



The Viewport Optimization Starter Kit Checklist

In our opinion these are the most effective actions that a local business, can take to start building immediate momentum and improve mobile visibility

3 High-Impact Moves for a Local Business to Start Dominating Google Mobile Search

Step 1:

The Digital Storefront (Google Business Profile)

- The 100% Rule:** Within Google Maps or by doing a Google search for your business, check your profile completion meter. If you are under 100%, Google is likely deprioritizing your business in local search results. Navigate to your Google Business Profile dashboard and complete every missing field. Pro-tip: If you get stuck on a specific verification step, ask Gemini for a quick workaround.
- Visual Authority:** Your cover image is your first impression. Use a high-resolution, properly scaled image that reflects your core service. Avoid stock photos. While you should include shots of your storefront and parking for navigation, your primary image should showcase your work or team to build instant trust.
- Category Precision:** Ensure your Primary Category is spot-on. Your sub-categories should then account for your remaining services.
 - Example: A salon focusing on hair should set "Hair Salon" as primary, with "Nail Salon" or "Hair Extension Technician" as secondary.

Step 2:

The Conversion Bridge (Mobile-First)

- The 2-Click Test:** Open your website on a smartphone. Can a new client book within two clicks without scrolling? If not, you are losing out on potential new clients.
- The Viewport Prime Real Estate:** Your "Contact" or "Book Now" button must be visible "above the fold" (the area seen before scrolling) on a standard iPhone. And ideally within the bottom half of the viewport, for easy click-by-thumb engagement.
- Friction Audit:** Reduce the long forms. Every extra field reduces your conversion rate. Stick to 1-2 essential questions. Make it effortless for a new client to say "yes."

Step 3:

The Social Proof Engine (Google Reviews)

- The Legacy Outreach:** Send an email to your current database of clients to announce your new, mobile-optimized website experience. Thank them for their loyalty and ask for feedback on ways to further improve your business, followed by a request for a Google review. This email will help increase revenue and keep your business front of mind while also generating new Google reviews from existing clients!
- The 24-Hour Rule:** Strike while the iron is hot. Request a review within 24 hours of service. Excellence starts at booking, but the "ask" must happen while the positive experience is fresh.
- The Soft-touch white-glove ask:** Don't leave it to chance. Set up an automated text and email for the evening that the service was completed. The most successful businesses prime the client a week in advance by providing highly valued services like appointment confirmations that are easily added to their clients' smartphone calendars, one-click rescheduling, and a concierge-style parking instruction video.

This checklist is just the beginning of your climb to the top of Google. Keep an eye on your inbox for more strategies to outshine your local competition. **Ready to skip the DIY and see professional results?** [\[Schedule a strategy session here\]](#) and let's get to work.