Utility Belt Labs

ClearRank SEO — guide

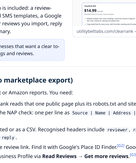
Local SEO for your website, Google & Apple Maps listings and NAP consistency — with a Reviews & Reputation tab.

Screenshots captured signed out from the live site (utilitybeltlabs.com, built 7/7/2026) on Oct 29, 2026, using only the synthetic sample data the site ships with.

1 What it does and who it's for

ClearRank SEO is local SEO help for small businesses. Enter your website. ClearRank checks the page title, meta description, headings, canonical, structured data, image alt text, links, robots.txt, sitemap and speed hints, then copy-ready fixes and walks you through each change. It also covers **Google Business Profile** and **Apple Maps** (with guided checklists), and checks **NAP** (name, address, phone) consistency.

The **Reviews & Reputation** tab is included: a review-request planner with email and SMS templates, a Google review link builder, an inbox for reviews you import, reply templates and a monthly summary.



Who it's for: local service businesses that want a clear to-do list for their site, maps listings and reviews.

2 What you need (no marketplace export)

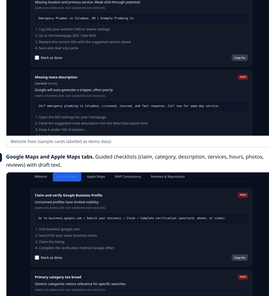
ClearRank doesn't use Walmart or Amazon reports. You need:

- **Your website URL.** — ClearRank reads that one public page plus its robots.txt and sitemap.
- **Your directory listings** for the NAP check: one per line as `Source | Name | Address | Phone` (or tabs pasted from a spreadsheet).
- **Your reviews** (optional), pasted or as a CSV. Recognised headers include `reviewer`, `rating`/`stars`, `date`, `text`/`review`, and `reply`.
- **Your Google Place ID** for the review-link. Find it with Google's Place ID Finder.[1][2] Google also lets you copy a review link or QR code from your Business Profile via **Read Reviews → Get more reviews**.[3][4]

3 Walkthrough on the sample business

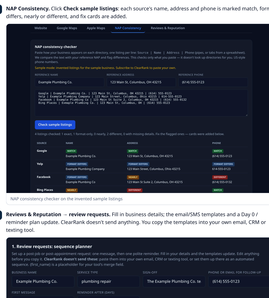
Signed out, ClearRank shows **sample data for a made-up business (Example Plumbing Co.)**, not an analysis of any real site. Analyzing your own site and improving your score requires a subscription.

1 See the scorecard. Sample: overall score **72**, **11** issues, **8** high priority.



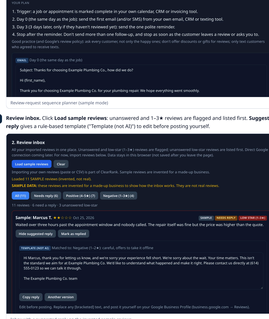
ClearRank in demo mode — sample data for a made-up business

2 Work through Website fixes. Each card shows the current state, why it matters, a copy-ready fix and the steps; copy **Fix**, then **Mark as done** to track progress.



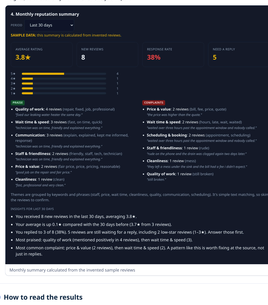
Website fixes (sample cards labelled as demo data)

3 Google Maps and Apple Maps tabs. Guided checklists (claim, category, description, services, hours, photos, reviews) with draft text.



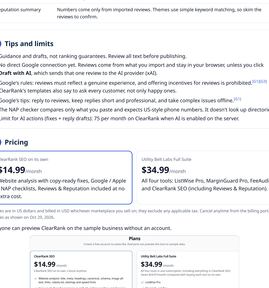
Google Business Profile checklist (sample)

4 NAP Consistency. Click **Check sample listings**: each source's name, address and phone is marked match, format differs, nearly or different, and fix cards are added.



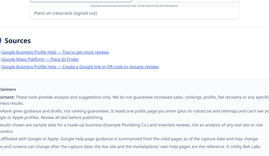
NAP consistency checker on the invented sample listings

5 Reviews & Reputation — review requests. Fill in business details; the email/SMS templates and a Day 0 / reminder plan update. ClearRank doesn't send anything. You copy the templates into your own email, CRM or texting tool.



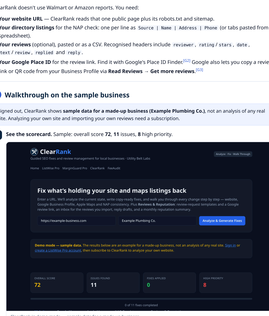
Review-request sequence planner (sample mode)

6 Review inbox. Click **Load sample reviews**: unanswered and 1–3★ reviews are flagged and listed first. **Suggest a reply** gives a rule-based template (“Template (not AI)”) to edit before posting yourself.



Inbox with a suggested reply on the invented sample reviews

7 Monthly summary. Average rating, new reviews, response rate, rating mix, praise/complaint themes and insights, calculated only from the reviews you import.



Monthly summary calculated from the invented sample reviews

4 How to read the results

ITEM	WHAT IT MEANS
Overall score / issues / high priority	From the Website analysis of the one page you enter. Google, Apple and NAP are guided checklists, since ClearRank can't read your profiles.
Fix labels	Each fix is labelled **rule-based** (a template filled from your page's data) or **AI-generated** (when AI is available, some wording may be rewritten by xAI's Grok).
NAP status	**Match**, **format differs** (same info, different formatting), **nearly** or **different**. Use the one canonical version everywhere.
Reputation summary	Numbers come only from imported reviews. There is no simple keyword matching, so skim the reviews to confirm.

5 Tips and limits

- Guidance and drafts, not ranking guarantees. Reviews all text before publishing.
- No direct Google connection yet. Reviews come from what you import and stay in your browser; unless you click **Draft with AI**, which sends that one review to the AI provider (xAI).
- Google's rules: reviews must reflect a genuine experience, and offering incentives for reviews is prohibited.[5][6][7][8]
- ClearRank's templates also stay to safe customers; not only happy ones.
- Google's SMS reply to reviews, keep replies short and professional, and take complex issues offline.[9][10]
- The NAP checker compares only what you paste and expects US-style phone numbers. It doesn't look up directories.
- Limit of 40 actions (fixes + reply drafts) 75 per month on ClearRank when AI is enabled on the server.

6 Pricing

ClearRank SEO on its own

$14.99/month

Website analysis with copy-ready fixes, Google / Apple / NAP checklists, Reviews & Reputation included at no extra cost.

Utility Belt Lab Full Suite

$34.99/month

All four tools: ListWise Pro, MarginGuard Pro, FeeAudit and ClearRank SEO (including Reviews & Reputation).

Prices are in US dollars and billed in USD via Whichever marketplace you sell on; they exclude any applicable tax. Cancel anytime from the billing portal. Prices as shown on Oct 29, 2026.

Anyone can preview ClearRank on the sample business without an account.

Plans on ClearRank (signed out)

7 Sources

[1] Google Business Profile Help — Tips to get more reviews
[2] Google Maps Platform — Place ID Finder
[3] Google Business Profile Help — Create a Google link or QR code to request reviews

Disclaimers

Important: These tools provide analysis and suggestions only. We do not guarantee increased sales, rankings, profits, fee recovery or any specific business results.

ClearRank gives guidance and drafts, not ranking guarantees. It reads one public page you enter (plus its robots.txt and sitemap) and can't see Google or Apple profiles, Reviews or search rankings.

All results shown are sample data for a made-up business (Example Plumbing Co.) and invented reviews, not an analysis of any real site or real reviews.

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Steps and screens can change after the capture date, the live site and the maintainers' own help pages are the reference. © Utility Belt Labs.