

LOCAL WEBSITE

checklist



USER EXPERIENCE

- Mobile-responsive on phones, tablets, and various devices.
- Each page loads in under 3 seconds.
- 2 well-paired fonts, 3 at the very most.
- Simple & clearly defined navigation menu with no more than 7 items.
- Page menu bar takes up less than 20% of the view height of the screen.
- Clickable phone number button at the top of each page.
- Clickable email address button at the top of each page.
- Book Now or Make An Appointment Button above the fold on each page.
- Link in your navigation menu to leave a review on Google.

HOMEPAGE

- Your business name, address, and phone number clearly listed above the fold.
- Images of you, your business, your staff, or your service - not stock photography.
- Images of your real customers, before and after's, projects complete, or engagement in the local community.
- One or two clear CTAs (call to actions) above the fold.
- Local awards ("Best Of...") or badges above the fold or immediately after.
- A sampling of Google Reviews.
- Business hours, directions with local landmarks, and parking instructions in a dedicated section.
- Top 3 services or products clearly organized and displayed.
- Dedicated section to your "speciality" with a link to learn more.
- Section dedicated to results, benefits, and reasons why customers should choose your business.
- Logos of the most-recognizable or most-popular brands and products you carry.

FOOTER

- Logo, business name, address, phone number, and hours of operation in your footer.
- Embedded Google Maps of your business in your footer (towards the bottom of every page)
- Social Media profile links in your footer.
- Trust badges in your footer (Google, Yelp, TrustIndex, etc)
- Links to your main pages (top-level menu items from your main menu at the top of your page)
- Optional: Instagram feed
- Links to Privacy Policy and/or Terms of Use.



CONTACT PAGE

- Easy to fill out contact form on a dedicated contact page, with your email address, physical location, and hours clearly listed.
- How long people can expect to hear back and how you'll reply (We'll reply by phone in 24 hours.)
- Contact page has concise written directions to your location with local landmarks. (We're found on Main St. at the intersection of 1st Ave, next to the Local Hardware Store.)
- "Get Directions" button that links to Google Maps and opens in a new window.
- Parking options and public transportation options are listed.

ABOUT & SERVICE PAGES

- About page speaks directly to your customers and how you can help them with directions on how to contact you. (Less about you, more about them.)
- Each product or service has its own dedicated page with detailed descriptions.
- Each service or product pages clearly define who you work with, what you offer, how you offer it, and the best ways to get in contact or purchase your services.
- Each service location has a dedicated page. (If you have multiple locations or service different cities.)
- Clear CTA (call to action) on every page.
- Professional or high-quality images of your actual business (not stock photography).

BLOGS

- At least one blog post or professionally written article about each of your services, products, or offerings.
- External links to industry specific resources, news articles, or brand companies.
- Guest posts on other local websites with backlinks going to your website.

ADDITIONAL

- "Subscribe To Our Newsletter" pop-up or form.
- Free opt-in giveaway on your site in exchange for email addresses.
- Google Analytics and Google Search Console set up to track data.



GOOGLE PROFILE

checklist



GOOGLE BUSINESS PROFILE

- At least 25 pictures added with interior, exterior, product, logo, cover photo, and staff photos to your profile.
- A 360-degree video virtual tour of the interior of your location done by a certified Google photographer.
- Everything filled out 100%.
- All reviews have been replied to by a staff member or owner.
- All services, products, or menu items are added, if applicable.
- All hours of operation are added; and holiday hours updated.
- Optimized business description highlighting your main services with your targeted keywords and geographic location mentioned.
- Using all (or close to all) 750 characters in your business description.
- Your service areas are added.
- Primary category represents your main service; secondary categories are relevant.
- Fill out your business attributes and highlights (payments accepted, amenities, etc.)
- Add your opening date.
- Instant messaging set up.
- Call tracking/history is turned on.
- Link to your scheduling portal or delivery link is set up.
- Your main website URL is listed.
- Google's built-in website is set up with an added hyperlink to your real website.
- Google Business Profile app installed on your phone.
- Using the app to take photos and upload those photos and posts directly to your profile.
- 1-2 Weekly posts on your Google Business Profile with events, promos, offerings, and updates.

