very top?
- Can someone find your phone number in less than five seconds?
- Does the page load quickly?

Once your online shop is clean, ready, and welcoming, we can start bringing people to it. In the next chapter, we will talk about the biggest way people find new businesses: Google. We will look at how to make Google want to show your website to people who are looking for you.

2

CHAPTER

How to Show Up When People Search on Google

Imagine you are hungry for a pizza. You pull out your phone and type "pizza near me" into Google. A list of pizza places pops up on your screen.

How did those pizza places get on that list? And more importantly, how do we get your business to show up when people are looking for what you sell?

It is not magic. It is just about giving Google what it wants. Here is how to do it in plain English.

Think About What People Type

The words people type into Google are often called "keywords." That is just a fancy word for "the words people use to search."

If you fix roofs, people are not typing "residential roofing contractor services." They are typing simple things like "roof leak repair" or "fix my roof."

You need to think like your customer. What simple words would they type into Google to find you? Write those words down.

Put Those Words on Your Website

Once you know what words people use to search, you need to put those exact words on your website.

Don't just say "We are the best in town." Say, "We are the best at fixing leaky roofs in [LA]." Put your city name on your website. Put the exact problems you solve into your words.

When Google reads your website, it looks at your words. If it sees the words "fix leaky roof" and "LA," it will say, "Ah! This business fixes roofs in this city. I will show them to people who search for that."

Claim Your Free Spot on the Map

Here is the easiest way to get found by people near you. Google has a free tool called the Google Business Profile.

Have you ever searched for a business and seen a little map pop up with a few shops listed at the very top? That is the Google Business Profile. You can claim yours for free.

Just go to Google, search for "Google Business Profile," and sign up. Fill out everything they ask for. Add your address, your hours, and some nice pictures of your shop or your work. When people near you search for what you do, Google will show them your spot on the map. It is a huge, free win.

Answer People's Questions

Google loves helpful websites.

Think about the questions your customers ask you every day. "How much does a new roof cost?" or "How long does it take to fix a roof?"

Write those questions on your website and answer them in simple terms. When someone types that exact question into Google, Google will see that your website has the answer. It will send that person straight to you.

Your Quick Checklist for Today

- Write down the simple words people use to search for your business.
- Make sure those words are written on your website.
- Add your city name to your website so local people can find you.
- Claim your free Google Business Profile and add nice pictures.
- Write down three common questions your customers ask and put the answers on your website.

Now you know how to make Google want to show your business to people. But the internet is changing. People are starting to ask computers questions, just like they are talking to a smart friend. In the next chapter, we will talk about AI and how to make sure it tells people to visit your business.

3

CHAPTER

How to Get AI (Like ChatGPT) to Recommend You

Things are changing fast on the internet. A few years ago, when you searched for something on Google, you got a list of links. You had to click on the links and read them yourself.

Today, people are using smart computers, like ChatGPT or Google Gemini. Instead of giving you a list of links, these computers just talk back to you.

If someone asks, "What is the best place to get a haircut in my town?" the computer will just give them an answer. It might say, "Bob's Barber Shop is a great choice."

Our goal now is to make sure the computer says your business name.

How Do Smart Computers Think?

How does the computer know who is good? It reads the internet, just like you do. But it doesn't just look for matching words. It looks for facts and real opinions. It wants to know who real people trust.

Because of this, you have to give the computer proof that you are the best choice.

Be Clear and Honest

Smart computers love plain English. They love facts. They do not care about big, fancy marketing words.

Don't fill your website with words that don't mean anything. Instead of saying, "We offer top-tier culinary solutions," just say, "We make the best fresh tacos in town."

Tell people exactly what you do, where you are, and how much it costs. Tell them your hours. Share the real story of your business. The computer reads your clear, honest facts and remembers them for when someone asks.

Get People Talking About You

Computers listen to what everyone else is saying.

If your customers write nice things about you on Google, Yelp, or Facebook, the computer sees that. It thinks, "A lot of humans trust this business. I will recommend it."

This means getting good reviews from your happy customers is more important than ever. Every time a customer tells you they loved your work, say, "Thank you! Would you mind writing a quick review online?"

Answer the Hard Questions

Sometimes people ask computers hard or specific questions. For example, someone might ask a computer, "Who fixes roofs on the weekend in this city?"

If you have a note on your website that says, "We are open Saturdays and Sundays to fix emergency roof leaks," the computer will find it. It will give the customer your name. Make sure all the little details about your business are written down on your website.

Your Quick Checklist for Today

- Make sure your website uses plain, honest English.
- List your hours, prices, and location clearly.
- Ask three happy customers to leave a nice review for you online today.
- Write down any special things you do (like weekend hours or fast service) on your website.



NEXT

Now you know how to make Google and smart computers want to show your business to people. But getting found for free takes a little time. What if you want to get customers right away? In the next chapter, we will talk about paying for ads and how to do it without wasting your money.

4

CHAPTER

Paying for Ads Without Wasting Money

Getting found on Google and AI for free is wonderful. But let's be honest. It can take a few months for that to work. What if you need new customers this week?

That is when it makes sense to pay for ads. But you have to be very careful. It is easy to waste your money if you don't know what you are doing. Here is how to keep your money safe and get real customers.

Only Pay When Your Shop Is Ready

Do not pay for ads if your website is messy. Remember Chapter 1? If your website is hard to use, paying for ads is just paying for people to walk into a messy shop and walk right out. Fix your website first. Make sure it looks good on a phone and is easy to read.

Google Ads: Catching People Ready to Buy

Google Ads are great for catching people who are ready to buy right now.

If someone types "pizza delivery near me" into Google, they are hungry and have their wallet out. You can pay Google to put your name at the very top of the page. You only pay when someone actually clicks on your name. This is very powerful because you are showing your ad to people at the exact moment they want what you sell.

Facebook and Instagram Ads: Catching People's Eyes

Facebook and Instagram ads are different. People are not searching for things to buy there. They are just looking at pictures of their friends or watching funny videos.

So, you use ads here to get their attention. You show them a nice picture of your food or your work, and say, "Doesn't this look nice? We are right down the street." You are finding new people who might want your business, even if they aren't looking for you right this second.

The Simple Math of Making Money

Here is the most important rule of paying for ads: Do the math.

If you spend \$10 on an ad, and it brings you one customer who pays you \$50, you made money. You won!

But if you spend \$10 and nobody buys, you need to stop. Always start small. Spend a little bit of money to see what happens. If it works, do more of it. If it fails, change the picture or the words, or just stop. Never throw good money after bad.

Your Quick Checklist for Today

- Make sure your website is easy to use before you pay for ads.
- Use Google Ads to find people who are ready to buy right now.
- Use Facebook or Instagram Ads to catch people's eyes while they are scrolling.
- Always do the math: Only spend ad money if it brings you more money back.
- Start small. Test with a little bit of money before you spend a lot.

Now you know how to get found for free, how to talk to smart computers, and how to pay for ads safely. In the last chapter, we will put all of this together into a simple 30-day plan, so you know exactly what to do next.

5

CHAPTER

Your Simple 30-Day Plan to Get Started

We have covered a lot of ground in this book. If you try to do everything at once, you will drive yourself crazy. So, please don't.

Take a deep breath. You can do this. Just take it one step at a time. Here is a simple plan. Just do one small thing each week. By the end of the month, your business will be much easier to find online.

- **WEEK 1**

Fix Your Shop

Spend this week looking at your website. Pull out your phone and open your website. Does it look good? Can you read the words easily? Put your phone number and email at the very top of the page. Make sure it loads fast. Just clean up the mess so people feel welcome when they visit.

- **WEEK 2**

Talk to Google

This week is all about getting on the map. Go online and claim your free Google Business Profile. Fill out all the details. Add nice, bright pictures of your shop or your work. Then, write down the simple words people use to search for you, and make sure those words are on your website.

● WEEK 3

Be Nice to Smart Computers

Think about the questions your customers ask you every day. Pick three questions. Write them down on your website and answer them in simple words. Then, ask three happy customers to leave you a nice review online. This builds trust with Google and AI.

● WEEK 4

Try a Small Ad

This is the last step. Take a small amount of money you can afford to lose, like \$20 or \$50. Run a small ad on Google or Facebook. See if it brings you any customers. Do the math. If it made you money, do it again. If it lost money, try a new picture or new words.

Free Tools to Help You Along the Way

You do not need to spend a lot of money to do any of this. Here are a few free tools to help you:



Google Business Profile

The free tool to get your business on the map.



Canva

A free and very easy website to make nice pictures for your ads and your website.



Google Docs

A free place to write down your answers to customer questions before you put them on your website.



You Can Do This

You do not need to be a computer genius to get more customers. You just need to be clear, be helpful, and take it one step at a time.

You work hard at your business every single day. Now it is time to let the internet help you. Good luck, and go get those customers!

Conclusion

Thank you so much for reading this book. I know running a business is hard work. Sometimes, trying to figure out the internet feels like learning a new language. But I hope this book showed you that it doesn't have to be so hard.

You do not need to be a computer genius. You just need to be clear, be helpful, and take it one step at a time. Fix up your website, claim your free spot on Google, and ask your happy customers to leave reviews.

You already have a great business. Now the rest of the world can find it. Good luck, and go get those customers!

You already have a great business. Now the rest of the world can find it.



About the Author

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Muhammad Zakiullah runs Zintix.co.

They understand exactly how hard it can be to run a small business, and how confusing the internet can sometimes feel. That's why they wrote this book: to make marketing simple, practical, and easy to understand for everyday business owners.

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Get found. Get chosen.

Running a small business is hard work. But trying to figure out internet marketing can make your head spin. All those big words - SEO, AI, algorithms - can feel like a different language.

In *Get Found: A Simple Guide to Getting Customers Online*, Muhammad Zakiullah takes the confusion out of digital marketing. Written specifically for small business owners with no marketing experience, this book gives you a plain-English roadmap to get more customers.

INSIDE, YOU WILL LEARN:

- How to make your website ready for buyers.
- How to show up on Google without paying an agency.
- How to get smart computers like ChatGPT to recommend you.
- How to run paid ads without wasting your hard-earned money.

Stop letting the internet confuse you. It is time to let it help you grow your business.