



Locator Best Practices Checklist

This checklist provides a baseline of essential best practices for a locator search feature. This checklist focuses on end-user facing elements.

Your Locator	Best Practice	Impact
<input type="checkbox"/>	<p>Does the locator generate trackable business leads?</p> <p>Why this is important: <i>Locators should create new business opportunities in a measurable way. Each lead should be trackable by the owner of the locator, so as to measure the effectiveness of each dealer/partner/location in the locator.</i></p>	Critical
<input type="checkbox"/>	<p>Does the locator present results nearby the user without requiring the user to interact with the page or grant permission?</p> <p>Why this is important: <i>A locator should react and relate to the user automatically. A user immediately seeing nearby locations helps the user orient themselves and they immediately understand that resources exist near to their current location.</i></p>	Critical
<input type="checkbox"/>	<p>Does the locator provide a single, bold call to action for the user on each result?</p> <p>Why this is important: <i>Users respond to calls-to-action. Presenting a single, bold CTA increases leads, conversions and performance measurability.</i></p>	Very Important
<input type="checkbox"/>	<p>Is the locator free from obvious errors and technical problems preventing users from performing critical actions?</p> <p>Why this is important: <i>A locator should be error free, and present a functional user interface</i></p>	Critical



<input type="checkbox"/>	<p>Does the locator support at least a WCAG AA level of compliance and basic usability for differently-abled users?</p> <p>Why this is important: Accessibility is not only a moral imperative for inclusiveness and usability, it is also the law. Meeting basic WCAG accessibility requirements helps users of all levels of ability. It also overlaps with SEO best practices, providing benefit to all involved.</p>	Very Important
<input type="checkbox"/>	<p>Does the locator thrive on mobile devices, leveraging the device GPS capabilities and app-driven directions?</p> <p>Why this is important: Locators lend themselves to in-transit, mobile users and as such the software should leverage device capabilities like GPS and native Share controls. The user experience should also be easily navigable on tablets and mobile devices.</p>	Critical
<input type="checkbox"/>	<p>Can I find branded location results in Google Search when explicitly searching for "Brand name near me"?</p> <p>Why this is important: A comprehensive locator platform will generate a search-engine-optimized landing page for each result, allowing for indexing by search engines. Users commonly search on Google first, before landing on a brand site. Establishing location pages allows the brand to control, track and improve the customer experience.</p>	Very Important
<input type="checkbox"/>	<p>Does the locator present a meaningful, comprehensible quantity of results?</p> <p>Why this is important: Locators should display the number of results under reasonable consideration by the end user. Locators commonly present hundreds of results, when the user will only be considering a handful of options.</p>	Very Important
<input type="checkbox"/>	<p>Does the locator seamlessly integrate with the Website, align with brand standards and avoid scrollbars or new windows?</p> <p>Why this is important: A locator should be an indistinguishable and integrated aspect of your customer experience. It should reinforce the</p>	Important



	<p><i>brand in all visual aspects. It should certainly avoid doubled-up scrollbars.</i></p>	
<input type="checkbox"/>	<p>Does the locator include searchable result attributes, including a simple product/service taxonomy?</p> <p>Why this is important: <i>When products and services vary by result, the user should be able to search and sort by those attributes.</i></p>	Important
<input type="checkbox"/>	<p>Do phone numbers in the locator support a native mobile click-to-call feature?</p> <p>Why this is important: <i>Users expect phone numbers to be clickable on mobile. The click action can also be tracked as a conversion action to measure performance.</i></p>	Important
<input type="checkbox"/>	<p>Does the locator present results ordered by, or at least including, the customer satisfaction history of the provider?</p> <p>Why this is important: <i>Results in a locator should not be solely distance-based. The results should include performance metrics like customer satisfaction, as measured by ratings, responsiveness, priority, portfolio coverage and more.</i></p>	Important
<input type="checkbox"/>	<p>Does the locator allow for plain language geographic search?</p> <p>Why this is important: <i>Locators should support search by zip code, city name, place name and other geographic terms. It should not rely solely on a user's knowledge of local postal codes.</i></p>	Important
<input type="checkbox"/>	<p>Does the locator support sharing of the search and individual results via SMS, native share, clipboard and email?</p> <p>Why this is important: <i>Sharing or "Send to" controls in a locator are essential to support copying and sending results, outside of social sharing. Results in a locator are often collected by the user and then "taken" from the locator for later reference and action. E.g. sending an address to a colleague who may follow up, or sending results from a desktop to a phone for later driving directions.</i></p>	Important



<input type="checkbox"/>	<p>Does the locator allow for simple country and language changes?</p> <p>Why this is important: <i>Locators are often used to discover resources outside the user's country. A locator should allow for simple explorations across multiple countries. The locator should also display in the user's preferred language.</i></p>	Important
<input type="checkbox"/>	<p>Does the locator avoid the use of a radius selection?</p> <p>Why this is important: <i>A locator should display results nearby or otherwise relevant to the user without requiring the user to guess as to how far away a result might be.</i></p>	Important
<input type="checkbox"/>	<p>Does the locator link to a device-native directions application for each result.</p> <p>Why this is important: <i>Users require easy to use links to directions applications that include turn-by-turn directions on the platform they are most familiar with.</i></p>	Basics
<input type="checkbox"/>	<p>Does the locator display why a given result was included in the search?</p> <p>Why this is important: <i>Indicators like "5 miles away", "services your area" or highlighting matched keywords and products can help users understand why a given result is shown.</i></p>	Basics
<input type="checkbox"/>	<p>Does the locator display why a given result was included in the search?</p> <p>Why this is important: <i>Indicators like "5 miles away", "services your area" or highlighting matched keywords and products can help users understand why a given result is shown.</i></p>	Basics



There are many aspects of your locator we can't see from where we sit. Ask your team the following:

- Is it easy to manage content in the locator?
- Do your partners complain about results ordering and out-of-date information?
- Do stakeholders understand how well individual results are performing?
- Does the locator identify partners that do not service customers well?
- How much revenue was generated through the locator?
- How many new business relationships are established through the locator?

To schedule a no-obligation session where we can further explain and advise on these items, choose any available time slot on the calendar at the link below:

[Schedule a Consultation](#)

