

Branch NAP Launch Check

The DIY version of our NAP Consistency Auto-Scan — checked once at launch, plus a rotating spot-check, not a growing matrix.

Checking every branch against every directory, every time, is a check that gets heavier as you grow until nobody does it. This works differently: check each branch properly once, at launch, then only spot-check a rotating sample afterward — the effort stays fixed instead of scaling with your branch count.

At launch — run this once for the new branch

Directory	Claimed?	Name/address/phone match the standard?
Google Business Profile		
Bing Places		
Apple Business Connect		
Facebook Page		
Property portals (Rightmove, Zoopla, OnTheMarket)		
General directories (Yell, Thomson Local)		

Ongoing — rotating spot-check

Each quarter, pick 2-3 branches (rotate through the full list over the year, oldest-checked first) and re-run the table above for just those. Over a year, every branch gets re-checked without any single quarter requiring a full-network audit.

Quarter	Branches spot-checked	Issues found
Q1		
Q2		
Q3		
Q4		