

# Laraworks Commerce

The Plain-English Local SEO Checklist. Discover exactly what your website and digital profiles need to attract local customers, dominate map results, and outpace regional competition.

**Most business owners are missing simple local ranking signals.** Winning local customers online doesn't require complex developer jargon. It requires providing search engines and real people with clear, consistent, and highly accessible answers about your business.

Use this comprehensive audit tool to inspect your business's search health across map directories, your actual website structure, and local customer trust networks.

## 1. Digital Business Profiles & Map Visibility

DONE	AUDIT ELEMENT	ACTIONABLE LOCAL STANDARD
<input type="checkbox"/>	<b>GOOGLE PROFILE</b> Claim & Verify Ownership	Ensure your Google Business Profile is officially verified under an email you control. Unclaimed listings can be modified or hijacked by competitors.
<input type="checkbox"/>	<b>GOOGLE PROFILE</b> Primary Category Setup	Select the single primary business category that matches your core service. Adding too many unrelated secondary categories dilutes your visibility for your main target market.
<input type="checkbox"/>	<b>GOOGLE PROFILE</b> Photo & Video Strategy	Upload at least 5 to 10 high-resolution real photos of your premises, your team, or your work vehicle. Businesses with authentic photos get significantly higher direct map directions.
<input type="checkbox"/>	<b>BING &amp; APPLE</b> Bing Places Setup	Claim your profile on Bing Places for Business. Millions of desktop and corporate Windows users rely on Bing by default. You can instantly import your verified details directly from Google.
<input type="checkbox"/>	<b>BING &amp; APPLE</b> Apple Maps Connect	Submit and claim your location on Apple Business Connect. This powers spatial map directions and voice search results for iPhone and CarPlay users globally.

## 2. Bulletproof Website Design & Content

DONE	AUDIT ELEMENT	ACTIONABLE LOCAL STANDARD
<input type="checkbox"/>	<b>ON-SITE</b> The Clear Headline Rule	Your main homepage title block must explicitly say <b>Who you are, What you do, and Where you do it</b> within 3 seconds of loading (e.g., " <i>Bespoke Kitchen Extensions in West Lothian</i> ").

DONE	AUDIT ELEMENT	ACTIONABLE LOCAL STANDARD
<input type="checkbox"/>	<b>ON-SITE</b> Contact & NAP Sync	Your Business Name, Physical Address, and Phone Number (NAP) must be typed out clearly in your website's footer or contact page. It must match your map listings exactly (same spelling, street abbreviations, and style).
<input type="checkbox"/>	<b>ON-SITE</b> Dedicated Service Pages	Avoid lumping all your services onto a single page. Build distinct, high-quality individual pages for each key service you provide so Google can confidently display them for specific local queries.
<input type="checkbox"/>	<b>ON-SITE</b> Seamless Mobile Use	Over 75% of local intent searches are conducted on mobile phones while on the move. Your buttons, maps, and phone number links must be large, responsive, and immediate to tap.
<input type="checkbox"/>	<b>ON-SITE</b> Interactive Location Map	Embed a real, working Google Map on your contact page. This helps visually confirm your trade radius to human visitors while structurally anchoring your geographical position for crawlers.

### 3. Reviews, Reputation & Authority Building

DONE	AUDIT ELEMENT	ACTIONABLE LOCAL STANDARD
<input type="checkbox"/>	<b>REVIEWS</b> Google Review System	Establish an active pipeline to ask happy clients for reviews. Steady, continuous review velocity is the single most aggressive algorithm factor for securing a spot in the top 3 map positions.
<input type="checkbox"/>	<b>REVIEWS</b> Review Reply Management	Reply to every single review, good or bad. Incorporate natural service mentions or location nods inside your polite responses safely (e.g., <i>"Thanks for choosing us for your project in Edinburgh!"</i> ).
<input type="checkbox"/>	<b>CITATIONS</b> Trusted Regional Citations	List your business on authoritative general directories like Yell, Thomson Local, and the Scoot network. Ensure information remains completely uniform across all directories.

### Want a Fully Managed Local Performance Blueprint?

If your current website is under-performing or your business doesn't appear when searching your core services locally, we can take care of it all. Let's engineer a high-speed, high-conversion web platform designed to win your market. Reach out to schedule a clear, jargon-free discovery alignment.