

LOCAL SEARCH · FOR OWNERS

The local-presence checklist

A business can rank well in the blue links and still be invisible the moment a customer searches on the map. This is the checklist for the other half of search — the part that decides whether a nearby customer **finds you** at all.

THE PROFILE A CUSTOMER ACTUALLY SEES

- ☐ **Is the Google Business Profile claimed and verified?**
An unclaimed or unverified profile is a listing you do not control and cannot fix.
- ☐ **Are the hours, photos, and category current?**
Wrong hours turn a walk-in into a bad review. Photos and category decide who even sees you.
- ☐ **Do the name, address, and phone match everywhere online?**
Disagreement across the web confuses both customers and Google, and it costs ranking.

REPUTATION AND REACH

- ☐ **Are reviews recent, and does the owner respond?**
A stale review page reads as a closed business. Responses signal a real, tended one.
- ☐ **Is there a duplicate or old listing competing with the real one?**
Duplicates split reviews and send customers to a dead address. They are common and hidden.
- ☐ **Do you actually show in the map pack for your core service?**
The three-pack is where the local decision happens. Search it yourself and see who owns it.
- ☐ **Is the business's location data readable to machines?**
Structured location data helps every engine place you correctly on the map.

WHERE THIS LEADS

The map is a different system. It needs its own instrument.

Winning organic rank and showing up on the map are run by different machines. This checklist is the honest first look at the second one — and every item on it can be measured, fixed, and monitored.

Lantern is the off-site half of search.

Lantern reads the profile, the map pack, the citations, and the review stream — and every live edit is made or approved by a person, because a suspended listing is the one outcome worth designing against. The reviews are earned, never gamed.

[See Lantern →](#)

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