

Fix Your Business Listings

One name, one address, one phone number — identical everywhere.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
1–2 hours, plus follow-up	Free	Easy but tedious	nap_consistency

WHAT WE MEASURED

We compared your business name, address, and phone number across public sources and counted the inconsistencies.

WHY IT MATTERS

When your details disagree across the internet, two things happen. Search engines lose confidence that a single business exists, which weakens the "prominence" signal Google uses for local ranking. And more concretely: **AI assistants, Siri, and voice search read these databases, and when they disagree, your customer gets a disconnected phone number.**

The word to internalize is **identical**, not "correct." Suite 200 and Ste 200 and #200 are three different addresses to a machine. (555) 123-4567 and 555.123.4567 are two different phone numbers.

Pick one exact format and use it literally everywhere — including in your website footer and your structured data.

FIX IT YOURSELF

1 Decide your canonical format

Whatever your **Google Business Profile** says is now the master copy. Write it down exactly:

Name: _____
 Street: _____
 City/ST: _____
 ZIP: _____
 Phone: _____

Every other listing gets changed to match this. Not the other way around.

2 Claim and verify Google Business Profile

Go to <https://business.google.com/create> — or find your business on Google Maps and click "Claim this business."

If someone else already claimed it, request access. Google emails the current owner, who has 7 days to respond. If they don't, you can proceed.

Verification methods — Google decides which you're offered:

- **Video recording** (most common now) — one unbroken video showing your location and street signage, then proof you're at the business (branded equipment, inventory, tools), then proof you manage it (access to a locked area, business mail, your POS). Reviewed within **5 business days**.
- **Live video call** — same evidence, in real time.

- **Phone or text** — you must answer directly. Auto-attendants fail this.
- **Postcard** — arrives within 14 days, expires after 30. **Do not edit your business details while waiting** — that invalidates the code.

Video verification tips: film in one continuous take, show exterior signage and a nearby street sign in the same shot, then walk inside. Service-area businesses: film your branded vehicle, your license and insurance documents, and your equipment. First-attempt rejections are common — you can reapply.

3 Fix the four other platforms that matter

All free, all worth an hour:

PLATFORM	WHERE
Bing Places	bingplaces.com
Apple Business Connect	businessconnect.apple.com
Yelp for Business	biz.yelp.com
Facebook Page	facebook.com

Apple Business Connect is the one everyone forgets. It's free and it feeds Apple Maps, Siri, and Spotlight — meaningful iPhone reach.

4 Hunt down the stale listings

This is the part that actually finds problems. Search Google for each of these, **in quotes**:

- "555-123-4567" — then again as "(555) 123-4567" and "555.123.4567"
- "Your Business Name" plus your city
- "1234 Main St" plus your city
- **Your old phone number**, if you ever changed it
- **Your old address**, if you ever moved

Old numbers and old addresses are the usual culprits. Every result is a listing to fix.

Free scanners worth running as a starting point: moz.com/products/local/check-presence. Verify anything it flags by hand — these tools produce false positives.

5 Fix each one

Most platforms have a "Claim this business" or "Suggest an edit" link. Work through your list.

Keep a simple spreadsheet: Platform | URL | Name shown | Address shown | Phone shown | Fixed? | Date.

Duplicate Google listings: report them at support.google.com/business/troubleshooter/2690129

CHECK YOUR WORK

- ☐ Your Google Business Profile is verified.
- ☐ Bing, Apple, Yelp, and Facebook all show the identical name, address, and phone.
- ☐ Searching your old phone number returns nothing current.
- ☐ Your website footer matches exactly.
- ☐ Your structured data matches exactly.

COMMON MISTAKES

- **Formatting differences count.** St vs Street, Ste vs Suite, dashes vs dots.
- **A home address showing publicly** if you don't receive customers there. Remove it — see the *Set Your Service Area* guide.
- **Paying a citation-building service before fixing the top five.** Aggregators increasingly pull from Google and Apple anyway, so fixing the source often propagates on its own.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Google Business Profile verification: support.google.com/business/answer/7107242

Bing Places: bingplaces.com

Apple Business Connect: businessconnect.apple.com