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Free mini guide 3 of 4 · for local service businesses

# The NAP fix

If your name, address and phone differ from site to site, AI tools stop trusting you. Fix it in one afternoon.

You asked: "What's the phone number for [your business]?"

“Listings show two different numbers for this business, and one directory lists a different address. I'd recommend confirming before you visit.”

Mixed signals make AI assistants hedge, or skip you entirely.

# Why one wrong address costs you

AI assistants check your business across many sources before they recommend it. When your Name, Address and Phone (NAP) match everywhere, they're confident it's you. When they don't, they hedge.

## Step 1: Write your master version

Decide on one exact version and use it character for character everywhere.

**Inconsistent**
Joe's Plumbing LLC · 120 Main St. Ste 4
Joes Plumbing · 120 Main Street #4
Joe's Plumbing & Drain · old phone

**Consistent**
Joe's Plumbing
120 Main St, Suite 4, Tampa, FL 33602
(813) 555-0142

Include your website address, hours and main service category in the master version too.

## Step 2: Check the listings that matter most

| Listing | Why it matters |
|---|---|
| Google Business Profile | Feeds Google Maps, AI Overviews and Gemini |
| Bing Places | Feeds Bing, which ChatGPT search uses heavily |
| Apple Business Connect | Feeds Apple Maps and Siri |
| Yelp | Heavily used for local reviews and recommendations |
| Facebook page | Often shows up as a source for hours and contact details |
| BBB, Angi, Nextdoor, industry directories | Extra proof that you're real and active |

# Step 3: Fix and lock it

1. **Start with your own website.** Put the master NAP in the footer of every page, as plain text, not inside an image.
2. **Update the big four**: Google, Bing, Apple and Yelp. Claim any listing you haven't claimed yet.
3. **Search for old versions.** Search your old phone number and old address in Google. Every result that shows them is a listing to fix or remove.
4. **Merge duplicates.** If two Google or Yelp listings exist for your business, ask the platform to merge or remove the extra one.
5. **Write it down.** Keep a simple list of every listing, its login, and the date you last checked it.

## Small details that cause big confusion

- "Street" on one site and "St" on another is usually fine. A different suite number, phone or business name is not.
- Tracking phone numbers belong on ads, not on your main listings.
- If you moved, update every listing within the same week, and check that your old address no longer appears.
- Service-area businesses: list the cities you serve, and keep that list the same on every platform.

**Check every 3 months.** Directories sometimes change data on their own. A quick review keeps you trusted.

## Want the whole system?

The AI Search Visibility Kit covers everything for local service businesses: a 25-prompt audit, copy-paste schema, page templates, a review plan and a 30-day roadmap.

**Get the kit at citedbyhq.pages.dev** $29, instant download