# Local SEO Citation Checklist

**Why This Checklist is Important**

Ensure your business information is consistent and complete across all platforms. This helps improve your local SEO and increases your visibility in the Google Map Pack.

**Citation Checklist**

Business Name, Address, and Phone Number (NAP) are identical across all platforms.

Use a professional email address (avoid free email providers like Gmail for business listings).

Have a high-quality business logo uploaded where possible.

Include consistent business categories across all citations.

Write a compelling business description using relevant keywords.

Verify that website links are correct and live.

Add high-quality photos of your business and products/services.

Submit your business to top data aggregators (e.g., Foursquare, Neustar Localeze).

Claim and optimize listings on major platforms (Google Business Profile, Yelp, Bing Places, Apple Maps).

Create citations on relevant industry and local directories.

Keep track of all citations in a spreadsheet for easy updates in the future.

Regularly audit your citations and update any outdated information.

Use a citation management tool like BrightLocal or Whitespark if managing at scale.