TFI Signals User Guide: Checking a Business

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What TFI Signals is

TFI Signals finds what the public can see about your business online and gathers it into one report. A check is free and takes about one to four minutes.

This guide is for business owners and managers who look after a business's online information, such as its listings, website, and phone number. It covers searching for your business, running a check, and reading the report.

Starting a check

Most checks start with one field: the business name.

1. Go to tfi-signals.com and select **Check your business**.
2. In **Business name**, start typing. Suggestions appear as you type.
3. Select your business from the list.

The business name is the only thing you type. If your business doesn't appear, add your city after the name. If it still doesn't appear, follow the steps in the next section.

If your business isn't listed

Select **My business isn't listed** and enter your details yourself.

Field	Required
Business name	Yes
City	Yes
Phone	No

Adding a phone number is optional, but it gives Signals one more way to find your business.

Confirming and running the check

A check never starts on its own. For a business that hasn't been checked before, Signals first shows its name and address so you can make sure it's the right one.

1. Review the name and address.
2. If they match your business, select **Run the check**.
3. Wait about one to four minutes for the report.

What the check covers

The check looks at ten areas of your business's public footprint. Every result is decided by a fixed rule, not by AI.

Area	What it looks at
Google Business Profile	Your listing, its hours, phone, category, map pin and website link
Reviews and reputation	Ratings and reviews on Google and other sites
Search visibility and competitors	Where you rank in Google Maps against nearby competitors
Website: speed, security and technical setup	Whether your site is secure, works on phones and has broken links
Website: content and freshness	Outdated pages and missing details
Website: turning visitors into customers	Tap to call, contact forms and booking
Web address and email	Your web address and business email setup
Listings on other sites	Yelp, Yellow Pages and other directories
Social media	Your social media profiles
Public records	California license records

No website? The check still works, with fewer results.

Reading your report

The report opens with your **Top opportunities**: up to three of the most important problems it found, numbered in order. Each one says what was found, why it matters, how to fix it, where the answer came from, and who fixes it: you, TFI, or either.

Next, **Every check, by area** lists all ten areas, each with a count of its results. Open an area to see every check in it. Each check carries one of five results:

Result	What it means
Problem	The check found a problem
Possible	The check found a possible problem. Confirm it yourself before acting.
Working	Working as it should
Couldn't check	The check could not get an answer this time
Does not apply	The check doesn't apply to this business

For the owner to check lists things inside your own accounts, which no outside check can see. Each comes with how to look, and each takes a few minutes.

Further down are your Google reviews, your business profile, pages that mention you, and **Possible matches**: pages with a similar name that are not confirmed as your business.

Where each result comes from

Every check names its source, with a link when there is a page to open. The report also lists the pages it read and the ones it did not open, followed by a numbered list of every source.

Some sites, such as Facebook, Yelp and Google, do not allow automated reading. Those pages are listed but not opened.

Checking again

Results are saved for 24 hours. If you select **Check again** within that time, Signals shows the saved results with this note:

> This business was checked at [time]. Results refresh once every 24 hours.

To see fresh results, check again once 24 hours have passed. The service also limits how many new checks run each day.

Getting help and sending feedback

When a problem is something TFI can fix for you, the check includes a link offering that help. Selecting it opens an email to contact@tfi-signals.com.

The report ends with common questions, then a box titled **Is anything wrong or missing?**

1. Choose **Something is wrong**, **Something is missing** or **This was helpful**.
2. Add a message if you like. Your email is optional and only needed if you want a reply.
3. Select **Send**.