

Get Listed Online Information Checklist

As a business owner, you have some control over what consumers see online about your business. Use this checklist to organize your information and claim your listings on search engines and specialty sites so that when potential customers are looking for your business or type of business they will find you.

Step 1 – Gather Information

Complete your information below as you would like it to appear online.

Business Name

Business Employer Identification Number

Address

City, State, Zip

Business Phone

Main phone number for this listing

Business Owner Name

Optional, but recommended

Number of Locations

Optional, but recommended

Website or Social Media Page

Optional, but recommended

Tag Line

Optional, but recommended

Business Category

Optional, but recommended

Business Description (maximum 100 words)

Optional, but recommended

Have a logo or photo of your business?
If so, include it with your listings!

Step 2 – Search Your Listings

Visit www.yext.com* and enter your business name, business phone number, and your name in the fields provided. Now, run the scan by clicking "Scan Now."

You can also see where you are listed online at: moz.com/local and click "Check My Listing".

These free tools will search the Internet for your business listings. The results will show how your business information appears on each site tested. Ideally, you want your information to be correct and consistent on each site.

Continue to Step 3. You will return to this list later, so make sure that you hold on to it.

*Note www.yext.com charges a fee when registering for its premium services. Registration is not necessary to complete the steps above.

Step 3 – Get Listed

There are hundreds of websites providing business listings. Below are 10 of the most popular. Your results from Step 2 will show how your business is currently described on each. Use your information from Step 1 to complete www.yext.com listings (this is free). Once complete, return to Step 2 to work on your other listings.

Google My Business	www.google.com/business
Bing	www.bingplaces.com
Yahoo Local	www.smallbusiness.yahoo.com/local-listings/basic-listing
Express Update (by Reference USA)	www.expressupdate.com/expressupdateusa
Merchant Circle	www.merchantcircle.com/signup?utm_medium=signup&utm_source=getstarted
Trip Advisor	www.tripadvisor.com/owners
YellowPages	www.yp.com
Manta	www.manta.com
Data by Acxiom	www.mybusinesslistingmanager.myacxiom.com
Yelp	www.biz.yelp.com