

NAP Consistency Tracker

Name, Address, Phone — the same everywhere, checked directory by directory.

"NAP" stands for Name, Address, Phone — the three details search engines cross-reference across the web to confirm you're a real, established, consistent business. Even small mismatches (a missing "Ltd", an old phone number left on one directory) quietly undermine that trust.

Go through each row below: confirm you're claimed on that platform, and that all three details match your Google Business Profile exactly. Note anything that doesn't.

Directory	Claimed?	Name matches?	Address matches?	Phone matches?	Notes
Google Business Profile					
Bing Places					
Apple Business Connect					
Facebook Page					
Rightmove					
Zoopla					
OnTheMarket					
PrimeLocation					
Yell					
Thomson Local					
FreeIndex					
Trustpilot					
allAgents					
The Property Ombudsman (if member)					
Local Chamber of Commerce					

Re-check every 6 months, and any time you move office, change your phone number, or rebrand — that's when mismatches actually get created.