

53 Must-Have Features for Local Business Websites

Header & Home

- ✔ **404 Not Found**
- ✔ **Phone number**
- ✔ **Logo**
- ✔ **Home page**
- ✔ **Heading and sub-heading**
- ✔ **Short block of text**
- ✔ **Banner image**
- ✔ **Call to action**
- ✔ **Services / products**
- ✔ **Quick form**
- ✔ **Quality content**
- ✔ **Easy-to-read text**
- ✔ **Testimonials & social proof**
- ✔ **Business sign-up form**
- ✔ **Contact information**
- ✔ **Link to social media pages**
- ✔ **Footer area**

Service / Product Page

- ✔ **Product URL**
- ✔ **Link to other pages**
- ✔ **Clear service pages**
- ✔ **Other useful links/buttons**

Location Page

- ✔ **URL with location structure**
- ✔ **Map / direction**

Contact Page

- ✔ **Business address**
- ✔ **Contact form**
- ✔ **Hours of business**
- ✔ **Captcha or anti-spam feature**

Other Inner Pages

- ✔ **Personalized about us page**
- ✔ **Privacy policy page**
- ✔ **FAQ page**

Blog

- ✔ **Sidebar**
- ✔ **Search function**
- ✔ **Social media share buttons**
- ✔ **Comment feature**

SEO

- ✔ **Rich snippets (schema markup) / meta tags / description**
- ✔ **Easy to update URL structure**

Some other things to consider

- ✔ **Mobile responsive**
- ✔ **Intuitive navigation**
- ✔ **Smooth search results integration**
- ✔ **Optimize image formats**
- ✔ **Use browser cache to increase speed**
- ✔ **Content delivery network**
- ✔ **SSL hosting**
- ✔ **Security**
- ✔ **Web analytics**
- ✔ **Easy to manage**

Things you should avoid

- ✔ **Don't use Flash elements**
- ✔ **Automatically download the browser**
- ✔ **Do not upload content to the website server**
- ✔ **Missing files**
- ✔ **Dead end pages**