

IMMERSIVE DIGITAL CO.

FREE RESOURCE

— LOCAL VISIBILITY

LOCAL VISIBILITY CHECKLIST

Everything to fix so you get found in a two mile radius.

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[@ImmersiveDigital.wy](https://www.instagram.com/ImmersiveDigital.wy)

OWN YOUR LOCAL SEARCH.

Your Google Business Profile is the hardest working page you own, and most people ignore it. Work down this list. The half hour beats a week of posting.

CLAIM & VERIFY

- ☐ Claim your Google Business Profile
- ☐ Complete the verification step
- ☐ Claim Apple Business Connect for Maps and Siri
- ☐ Claim your Bing Places listing

FILL EVERY FIELD

- ☐ Exact business name, no keyword stuffing
- ☐ Primary category, plus every relevant secondary category
- ☐ Full hours, including holiday hours
- ☐ Phone and website that match your site exactly
- ☐ Service area or physical address
- ☐ Products and services listed with short descriptions
- ☐ Business description covering what you do and where

PHOTOS

- ☐ Logo and a strong cover photo
- ☐ Ten or more real photos of work, team, and location
- ☐ Add a few new photos every month

REVIEWS

- ☐ Ask every happy client for a review, by name
- ☐ Reply to every review, good and bad
- ☐ Aim for a steady trickle, not one big burst

POSTS & UPDATES

- ☐ Post an update or offer every week

- ☐ Add new services the moment they launch

CONSISTENCY (NAME, ADDRESS, PHONE)

- ☐ Name, address, and phone identical everywhere online
- ☐ Fix or remove old and duplicate listings

The rule: that empty profile is an open door for your competitor. Fill every field once, then just add photos and reply to reviews.