UK Directory List for Agents

You don’t need hundreds of directory listings. You need the important ones claimed, with exactly the same name, address and phone, and no old ones giving out a number that doesn’t connect. Work down this list in order.

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

1. Search and maps: claim these first

- [ ] Google Business Profile (business.google.com): the most important listing you have.
- [ ] Bing Places (bingplaces.com): can import your details from Google in minutes.
- [ ] Apple Business (business.apple.com): Apple Maps, Siri and Spotlight take business details from it. It needs its own verification.

2. The portals

- [ ] Rightmove, Zoopla and OnTheMarket: check each branch profile (address, phone, description), not just your listings.

3. Social and review profiles

- [ ] Facebook page and LinkedIn company page.
- [ ] Trustpilot and allAgents: claim your profile so you can reply to reviews.

4. General directories

- [ ] Yell (yell.com).
- [ ] FreeIndex, 192.com and Yelp.
- [ ] Any others that appear when you Google your name, address or phone number: those are the ones people actually see.

Correct the free listings. You don’t need to pay for upgrades, and never create a second listing for the same office: claim the old one, or ask for duplicates to be removed.

5. Official registers

- [ ] Your redress scheme’s register: The Property Ombudsman or the Property Redress Scheme. Estate agents, and letting agents in England, must belong to one.
- [ ] Propertymark’s Find an Agent, if you’re a member.
- [ ] Your client money protection scheme, if you hold client money.

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.

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).

Your listings

Directory	Link	Claimed?	Details match?	Checked on

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