BARDOWN DIGITAL

FREE GUIDE

THE LOCAL VISIBILITY CHECKLIST

15 fixes that help nearby customers find, choose and call you.

01
Get found

02
Get chosen

03
Get the call

BEFORE YOU START

SMALL GAPS COST LOCAL BUSINESSES MORE CUSTOMERS THAN BIG COMPETITORS DO.

These are the 15 fixes we check first for every new client. They're grouped by the three moments that decide whether a nearby customer picks you.

01
GET FOUND

If customers can't find you on Google and Maps, nothing else matters. Start here.

ITEMS 1 TO 5

02
GET CHOSEN

Once they find you, customers compare you with two or three other options in seconds. These fixes help you win that comparison.

ITEMS 6 TO 10

03
GET THE CALL

A customer who has picked you can still slip away if contacting you takes effort. Make the next step obvious.

ITEMS 11 TO 15

HOW TO USE THIS CHECKLIST

1. Work through one part at a time, in order.
2. Tick each box once it's done. Most items take under 30 minutes and cost nothing.
3. Count your ticks and check your score on the last page.

PART 1 OF 3

01 GET FOUND

If customers can't find you on Google and Maps, nothing else matters. Start here.

- [ ] **01 Claim and verify your Google Business Profile**

  Search your business name on Google. If you see “Own this business?”, claim it at business.google.com. An unverified profile can be edited by anyone and ranks poorly.

- [ ] **02 Choose the right primary category**

  Your primary category is one of the strongest local ranking signals. Pick the most specific one that fits (“Italian restaurant”, not “Restaurant”), then add a few secondary categories.

- [ ] **03 Make your name, address and phone match everywhere**

  Check your website, Google, Facebook, Yelp, Apple Maps and Bing. Even small differences (“St.” vs “Street”, an old phone number) confuse search engines and customers.

- [ ] **04 Put your city and services on your website**

  Your homepage title and main heading should say what you do and where, for example “Plumbing repair in Springfield, IL”. Give each main service its own page.

- [ ] **05 List your business in the directories that matter**

  Start with Apple Business Connect, Bing Places, Yelp, Facebook, Nextdoor and your local chamber of commerce. Add one or two directories specific to your industry.

PART 2 OF 3

02 GET CHOSEN

Once they find you, customers compare you with two or three other options in seconds. These fixes help you win that comparison.

- [ ] **06 Ask every happy customer for a Google review**

  Copy your review link from your Google Business Profile and text it right after a good visit or finished job. A steady trickle of recent reviews beats a big batch from two years ago.

- [ ] **07 Reply to every review, good and bad**

  Thank people by name. For negative reviews, stay calm, apologize for the experience and offer to fix it offline. Future customers read your replies as closely as the reviews.

- [ ] **08 Add real photos and keep adding them**

  Upload photos of your storefront, team, work and products to Google and your website. Skip stock photos. Aim to add a few new ones every month.

- [ ] **09 Test your website on your own phone**

  Most local searches happen on mobile. Your site should load in about three seconds, text should be readable without zooming, and buttons should be easy to tap.

- [ ] **10 Say what makes you different in one sentence**

  Put it near the top of your homepage and in your Google description. “Same-day service, upfront pricing, no weekend fees” beats “Quality service you can trust”.

PART 3 OF 3

03 GET THE CALL

A customer who has picked you can still slip away if contacting you takes effort. Make the next step obvious.

- [ ] **11 Put one clear call to action on every page**

  Decide on the single action you want most (call, book or request a quote) and show it as a button at the top of every page, not just the contact page.

- [ ] **12 Make your phone number tap-to-call**

  On mobile, visitors should be able to tap your number to dial. Add a “Call” button to your Google Business Profile too.

- [ ] **13 Keep your contact form short**

  Ask only for name, phone or email, and a short message. Every extra field loses people. Test it yourself to confirm submissions reach your inbox.

- [ ] **14 Answer leads within an hour**

  Fast replies win most local jobs. Turn on notifications for calls, form submissions and Google messages, and set up an automatic “Thanks, we’ll be in touch shortly” reply.

- [ ] **15 Track where your customers come from**

  Set up free tools like Google Analytics and the Performance tab in your Google Business Profile. Ask new customers “How did you hear about us?” and write the answer down.

YOUR SCORE

HOW MANY BOXES DID YOU TICK?

13–15

Ahead of the pack

You're ahead of most local competitors. Keep reviews and photos fresh so you stay there.

8–12

Solid, with gaps

You have a good foundation, but a few gaps are costing you calls. Fix anything left in Part 1 first.

0–7

Losing customers

Customers are likely choosing competitors before they ever see you. Start with items 01, 03 and 06.

BARDOWN DIGITAL

WANT A HAND?

WE'LL FIX ALL 15 FOR YOU.

BarDown Digital helps businesses get found, get chosen and get more calls. Book a free visibility review and we'll show you the three changes that will make the biggest difference for your business.

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