

The 5 things every local business website needs to **get found on Google.**

If customers can't find you online, they're calling your competitor instead. Here's the short, no-jargon checklist we build into every site we launch.

1 A clear answer to "what do you do and where?"

Within three seconds, a visitor should know your trade and your service area. **Put your service + city right in the headline** ("Plumbing in Oklahoma City") — it tells customers they're in the right place and tells Google what to rank you for.

2 A phone number that's impossible to miss

Most local customers want to call, not fill out forms. **Your number belongs in the top corner and as a tappable button** on every screen. On mobile, one tap should start the call. This single change wins more jobs than any other.

3 Proof you're trustworthy — above the fold

Reviews, star ratings, years in business, "licensed & insured." **Show your strongest trust signal before anyone scrolls.** People hire the business that looks safest, not always the cheapest.

4 A Google Business Profile that's actually connected

The map results at the top of Google are often where local customers look first. **Your site and your Google Business Profile need matching name, address, and phone** — mismatches quietly sink your ranking.

5 It has to load fast and work on a phone

More than half your visitors are on a phone, and most leave if a page takes over three seconds. **A fast, mobile-first site isn't optional** — Google ranks slow sites lower and customers abandon them.

Want all five, done for you — free?

We build local businesses a complete, professional website that checks every box on this list. \$0 to build, live in 48 hours, then one simple monthly plan. We design it, host it, and keep it updated.

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