

New Branch Directory Claim Checklist

Every directory claimed on day one — not “eventually,” which is how gaps quietly become permanent.

An unclaimed directory listing for a new branch doesn't stay empty — it often gets auto-generated with incomplete or wrong data by the directory itself, which is harder to fix later than claiming it correctly from day one.

Search & maps — claim first

- ☐ Google Business Profile
- ☐ Bing Places
- ☐ Apple Business Connect

Property portals

- ☐ Rightmove
- ☐ Zoopla
- ☐ OnTheMarket
- ☐ PrimeLocation

General directories

- ☐ Yell
- ☐ Thomson Local
- ☐ FreeIndex

Review platforms

- ☐ Trustpilot
- ☐ Facebook Page
- ☐ allAgents

Use the exact same name, address, and phone format across all of them — the Listing Data Format Template has the standard to copy from, so this is paste-and-claim, not a fresh decision each time.