

01 / GET FOUND

LOCAL CUSTOMER Checklist

15 checks to spot gaps in how local customers discover your business, build trust, and contact you.

How to use: Open your website and business listings. Tick each statement you can verify. Leave anything missing or uncertain unchecked. Use the final page to choose your first fix.

- ☐ **Your business details match everywhere.**
Compare your name, address or service area, and phone number across your website and main business listings.
- ☐ **Your hours and services are current.**
Check that customers can see when you are available and what you offer, including any changed hours.
- ☐ **Your location or service area is easy to find.**
A first-time visitor can quickly tell which town, neighborhood, or surrounding area you serve.
- ☐ **Your core services have clear descriptions.**
Use the words a customer would use. Explain what each main service includes and who it helps.
- ☐ **Your listing links lead to the right place.**
Open the website, appointment, and contact links on your main profiles. Make sure each destination works.

FIRST FIX / MAKE YOUR DETAILS CONSISTENT

Correct one mismatch today. Start with anything that could send a customer to the wrong place or stop them from reaching you.

02 / BUILD TRUST

Give customers reasons to choose you.

Look at your business through the eyes of someone who has never bought from you. Can they understand the offer and feel confident taking the next step?

☐ **Your homepage makes the offer clear.**

The first screen explains what you do, who you help, and where you work. Ask someone unfamiliar with your business to describe it back.

☐ **Your photos show the real business.**

Use clear, current images of your team, location, work, or products so customers know what to expect.

☐ **Customer feedback is easy to find.**

Make genuine reviews or testimonials visible. Use customer quotes and identifying details only with permission.

☐ **Your proof matches your promises.**

Include relevant work examples or credentials you actually hold. Keep claims specific and supportable.

☐ **Common buying questions have answers.**

Explain your process, what happens next, and pricing or how quotes work. Address the questions customers ask before committing.

FIRST FIX / CLARIFY YOUR OPENING MESSAGE

Try this: "We help [type of customer] in [service area] with [specific service]." Follow it with one clear action, such as requesting a quote.

03 / TURN INTEREST INTO INQUIRIES

Make the next step easy.

Test the path from interest to contact on your phone. A customer should know what to do and what happens after they do it.

☐ **There is one clear primary action.**

Use a specific next step such as "Call us," "Book an appointment," or "Request a quote" where customers make decisions.

☐ **Contacting you works on a phone.**

Tap the phone number and test your contact or booking form. Check that buttons and fields are easy to use.

☐ **Your form asks only what you need.**

Remove questions you can ask later. Make the first inquiry simple enough to complete without extra research.

☐ **Inquiries reach someone responsible.**

Send a test inquiry. Confirm it arrives, identify who responds, and agree on how quickly it should be handled.

☐ **Customers know what happens next.**

After an inquiry, explain when and how you will respond. Give the owner of each lead a clear follow-up task.

YOUR NEXT MOVE

Count your checks: ____ / 15. This is a planning tool, not a performance grade. First fix anything that blocks contact, then unclear business details, then missing trust signals.

My first fix: _____

Ready to get found and chosen?

Let CēSuite Digital help you choose your next move.

BOOK A CALL >