

Before you print your QR code: **7 checks**

A QR code is a printed address. Once the ink is on the box, that address is on the box forever. Tick all 7 before the full print run.



1 Your code points at YOUR address, not at a QR website's link.

Skip the "dynamic" codes from free QR sites. They point at THEIR address first, then send people to you.

WHY Some switch your code off when the free trial ends or you stop paying. Then every box you printed points at nothing.



2 The code holds a short address on your own website, like yourbusiness.com/box.

A plain (static) code: no middleman, no subscription, nothing to switch off. The short address forwards people wherever you want today.

WHY Pages vanish when a website is rebuilt. Change where the short address goes and you NEVER reprint. Tell your web person to keep it.



3 It is big enough for the distance.

On packaging people hold: at least about 2 cm wide. Further away: about one tenth of the distance, so a poster scanned from 2 metres wants about 20 cm. Rules of thumb, so test it.

WHY A tiny code looks clean, and nobody scans it from across the street.



4 Dark code, light background, clear border all the way round.

Not light grey on white. Careful with white on black. A clear margin 4 little squares wide on every side. A logo only if it is small, error correction is set to high, and you test it.

WHY A phone camera looks for contrast, not your brand. Crop the border and it stops scanning.



5 You scanned ONE printed sample, on the real material.

Use at least 2 different phones: an iPhone camera, an Android camera, Google Lens. In bad light. From the side.

WHY A real box is curved, shiny and folded. Have to try 3 times? Your customers will not try twice.



6 The scan lands on a phone page with ONE job, and the reason to scan sits next to the code.

Not the homepage. Not a pinch-and-zoom PDF menu. One job: join the club, leave a review, order again. Like: "Scan to get your tenth coffee free."

WHY Scans happen on a phone, often one-handed. A code with no reason is a mystery box nobody opens.



7 Each place gets its own code.

Its own short address: /box, /menu, /flyer. Or UTM parameters: extra words on the link that say where the visitor came from. 3 branches? One code per branch.

WHY Then you know which piece of paper is working, and which one you can stop printing.

2 more habits from the video

- Print the short address in small letters under the code. If the code will not scan, people can type it, and they can check the page they land on matches. Criminals stick their own codes over real ones. The FBI has warned about this.
- Once in a while, walk past your own codes and check nobody has stuck something on top.