

Citation Building Checklist



- 1. Find the correct address for your business.

Check with USPS to see how, exactly, your address is listed.

Save this information in a spreadsheet or Word document to minimize errors and make citation building a little easier. Now once you need to update your listings, you can copy/paste the information into the directory.

- 2. Search for your business in Google to find your existing citations.

- 3. Clean up existing citations before you begin creating new citations.

- 4. Start building new citations, but be picky!

Don't just add a citation to every site out there. Go for the most important sites and data aggregators.

- 5. Optimize listings.

Whenever possible, add photos, business information, and categories. Don't forget to check for and respond to reviews, and keep listings updated.



- 6. Keep track of your citations.

You can't just build citations once because one new NAP mistake somewhere could mean incorrect information in your listings. And you don't want consumers to find incorrect information about your business.