

LOCAL VISIBILITY AUDIT

Business Name: _____
Date: ____/____/2024

Platform / Directory	NAP Consistency (Name, Address, Phone)	Claimed	Optimized
Primary Core Engines			
Google Business Profile			
Apple Maps / Business Connect			
Bing Places for Business			
Social & Discovery			
Facebook Page (Local)			
Yelp for Business			
Instagram Professional			
Data Aggregators & Tier 2			

Platform / Directory	NAP Consistency (Name, Address, Phone)	Claimed	Optimized
Data Axle			
Yellow Pages / DexKnows			
Nextdoor			
Industry Specific (Houzz/Zillow/etc)			
Optimization Checklist: High-Res Photos â€¢ Accurate Categories â€¢ Business Hours â€¢ Website URL â€¢ Description Keyword Sync			