

Listing Data Format Template

The standard spec for how every branch's data gets formatted — decided once, before branch two, not during.

Inconsistent formatting — "St." vs "Street", "Ltd" included on some listings and not others — is one of the most common, most avoidable sources of NAP mismatches across a branch network. Deciding the exact format once removes the ambiguity that causes it.

The standard (fill this in once, for your business)

Field	Your standard format	Example
Business name format		[Business Name] — [Branch Town] (e.g. "Reyse — Solihull")
Address format		Full street type spelled out ("Street" not "St."), no abbreviations
Phone number format		+44 or 0 format — pick one and use it everywhere
Hours format		Full or abbreviated? ("Monday" vs "Mon") — pick one
Services list		Exact list of services this branch actually offers, in the same order every time

Once this is filled in, it becomes the reference every branch launch copies from — see the New Branch Directory Claim Checklist and Branch Schema Template Kit, both of which assume this standard already exists.