



LOCAL LISTINGS CHECKLIST

Business directory listings may appear across hundreds of platforms; there are probably some you've never even heard of!



ACCURACY IS #1

Your business information must be accurate on all of these platforms so you can make the best impression when your business shows up in search results. The wrong address, phone number, or business hours could cost you customers. Neglecting to include visual elements like photos or promotional elements like coupons makes your listings indistinctive.

Look for the following items in your business listings, and make sure all areas are complete. If you've never created an online business listing, start with our local listing guide.



- Business name
- Business category
- Description
- Opening date
- Phone number
- Website
- Social profiles
- Short name

- Business location
- Service area
- Business hours and holiday hours
- Other hours (drive-through, senior hours, online service hours, delivery hours, etc.)
- Accessibility accommodations, amenities, and other details such as service options



Additional items to include in your listings:

- Photos
- Videos
- Products
- Coupons
- Get verified
- Add photos
- Services
- Menus
- Create a post

MORE PRO TIPS!



Avoid duplicate listings by making sure your name, address, and phone number are consistent everywhere they appear online (in all off-site listings, and on your website). If one address has "Street" written out, do not abbreviate it elsewhere. If your name is included in your listing, use it consistently (Robert/Bob/Bobby).

Your listed hours should note which days you are closed for holidays or other reasons. Also, ensure that all listings reflect any temporary changes in business hours such as the start and end of daylight saving time.



Listings to Check:

Don't miss out on a connection because your hours or listings are wrong! There are more than 100 sites, apps, and search engines to check for accurate business listings. These are just a handful:

- Google Business Profile
- Facebook
- Amazon Alexa
- Better Business Bureau
- Apple
- Bing
- Foursquare
- ChamberofCommerce.com
- Yelp
- DoorDash
- Eventbrite

Would you prefer to hand over the reins to an experienced local SEO agency? Talk to BoxCrush. We manage business listings on these platforms and more so you can rest assured your customers can find you no matter where they're looking

SCHEDULE A MEETING