NAP Consistency Tracker

NAP stands for name, address and phone. When they match everywhere, search engines can connect every mention to one business and tell you apart from similarly named firms. When they don't, people ring a dead number and assume you've closed. Decide the exact format once, then check every place it appears.

From lesson 3.4. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Lesson 3.4, reyse.co.uk/seocourse/nap-consistency

One business, the same details everywhere

Do this first Choose one exact format for your name, address and phone, then fix the biggest listings.

Check

Search for yourself

- [ ] Google your business name, then your phone number, then your address.
- [ ] Check the top 20 results: does every listing match exactly?

The name audit

- [ ] List your name as it appears on: your website header and footer, Terms page, Companies House, Google, Bing, Apple, Rightmove, Zoopla, OnTheMarket, social profiles and your redress scheme's register.

A free listings check

- [ ] Moz Local's free check scans major directories for your details.

Ask AI

AI prompt Here are all the variations of my business name, address and phone number I've found online. Which are inconsistent, and which single format should I standardise on?

Fix

Choose one format, then fix the big ones

- [ ] Decide your exact trading name, address format and main phone number.
- [ ] Update Google, Bing, Apple, Facebook, LinkedIn, Yell and the portals yourself.

Directories you don't control

- [ ] Use their "claim this listing" or "suggest an edit" options, or contact them.
- [ ] Ask for duplicates to be removed.
- [ ] If there are dozens of old listings, a paid service (Moz Local, BrightLocal, Whitespark) can push the correct details out for you.

Make it stick

- [ ] Keep a master NAP sheet and give it to staff.
- [ ] An About page with your registered company details, office addresses and team.
- [ ] Your schema markup can link all your official profiles together (lesson 2.6).

If you have more than one branch

Everything in this module applies to every branch, not just head office. The trick is to set each thing up once, properly, then repeat it, so branch five gets the same care as branch one.

• One website, a page per branch (your-agency.example/branches/didsbury), not a separate site for each. Every branch page then benefits from the links and reputation your main site has already earned, while a new site starts with none.

• One Google profile per staffed office. Google allows one profile per location, and only where staff meet customers during opening hours. Use the same business name at every branch. With 10 or more profiles for the same business you can verify them in bulk.

• One written format for names, addresses and phone numbers, which every new branch copies. Check a few branches each month in rotation rather than all of them once a year.

• One schema template with the branch details swapped in, on each branch page (lesson 2.6).

• Genuinely different branch pages: the areas, prices, team and local knowledge of that office. A template with only the town name changed fails the swap test (lesson 3.2).

• A launch checklist for each new office: branch page and schema live, Google, Bing and Apple claimed the same week, and its own review link ready (Reviews 2.2). “Eventually” tends to become never.

• Report by branch as well as in total. Each Google profile has its own Performance report, and Search Console can filter to one branch’s pages, so each office sees its own numbers.

Your master details

Give a copy to everyone who updates a profile.

Detail	The exact format, everywhere
Trading name	
Address	
Main phone	
Website	
Opening hours	

Where your details appear

Place	Name right?	Address right?	Phone right?	Fixed on
Website header and footer				
Terms or About page				
Companies House				
Google Business Profile				
Bing Places				
Apple Business				
Rightmove				
Zoopla				
OnTheMarket				
Facebook				
LinkedIn				
Yell				
Redress scheme register				

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo