NAP Consistency Checklist

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What is NAP Consistency?

NAP stands for Name, Address, and Phone Number. NAP Consistency means your business information is identical across all online platforms. Inconsistencies can confuse customers and negatively affect your local SEO rankings.

Why It Matters

- Google uses NAP consistency as a local ranking factor

- Inconsistent NAP damages trust with both search engines and customers

- Consistent listings increase visibility in Google's Local 3-Pack

NAP Consistency Checklist

- Is your business name spelled the same everywhere?

- Is your address identical on your website, Google, and directories?

- Is the same phone number used across platforms?

- Is your NAP info the same on social media, review sites, and

  citations?

- Are your listings free of abbreviations or formatting inconsistencies?

- Do you regularly audit your listings for changes or errors?

Where to Check Your NAP

- Google Business Profile

- Website Contact Page

- Facebook Page

- Instagram Business Profile

- Yelp

- Bing Places

- Yellow Pages

- Apple Maps

- Business Directories like Hotfrog, Foursquare, etc.

Pro Tip

Use tools like BrightLocal, Whitespark, or Moz Local to run an automatic NAP consistency scan across major directories.