



YOUR STORE'S LOCAL VISIBILITY CHECKLIST

Simple ways to help more nearby shoppers find, trust, and choose your business.

Your next customer may not start by walking down Main Street. They may start with a Google search, Apple Maps, ChatGPT, voice search, or a quick "near me" moment from their phone.

That means your store's visibility matters before someone ever steps through the door.

When your business information is accurate, complete, and consistent across the places people search, it becomes easier for shoppers to find you, trust you, and choose you.

This checklist will help you spot the small visibility gaps that could be costing you traffic, calls, visits, and sales.

**Scan for your
FREE report →**
Takes 60 seconds



Visit us at indera.co
hello@indera.co
303-351-2226

The Local Visibility Checklist

Is your store easy to find online?

Use this checklist to review how your store appears across search, maps, directories, and AI-powered tools.

Business Information

- ☐ Your store name is consistent everywhere
- ☐ Your address is correct across major platforms
- ☐ Your phone number is accurate and clickable
- ☐ Your website link works and sends shoppers to the right place
- ☐ Your store hours are current, including seasonal or holiday changes
- ☐ Your business categories clearly match what you sell

Maps & Directories

- ☐ Your Google Business Profile is claimed and updated
- ☐ Your Apple Maps listing is accurate
- ☐ Your store appears correctly across major directories
- ☐ Old, duplicate, or incorrect listings are being addressed
- ☐ Shoppers can easily get directions to your store

Photos & Store Experience

- ☐ Your photos show what your store feels like today
- ☐ You have recent images of products, displays, staff, and the storefront
- ☐ Your visuals help a new shopper understand what they'll find inside
- ☐ Your photos reflect the current season, events, or customer experience

Reviews & Trust

- ☐ You have recent customer reviews
- ☐ You respond to reviews when appropriate
- ☐ Your review rhythm feels natural and consistent
- ☐ Shoppers can quickly see why people love your store

Local Search & AI Discovery

- ☐ Your online presence clearly communicates what your store is known for
- ☐ Your listings include helpful keywords and categories
- ☐ Your business information is consistent enough for search engines and AI tools to understand
- ☐ A shopper searching for products you sell would have a clear reason to choose your store

Your 30-Minute Post-Retail Success Summit Action Plan

Start here when you get home. You do not have to fix everything at once. Start with a quick visibility check and look at your store the way a customer would.

First 10 minutes: Search like a shopper

Open a private browser window or use your phone and search:

- Your store name + city
- Product category + near me
- Gift shop/toy store/bookstore/jewelry store/etc. + your city
- Best place to buy [your product category] near me

Ask yourself:

- ☐ Do I show up?
- ☐ Is the information correct?
- ☐ Would I choose my store based on what I see?
- ☐ Are competitors showing up more clearly or more completely?

Next 10 minutes: Check your most important listings

Look at your Google Business Profile, Apple Maps listing, and any major directories where your store appears.

Check:

- ☐ Hours
- ☐ Address
- ☐ Phone number
- ☐ Website
- ☐ Categories
- ☐ Photos
- ☐ Reviews
- ☐ Directions
- ☐ Business description

Final 10 minutes: Make one meaningful update

Choose one action you can complete today:

- ☐ Add 3-5 current photos
- ☐ Update your store hours
- ☐ Refresh your business description
- ☐ Add an upcoming event or offer
- ☐ Respond to recent reviews
- ☐ Search for duplicate or outdated listings
- ☐ Ask one happy customer for a review

Small updates make a difference when shoppers are deciding where to go.



Want help getting found faster?

IndERA Pro helps independent retailers improve visibility, simplify marketing, and turn local discovery into more store visits.

What Pro Members love:

- **Get Found:** With the Get Listed done-for-you service, your store information is managed across 70+ directories, apps, and maps, helping local shoppers and AI-powered searches find accurate information about your business.
- **Get Support:** Join live group coaching calls with retail experts covering what matters now, including marketing, AI, inventory, customer experience, staffing, sales systems, and more.
- **Get Ahead:** Inside the AI & Innovation Lab, you'll learn practical ways to save time, strengthen your marketing, and keep up with how shoppers are finding and choosing stores today.

This is what IndERA is built for. **Get found. Get support. Get your time back.**

Want to review your store together?

We're happy to help one-on-one! Review your specific presence and identify clear next steps in a personalized virtual strategy session.



Retail Success Summit Special

Use code **SUMMIT** to join IndERA Pro for **\$1,997**
Normally \$2,500, you save \$503

How to join:

1. Scan the QR Code
2. Choose Pro Yearly
3. Use code **SUMMIT**
4. Start getting found by more local shoppers.

Questions? Contact us.

Visit us at IndERA.co | hello@indera.co | 303-351-2226