

Imprint Research

Research edition · August 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. Presentation updated September 2026; research has not been refreshed.

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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.

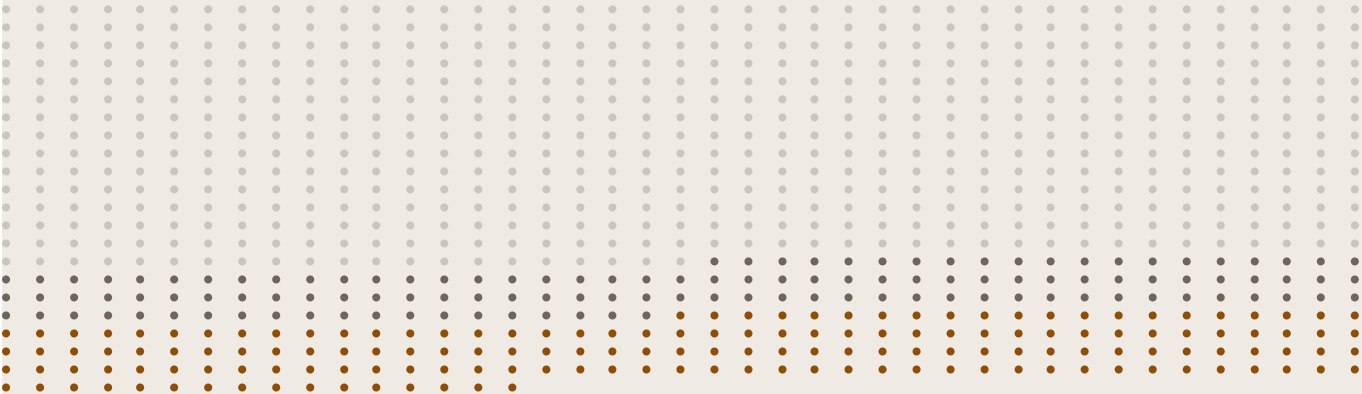
02 / Research

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.



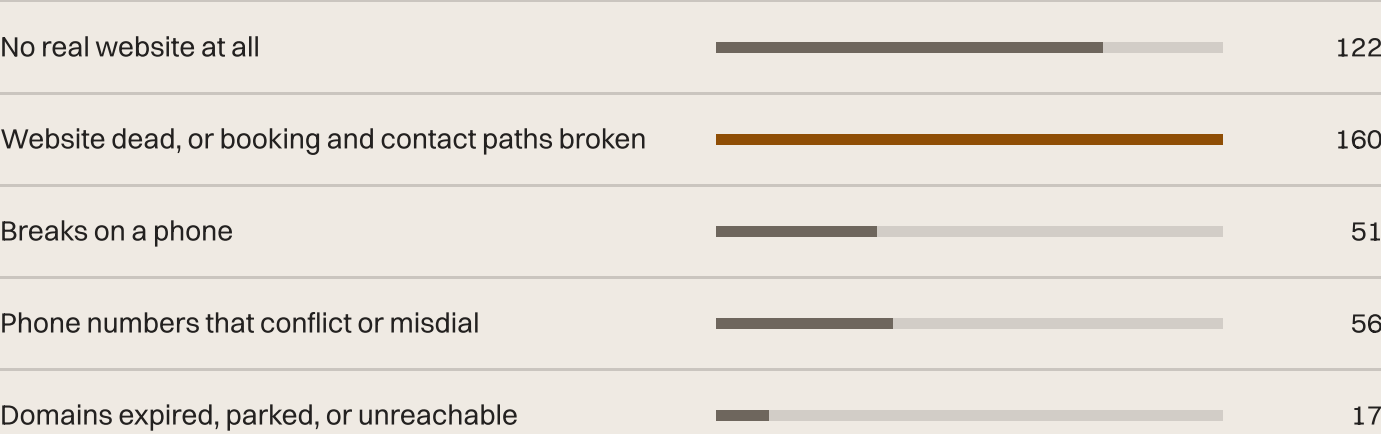
- 595 clear
- 122 no real website
- 160 broken customer path

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

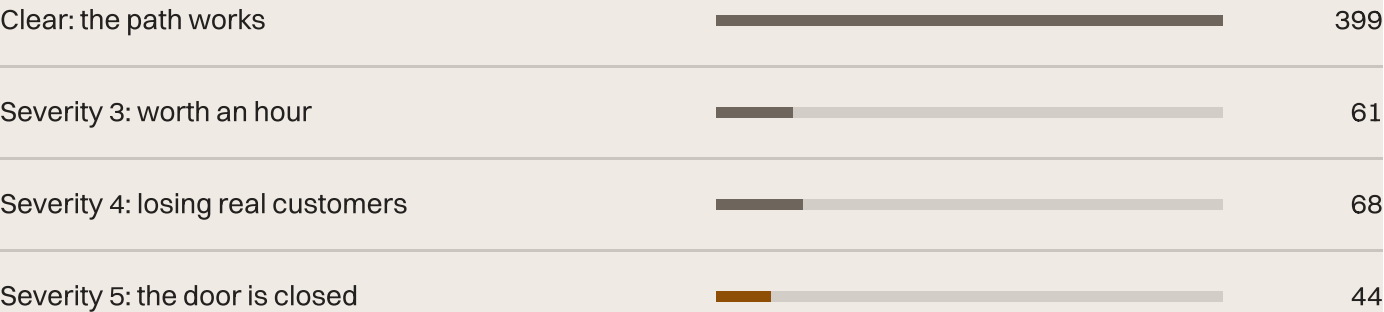
Where the customer path breaks



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

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.

08 / 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.

09 / Sources

Sources and method

Source: Imprint town read, August 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. The published findings are aggregate counts; no business is named.

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