

byImprint Research

2nd edition · Presentation revised · 21 September 2026

The State of the Squamish Surface

How Squamish looks to customers trying to find it. In August I mapped 877 open businesses and audited 716 of them using manual and automated browser work. These are dated findings from a selected audit set. No business is named.

August browser audits and the September intake scan. Claims, denominators and captions corrected 20 September 2026; collection dates are unchanged.

Editions

1st edition · August 2026

877 open businesses mapped, 716 audited in a normal browser: where the customer path breaks, by category.

2nd edition · September 2026

Adds the September intake census: how bookings, quotes, orders and enquiries reach the town.

Publisher name revision · 15 September 2026

The publisher name changed to byImprint Research. Research findings and collection dates are unchanged.

15 September presentation before corrections.

Corrections · 20 September 2026

Replaces the headline with the selected audit result; distinguishes commercial segments, audited category counts and sampled review responses; corrects intake captions and suppression. Original collection dates are unchanged.

Original PDF presentation.

Presentation typesetting · 21 September 2026

This typesetting update does not change the corrected research.

Read the full methodology and correction details

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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 of rated Google profiles, with each profile weighted equally.

568

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

16%

of the 716 audited businesses had a severity 4 or 5 browser verdict: 112 businesses. This is not a town-wide estimate.

01 / Research

A business map, followed by selected browser audits.

In August 2026 I mapped 889 candidates: 12 closed or gone and 877 marked open. Of these, 716 have audit records. The work combined an automated website screen, manual browser work and automated browser batches under my direction.

The map began as a commercial prospecting exercise. The audit set was selected, not random; 161 open businesses were not audited. Records show some rechecks but do not establish that every failure was checked again.

The rules this page keeps

No business is named. This report publishes aggregates. Small categories can still be identifiable; the methodology explains the limits.

Evidence and limits are disclosed. The records are held privately. Not every original hand-set figure has a recovered derivation.

I live here. I directed the work and am responsible for the report, including its automated methods.

02 / Research

The town at a glance

Source: August 2026 commercial map segments. Of the 595 in other segments, 149 have no browser verdict and 56 have severity 3 verdicts; this group is not a count of clear audits.

877 open businesses

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



- 595 Other map segments
- 122 No website of their own
- 160 Rescue or repair segment

03 / Research

The map and the browser audit answer different questions.

A failed public path can prevent a customer from taking the next step. The audit records what was observed, not the number of customers affected or the cost to a business.

Exhibit A

Two measures from the business map

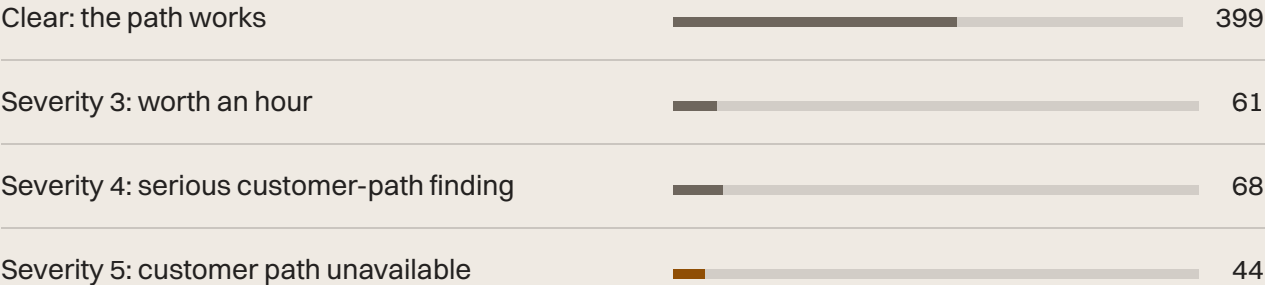
No website of their own		122
Rescue or repair map segment		160

The 122 includes 109 with no website and 13 using only a social or ordering platform. The 160 is the map’s rescue or repair segment: 107 have severe browser verdicts, two have severity 3 verdicts, 28 were audited without a verdict and 23 were not audited. The original mobile, phone-conflict and domain counts are withdrawn pending a reproducible derivation. Source: August 2026 archived business map.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit A. byimprint.com/squamish#exhibit-a.

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: byImprint town read, August 2026.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit B. byimprint.com/squamish#exhibit-b.

Browser findings, with audit coverage shown.

Exhibit C

Severe browser findings by category

Recorded severity 4 or 5 browser verdicts among audited businesses. Not assessed means no browser audits in that category.

Business category	Audited businesses	Severe browser findings
Auto repair shop		1 of 10 audited; 12 mapped
Coffee shop		0 of 6 audited; 10 mapped
Construction company		0 of 10 audited; 11 mapped
Day care center		2 of 8 audited; 11 mapped
Electrician		3 of 14 audited; 14 mapped
Gym		1 of 9 audited; 11 mapped
House cleaning service		0 of 8 audited; 10 mapped
Massage therapist		1 of 13 audited; 20 mapped
Naturopathic practitioner		2 of 10 audited; 12 mapped

Business category	Audited businesses	Severe browser findings
Plumber		0 of 12 audited; 12 mapped
Real estate agency		Not assessed 18 mapped
Real estate agent		Not assessed 11 mapped
Restaurant		1 of 15 audited; 18 mapped
Website designer		0 of 10 audited; 10 mapped

Only recorded browser severity 4 or 5 verdicts count here; automated screen scores are excluded. The denominator is audited businesses in each category. Categories appear if the August map contained at least ten open businesses; not all were audited. Rows are alphabetical, not a ranking. The September category table uses readable websites, a different population. Source: August 2026 archived business map.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit C. byimprint.com/squamish#exhibit-c.

05 / Research

Reply activity in a small review sample.

393

businesses hold thirty or more public reviews.

216

of those show no owner response among up to their three newest reviews sampled.

60%

of the 775 businesses with sampled review data show no owner response in that sample: 468 businesses.

114

profiles were marked unclaimed in the source data.

06 / Research

What a CLEAR audit verdict means.

These are useful maintenance checks, not a certification of every property of the 399 businesses.

399 of the 716 audited businesses had a CLEAR verdict under the customer-path checks.

Supporting evidence

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.

07 / Research

How the town takes work in

Among the readable sites, visible online systems and forms were much less common for quotes and orders than for enquiries.

Of the 877 open businesses, 755 have a website of their own; 642 of those could be read in September 2026. The scan records visible systems, forms, directions to phone or email, and cases where no path was found. It does not observe how the business handles the work.

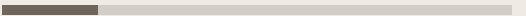
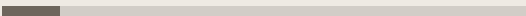
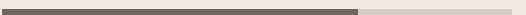
Supporting evidence

What could make this wrong. The read covers readable own-site pages only; businesses with no own site, sites the census could not read, and any businesses opened since August are outside these estimates. Dynamic or multi-step paths may also have been missed. The direction and size of those effects were not measured. Software is identified only where a vendor's signature is unambiguous.

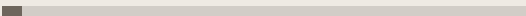
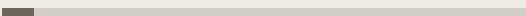
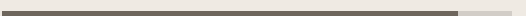
Exhibit D

How work arrives

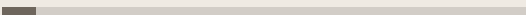
Bookings

Online system		121
Form on the site		72
Directed to phone/email		2
No path found		447

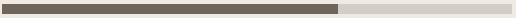
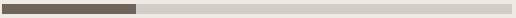
Quotes

Online system		25
Form on the site		40
Directed to phone/email		4
No path found		573

Orders

Online system		41
Form on the site		66
Directed to phone/email		2
No path found		533

Enquiries

Form on the site		422
Phone/email published; no form		168
No path found		52

Counts of readable sites; each site is counted once per path type.

For bookings, quotes and orders, phone/email means the site explicitly directs the customer there. For enquiries, it means a phone number or email address was published and no qualifying form was found. “No path found” means the census found none; it does not prove the service is unavailable. Source: byImprint intake census, September 2026. Every figure reproducible from the census records on request.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit D. byimprint.com/squamish#exhibit-d.

Exhibit E

No online system or form found

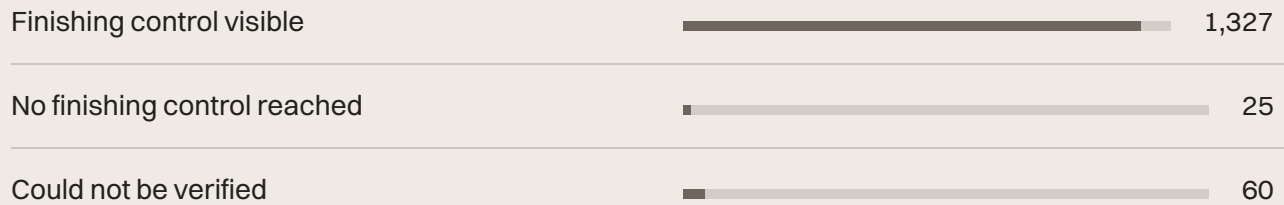
Bookings		449	70%
Quotes		577	90%
Orders		535	83%
Enquiries		220	34%

The counts combine an explicit phone/email direction (or a published channel for enquiries) with cases where no path was found. Percentages are of the 642 readable sites. They measure visible path absence, not manual workload. Source: byImprint intake census, September 2026.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit E. byimprint.com/squamish#exhibit-e.

Exhibit F

Does a finishing control appear?



These are viewport-level checks: each eligible online system or form was opened once at desktop width and once at phone width. “Visible” means the rendered page exposed a qualifying next-step control. Nothing was submitted, so this is not an end-to-end transaction-success measure. A check the scan could not open or verify is counted as unverifiable, never as a failure. Source: byImprint intake census, September 2026.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit F. byimprint.com/squamish#exhibit-f.

Exhibit G

Software found on readable websites

Site platform		Booking
Squarespace	125	Jane
WordPress	112	Square Appointments
Wix	94	Yelp Reservations
Quoting and forms		Ordering
Google Forms	9	Square Online Ordering
Jotform	6	Toast
HubSpot Forms	6	DoorDash Storefront
Payments		Chat and messaging
Stripe	27	WhatsApp link
Square Payments	9	Zendesk Chat
PayPal	2	Intercom

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

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit G. byimprint.com/squamish#exhibit-g.

Exhibit H

No online booking or quote path found, by category

Among categories with ten or more readable sites: Auto repair shop split withheld because a count or complement is under five of 10 total sites; Electrician split withheld because a count or complement is under five of 11 total sites; Massage therapist split withheld because a count or complement is under five of 18 total sites; Real estate agency split withheld because a count or complement is under five of 15 total sites; Restaurant split withheld because a count or complement is under five of 14 total sites.

Business category	Read sites	No online path found
Auto repair shop	● ● ● ● ● ● ● ● ● ●	Withheld (small count or complement) of 10
Electrician	● ● ● ● ● ● ● ● ● ●	Withheld (small count or complement) of 11
Massage therapist	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	Withheld (small count or complement) of 18
Real estate agency	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	Withheld (small count or complement) of 15
Restaurant	● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●	Withheld (small count or complement) of 14

Categories with ten or more readable sites only. If either the no-online-path count or its complement is under five, the split is withheld and the neutral dots show only the category total. Rows are alphabetical, not ranked. Source: byImprint intake census, September 2026.

Cite: byImprint Research, The State of the Squamish Surface, 2nd edition (September 2026), corrected 20 September 2026, Exhibit H. byimprint.com/squamish#exhibit-h.

08 / Research

What the findings mean

The audit identifies public paths worth checking. It does not measure lost revenue or establish demand for a service.

These are historical observations from a selected frame. Future editions need a reviewed method and an updated or explicitly fixed cohort.

09 / Research

The original field-note format

The original field-note format described one observed customer-path issue and a possible fix. A field note was a separate observation, not a certification of the report's commercial segments.

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. byImprint'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

Full methodology, sampling and corrections

Source: byImprint business map and browser audits, 14 August 2026, and intake census, 8 September 2026. Corrected 20 September 2026 using existing records; no new collection.

The frame combined Google Maps category searches with Chamber and Downtown BIA directories. It covers Squamish, Garibaldi Highlands, Brackendale, Valleycliffe and Britannia. It is not a complete business register or a random sample.

Of 877 mapped open businesses, 716 have audit records and 161 do not. The map was built for commercial targeting. Of the unaudited businesses, 113 were marked as non-targets and 48 remained commercial prospects. Audit results cannot be generalized to the whole town.

Browser verdicts and commercial map segments are different measures. The original 160 is the rescue or repair segment; 112 of 716 audited businesses have severe browser verdicts. The original mobile, phone-conflict and domain counts are withdrawn because their derivation cannot be reliably reconstructed.

The review-response measure inspects up to three newest reviews per business. No response in that sample does not mean the business has never replied. Average rating weights each rated profile equally.

The September intake scan read 642 of 755 attempted websites. 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. The scan does not observe internal workflows.

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.

No online path found means no system or form was detected for that path. It includes services the business may not offer. It does not establish manual work or demand. Missed dynamic paths and unread sites may affect the shares; the full-run classification accuracy and net bias have not been measured.

September category counts are withheld when the count or its complement is below five. Dots on a withheld row show sample size only. This is a disclosure control, not a guarantee of anonymity. Vendors are named only where software signatures were identified; an observed tool does not prove active use.

Working with byImprint today

Put the useful finding to work.

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

Focused project	From CA\$2,500
One defined improvement to a workflow or customer experience, built, tested and handed over.	

Ongoing partnership	From CA\$3,000 per month
From 12 hours a month of direct work with me, including planning, implementation and support.	

Focused discovery · optional	CA\$750
A 60-minute working session, review of one workflow and a written recommendation on what to do next.	

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

[Talk to James](#) [View pricing and scope](#) [See the work](#)