

# CRO Consultants

## Local Business CRO Audit Checklist

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For Local Business Owners Focused on Digital-to-Physical Conversions. Local businesses need a CRO approach that bridges online presence with actual visits and calls. This checklist focuses on streamlining mobile-first conversion paths, highlighting user trust indicators, and aligning digital touchpoints with local search intent.

### Local Storefront & Presence

**Keep Name, Address, Phone (NAP) consistent across all channels**

| **Why it matters:** Avoids local search and user confusion.

**Optimize Google Business Profile and local directories**

| **Why it matters:** Drives discovery and trusted visibility.

**Use local schema markup (LocalBusiness, OpeningHours)**

| **Why it matters:** Enhances search appearance and relevancy.

### Conversion Paths (Call & Booking)

**Click-to-call and tap-to-text CTA buttons prominently displayed**

| **Why it matters:** Enables one-tap access for on-the-go customers.

## Embed interactive maps and driving directions

| **Why it matters:** Makes physical visits quicker and simpler.

## Include real-time booking or enquiry forms with local fields

| **Why it matters:** Lowers friction and boosts lead capture.

## Testimonials & Community Trust

### Embed local customer reviews (Google, Yelp) with schema

| **Why it matters:** Local voices build credibility and trust.

### Feature community events, local projects, and neighborhood stories

| **Why it matters:** Strengthens your local brand identity.

### Showcase business certifications or awards

| **Why it matters:** Adds professional validation and trust signals.

## Mobile & UX Optimization

### Optimize tap area sizes for phone and mobile UX

| **Why it matters:** Prevents user frustration and mis-clicks.

### Ensure fast-loading embedded maps and contact widgets

| **Why it matters:** Speed keeps engaged users from bouncing.

### Refresh hours, holiday availability, and special notice prominently

| **Why it matters:** Prevents customer confusion and missed visits.

## Local Testing & Iteration

### A/B test CTA types ("Call Now" vs "Book Appointment")

| **Why it matters:** Determines which action resonates best locally.

### Use heatmaps to evaluate above-the-fold content performance

| **Why it matters:** Helps refine what visitors see first.

### Track call source attribution via tracking numbers

| **Why it matters:** Measures impact of ads, directories, or page elements.

**Ready to boost your conversion rates?**

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