

WORKSHEET · CITATIONS

# Citation Cleanup Worksheet

Audit your NAP (Name, Address, Phone) data across the 40 most important US business directories. Fix inconsistencies to boost your Google Maps rankings.

## Step 1 — Lock Your Master NAP

Write the exact version of your business info that should appear everywhere. Copy this exactly onto every directory.

Business

Name

Address Line

1

Address Line

2

City / State /

ZIP

Phone

Number

Website URL

Primary

Category

## ● Tier 1 — Must-Have Directories (Fix First)

Directory	Listed?	NAP Correct?	Action Needed	Done ✓
Google Business Profile				
Apple Maps / Apple Business				
Yelp				
Bing Places for Business				
Facebook Business Page				
BBB (Better Business Bureau)				
Yellow Pages (yp.com)				

Foursquare / Factual

**Nextdoor Business**

MapQuest

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## ● Tier 2 — High-Authority Directories

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Directory	Listed?	NAP Correct?	Action Needed	Done ✓
Angi (Angie's List)				
HomeAdvisor				
Houzz				
Thumbtack				
Manta				
Superpages				
MerchantCircle				
Citysearch				
Yellowbook				
Whitepages				
Hotfrog				
EZlocal				

## ● Tier 3 — Data Aggregators (Sync These First)

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### Why aggregators matter

Data aggregators like Neustar Localeze, Acxiom, and Factual feed your business info to hundreds of smaller directories automatically. Fixing these 4 sources can correct dozens of listings at once.

Aggregator	Submitted?	NAP Correct?	Notes	Done ✓
Neustar Localeze				
Acxiom (InfoUSA)				
Data Axle (formerly InfoGroup)				
Factual (by Foursquare)				

## ● Industry-Specific Directories

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Directory	Industry	Listed?	NAP Correct?	Done ✓
Healthgrades / Zocdoc	Medical / Dental			
Avvo / FindLaw	Legal			
CarGurus / RepairPal	Auto			
HomeAdvisor / Houzz	Home Services			
OpenTable / TripAdvisor	Restaurant			
Thumbtack / TaskRabbit	Services			

**Common mistakes to fix:** "St" vs "Street" · "Suite" vs "#" vs "Ste" · "(555) 123-4567" vs "555-123-4567" · old phone numbers · old addresses · duplicate listings with different info