Store Locator Best Practices Checklist to Help People Find Your Business

Do you want to drive more shoppers to your store? Then you need to make sure your store finder page follows these store locator best practices.

Before you get started, don't forget:

- [ ] View your store locator as a source of revenue
- [ ] Make sure your locator reflects your branding

Make it user-friendly:

- [ ] Limit the number of locations shown at a time
- [ ] Zip code only searching
- [ ] Show results based on a user location
- [ ] Support third-party apps for directions
- [ ] Have a mobile friendly design/layout

Save potential customers time:

- [ ] Include clickable phone numbers
- [ ] Include location-specific details
- [ ] Offer search and filtering functions

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