

Imprint Research

Research edition · September 2026

The State of the Squamish Surface

How Squamish looks to the customers trying to find it.
This summer I mapped 877 open businesses in town and
audited 716 of them, one by one, in a normal browser. I
live here. No business is named on this page.

Original August 2026 findings, with a September intake census added in
this second edition. The August findings are unchanged.

In this report

01 One by one, in a normal browser, the way a customer arrives.

03 One summer, 877 businesses, 716 browser audits.

05 Customers keep writing. Most of the town never writes back.

07 How the town takes work in

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04 No sector is immune.

06 Half the town runs clean.

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At a glance

Squamish shows up for its businesses.

125,298

public Google reviews across town. People here talk about what they find.

4.69

the average rating. Squamish mostly loves its businesses.

568

businesses reviewed so far this year. The conversation is current.

18%

cannot be booked, ordered from, or reached the way their own pages promise.

01 / Research

One by one, in a normal browser, the way a customer arrives.

In August 2026 I mapped the businesses in Squamish I could find: 889 discovered, 12 closed or gone, 877 open. 716 of them were read in a real browser, on a desktop and on a phone, doing what a customer does: find it, open it, read it, tap call, tap book.

Anything that failed was checked again later before it counted. When a shared platform had a bad day, I tested other sites on the same platform first, so nobody gets blamed for their software. Nothing counted that cannot be reproduced.

The rules this page keeps

No business is named. Not the strong ones, not the broken ones. Aggregate numbers only, always.

Every figure is reproducible. Each one traces to the read's records, available on request.

I live here. This is my town reading its own reflection, not a survey done from somewhere else.

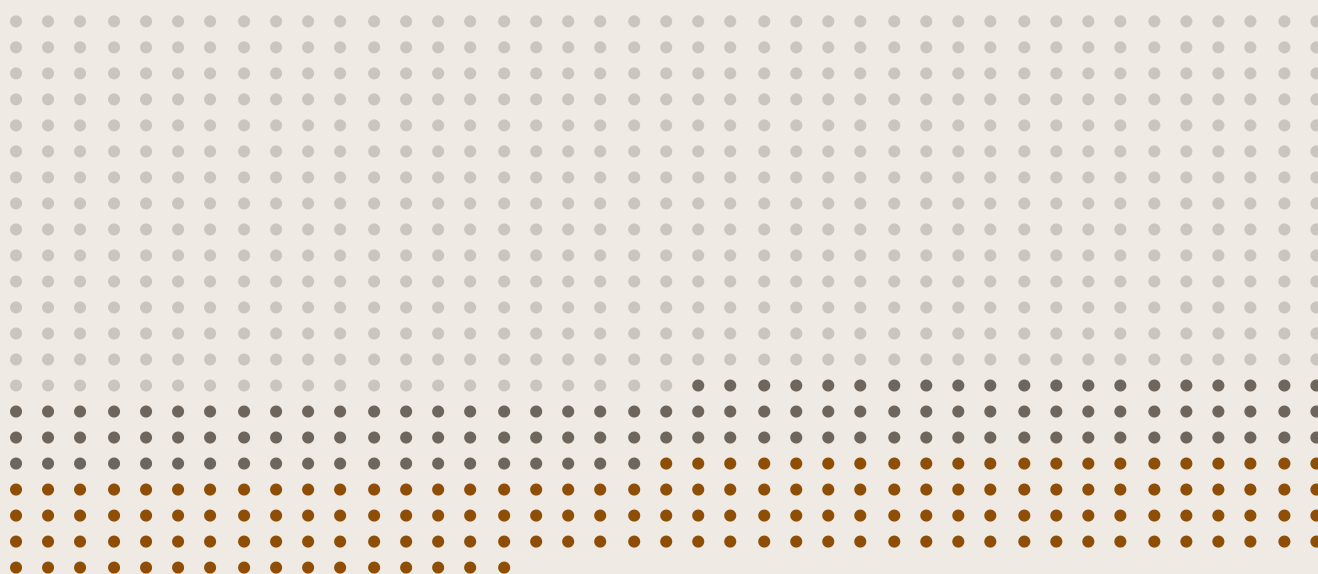
02 / Research

The town at a glance

Source: Imprint town read, August 2026. Every figure reproducible on request.

877 open businesses

Every dot is a mapped open business. No dot has a name.



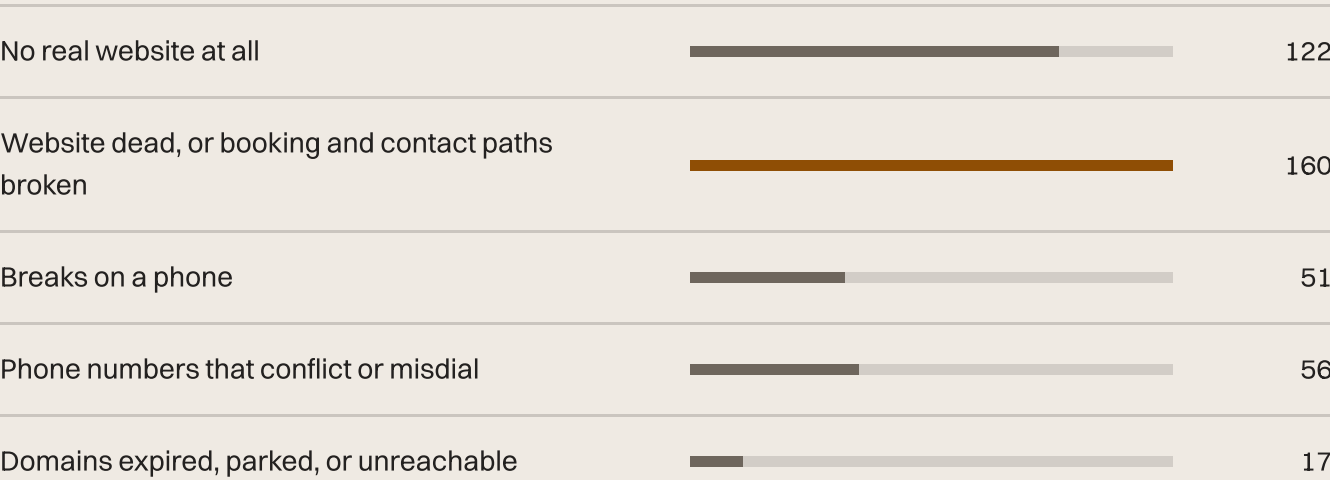
● 595 clear ● 122 no real website ● 160 broken customer path

One summer, 877 businesses, 716 browser audits.

The severe end is not cosmetic. Across town there are phone links that dial a Manhattan office tower, menus that open onto gambling portals, booking buttons that lead nowhere, and domains that expired while the shop stayed busy. Every one of them is invisible from behind the counter, because the owner never has to find the business the way a customer does: from outside.

Exhibit A

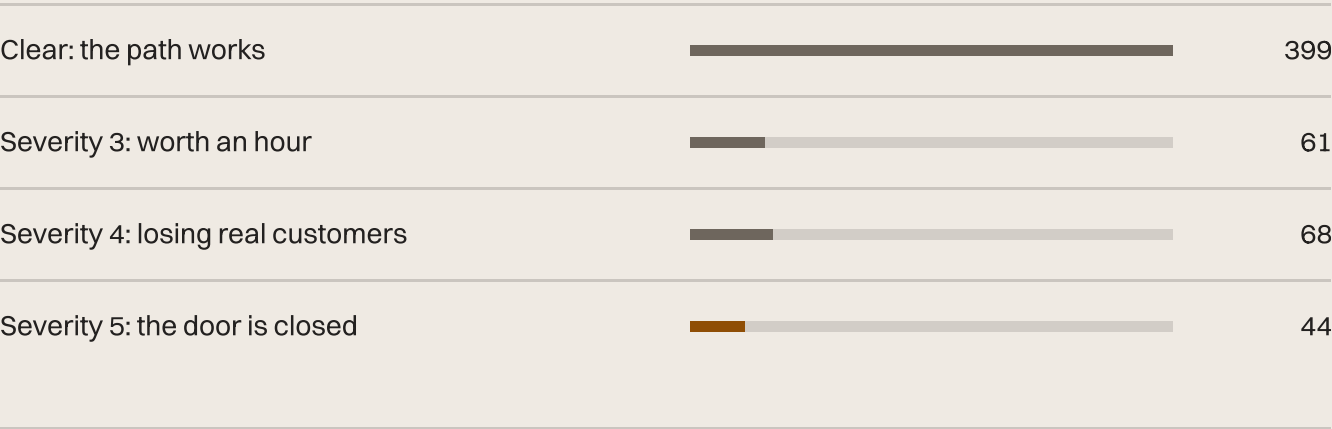
Where the customer path breaks



Counts of open Squamish businesses, categories overlapping. Source: Imprint town read, 716 browser audits, August 2026. Every figure reproducible from the read's records on request.

Exhibit B

What 716 real-browser audits came back with



Audited open businesses; a further 96 audits confirmed no real website to audit, and 48 recorded a status without a severity verdict. Source: Imprint town read, August 2026.

No sector is immune.

Exhibit C

Severity 4 and 5, by category

Severity 4 or 5 findings among open businesses. Orange marks a severe finding; each dot is one business.

Business category	Open businesses	Severe findings
Electrician		4 of 14
Day care center		3 of 11
Naturopathic practitioner		3 of 12
House cleaning service		2 of 10
Restaurant		2 of 18
Coffee shop		1 of 10
Construction company		1 of 11
Gym		1 of 11
Auto repair shop		1 of 12
Massage therapist		1 of 20
Real estate agency		0 of 18
Plumber		0 of 12
Real estate agent		0 of 11
Website designer		0 of 10

Every dot is one open business in the category; a filled dot carries a severity 4 or 5 finding. Counts, not percentages: the samples are small and honest about it. Source: Imprint town read, August 2026.

Customers keep writing. Most of the town never writes back.

393

businesses hold thirty or more public reviews.

216

of those have never replied to a single one.

60%

of businesses with review activity have never answered a review.

114

Google profiles sit unclaimed, wide open to anyone who claims them.

Half the town runs clean.

None of this is marketing. It is the shop being swept.

399 audited businesses came back clear: found, loaded, readable, bookable on the first tap.

One phone number everywhere. The same number on the website, on Google, and on the door.

A site that opens on a phone in seconds. No dead plugin, no giant image nobody waited for.

A booking or contact path that works on the first tap. The button someone taps actually goes somewhere.

A claimed Google profile someone tends. Someone owns it, and answers what shows up there.

Replies to reviews, even short ones. A line is enough. Silence reads as nobody home.

07 / Research

How the town takes work in

Every "call for a quote" is a quote written by hand.
Every phone-only booking is a calendar kept in
somebody's head.

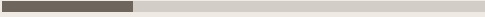
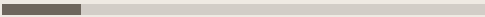
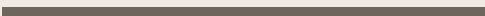
Of the 877 open businesses, 755 have a website of their own; 642 of those could be read in September 2026. This movement records how work reaches them: by an online system, by a form on the site, or by a phone number or an email address and nothing else.

What could make this wrong. The read covers sites only; businesses with no site, and any opened since August, are outside it. A path the scan could not verify is counted as unverifiable, never as broken. Software is identified only where a vendor's signature is unambiguous. The next observation that would change the call: a repeat read in which the by-hand share falls while the same categories keep their online paths working.

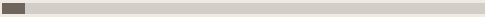
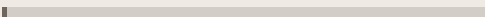
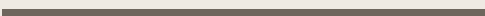
Exhibit D

How work arrives

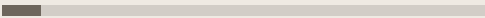
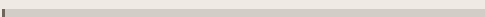
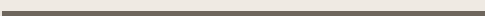
Bookings

Online system		121
Form on the site		72
Phone or email only		2
Not offered		447

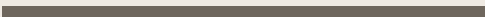
Quotes

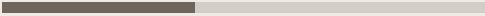
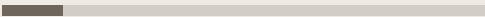
Online system		25
Form on the site		40
Phone or email only		4
Not offered		573

Orders

Online system		41
Form on the site		66
Phone or email only		2
Not offered		533

Enquiries

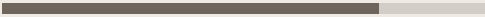
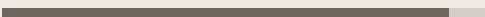
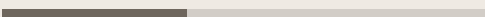
Form on the site		422
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Phone or email only		168
Not offered		52

Counts of scanned sites; each site is counted once per path type. Source: Imprint intake census, September 2026. Every figure reproducible from the census records on request.

Exhibit E

The by-hand share

Bookings		449 70%
Quotes		577 90%
Orders		535 83%
Enquiries		220 34%

Sites offering neither an online system nor a form for that path. Percentages are of the 642 scanned sites. Source: Imprint intake census, September 2026.

Exhibit F

Does the path finish?

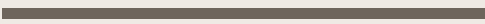
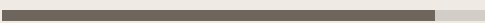
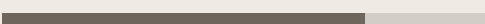
The path finishes		1,327
The path breaks		25
Could not be verified		60

Each online system or form was opened on a desktop and on a phone; a path finishes when the next step is the customer's. Nothing was submitted. A path the scan could not open or verify is counted as unverifiable, never as broken. Source: Imprint intake census, September 2026.

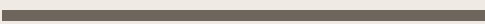
Exhibit G

What the town runs on

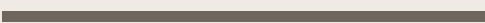
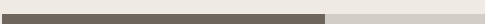
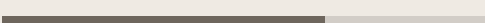
Site platform

Squarespace		125
WordPress		112
Wix		94

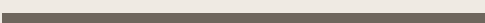
Booking

Jane		62
Square Appointments		13
Yelp Reservations		12

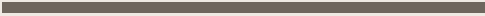
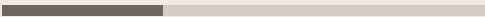
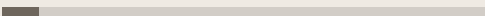
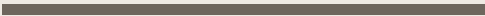
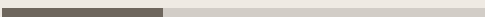
Quoting and forms

Google Forms		9
Jotform		6
HubSpot Forms		6

Ordering

Square Online Ordering		13
Toast		5
DoorDash Storefront		4

Payments

Stripe		27
Square Payments		9
PayPal		2
Chat and messaging		
WhatsApp link		9
Zendesk Chat		5
Intercom		3

The three most-seen vendors in each of six categories, identified from the software each site loads; a site may run several. Review widgets, email marketing tools and analytics tags are in the census record but not shown. Source: Imprint intake census, September 2026.

Exhibit H

Bookings and quotes by hand, by category

Sites taking bookings and quotes only by phone or email, among categories with ten or more scanned sites: Auto repair shop 10 of 10; Real estate agency 14 of 15; Restaurant 12 of 14; Electrician fewer than 5 of 11; Massage therapist fewer than 5 of 18.

Business category	Read sites	Bookings and quotes by hand
Auto repair shop		10 of 10
Real estate agency		14 of 15
Restaurant		12 of 14
Electrician		fewer than 5 of 11
Massage therapist		fewer than 5 of 18

Categories with ten or more scanned sites only; a count under five reads "fewer than 5" and marks no dots. Counts, not rankings. Source: Imprint intake census, September 2026.

What the findings mean

Most of what is broken in Squamish is not a marketing problem. It is maintenance: a lapsed domain, a disconnected platform, a link nobody tapped after the rebuild.

I read public surfaces for a living, and I live here. This page is what the town looks like from the sidewalk, published so the town can see it too. The read repeats; the numbers will change; the rule about names never will.

09 / Research

The original field-note format

A field note names one thing between you and your customers that was visibly broken the morning the note was handed over, and the smallest way to fix it. It comes from the same read as every number on this page.

How it worked in August 2026

The note was free, and it stopped there. One finding, one fix, recorded in 24 seconds. No list, no follow-ups, nothing published about the business.

If an owner wanted more, that part was paid. When this report was issued, the paid follow-up was a one-page plan, then a full read of everything a customer could see of the business, with every fix in order. Imprint's current services are described on the pricing page.

And if an owner wanted it off their plate, I did the big fixes myself. That part has not changed.

10 / Sources

Sources and method

Source: Imprint town read, August 2026, and Imprint intake census, September 2026. Every figure reproducible on request.

889 businesses discovered, 12 closed or gone, 877 open. Of those open businesses, 716 were read in a real browser in August 2026. The published findings are aggregate counts; no business is named.

The September intake census read 642 of 755 websites in the August frame. Another 62 were blocked, 43 unreachable and eight excluded by robots rules. At most six pages per site, one request every two seconds per host, nothing submitted. These are observations of visible customer paths, not evidence of what happens inside a business after an enquiry arrives.

Each online system or form found was opened at desktop and phone widths. A visible finishing control counts as a path that finishes; no booking, order or message was completed. Of 1,412 viewport checks, 1,327 reached that control, 25 did not and 60 could not be verified. Environment failures remain unverifiable.

The by-hand measure means no online system or form was found for that path. It includes paths not offered, so it does not establish manual work, demand for that service or an automation opportunity. Percentages use the 642 readable sites, not all businesses in town. Businesses without their own website and businesses opened since August are outside the read.

Vendors are named only where their software signature was identified. Sector rows need ten readable sites; counts below five are suppressed and carry no highlighted dots. Software can serve several purposes, and an observed tool does not prove active use.

Working with Imprint today

Put the useful finding to work.

If this report reflects a problem in your business, we can work out what to do about it.

Focused project · from CA\$2,500 Ongoing partnership · from CA\$3,000 per month

Focused discovery · CA\$750

All fees in Canadian dollars; agreed software costs and applicable taxes are additional.

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All research