Local Citation Audit Checklist

Ensure your business information is consistent and accurate across all online directories.

Based on Local Citation Audit Case Study 2025 Colorado Success by Casey's SEO

1. Discovery Process: Finding All Citations

Identify every online mention of your business before starting cleanup.

- ■ Scan major directories (Google My Business, Yelp, Bing Places).
- ■ Search industry-specific directories relevant to your business.
- ■ Locate listings on local Colorado directories and chamber of commerce sites.
- ■ Check review sites and social media platforms for business mentions.
- ■ Investigate data aggregators (e.g., Acxiom, Infogroup, Localeze).
- ■ Identify secondary directories that pull information from major platforms.
- ■ Find old social media profiles with outdated business information.
- ■ Document all discovered citations and variations of business information.

2. Consistency Analysis: Identifying Data Issues

Analyze the collected data for inconsistencies in Name, Address, and Phone (NAP).

- ■ List all variations of your business name found online.
- ■ Document all different phone numbers associated with your business.
- ■ Record all address variations and outdated locations.
- ■ Note discrepancies in business hours across different platforms.
- ■ Compare your business information with competitor listings.
- ■ Identify duplicate listings on platforms like Google My Business and Yelp.
- ■ Check for missing essential information on key directory sites.

3. Standardization and Cleanup: Correcting Information

Standardize your business information and update all conflicting entries.

- ■ Determine the single, official version of your business name.
- ■ Select and document the standardized format for your address (e.g., USPS preferred).
- ■ Choose and document the primary phone number format.
- ■ Ensure consistent formatting for website URLs (www vs. non-www).
- ■ Update all business hours to reflect current operations.
- ■ Verify and update business licensing information where applicable.
- ■ Systematically update or claim listings to reflect standardized NAP data.

4. Strategic Directory Additions: Filling Gaps

Add your business to important directories where you are currently missing.

- Identify high-authority and trustworthy directories.
- Prioritize directories with strong local relevance to your service area.
- Add your business to relevant Colorado-specific directories.
- List your business on local chamber of commerce websites.
- Join industry association directories.
- Ensure new listings use the standardized NAP information from the start.

5. Avoiding Common Citation Audit Mistakes

Learn from common errors to ensure a thorough and effective audit.

- Do not rush the discovery process; find all citations first.
- Avoid inconsistent formatting choices for addresses and phone numbers.
- Do not ignore local regulatory or licensing requirements.
- Resist the urge to only fix the most obvious citation problems.
- Ensure you are checking data aggregators and secondary directories.

6. Maintaining Clean Citations: Ongoing Efforts

Implement systems to keep your citation data accurate long-term.

- Schedule monthly checks of major citations (Google My Business, Yelp).
- Monitor review sites for business information accuracy.
- Create and maintain a master document with standardized business information.
- Establish a protocol for adding new citations consistently.
- Regularly check for new duplicate listings.
- Review citation health scores if available.

7. Measuring Citation Audit Success

Track key metrics to understand the impact of your citation cleanup.

- Monitor local search ranking improvements for target keywords.
- Track appearance in Google Maps 3-pack results.
- Measure visibility for voice search queries.
- Analyze increases in customer contact metrics (calls, form submissions).
- Observe improvements in customer experience and trust.
- Note the percentage increase in new customer inquiries.
- Evaluate the effectiveness of other marketing efforts post-audit.

Resources & Further Reading

Use these pages while working through the checklist:

- Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

- Find Your Local Results

https://caseysseo.com/

- 2025 Google Business Profile Algorithm Changes Colorado Springs – Casey's SEO

https://caseysseo.com/2025-google-business-profile-algorithm-changes-colorado-springs/

- Colorado Springs Local SEO Company

https://caseysseo.com/colorado-springs-local-seo/

- Google Maps Optimization Colorado Springs

https://caseysseo.com/colorado-springs-google-maps-optimization/

- About Casey's SEO

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Consistent citations are the foundation for local search success.