



HOME INSPECTOR HELP
FROM STARTUP TO RETIREMENT



COMPREHENSIVE CHECKLIST FOR IDENTIFYING NAP MISMATCHES



DOCUMENT YOUR CORRECT NAP INFORMATION:

- Confirm the legal name of your business for consistency.
- Use a standardized format for your business address (consider USPS format).
- Choose a primary business phone number and stick with it across all platforms.
- Include your business website URL for cross-referencing.
- Keep a digital and physical copy of this documented NAP information.



AUDIT YOUR ONLINE PRESENCE:

- Create a list of all platforms where your business is present.
- Include both major platforms and smaller, local directories.
- Don't overlook industry-specific directories and networks.
- Keep this list updated as you add your business to new platforms.
- Prioritize platforms based on their visibility and traffic.



PERFORM MANUAL SEARCHES:

- Search your business name on Google to find listings and directory entries.
- Check the first few pages of search results for any unknown listings.
- Look for variations of your business name to find unexpected entries.
- Use different search engines like Bing for a thorough search.
- Conduct searches for your phone number and address separately to find mismatches.



USE ONLINE TOOLS AND SERVICES:

- Utilize tools like Moz Local, BrightLocal, or SEMrush for NAP audits.
- Compare the results from different tools for comprehensive coverage.
- Take note of any discrepancies these tools highlight.
- Use these tools to monitor changes over time.
- Consider periodic audits with these tools as part of regular maintenance.



CHECK SOCIAL MEDIA PROFILES:

- Review the 'About' or 'Contact' sections on all your social media pages.
- Ensure that even casual mentions of your NAP in posts are accurate.
- Update your NAP information in case of any changes to your business.
- Regularly check these platforms as part of your social media strategy.
- Monitor comments or messages for any confusion related to your NAP.



REVIEW INDUSTRY-SPECIFIC PLATFORMS:

- List out all real estate and home inspection-related platforms you use.
- Check your listings on these platforms carefully.
- Update your NAP details immediately if you find any inconsistencies.
- Engage with the platform's community to stay updated on any changes.
- Monitor your inbox for queries or corrections from these platforms.



INSPECT LOCAL BUSINESS DIRECTORIES:

- Identify local directories specific to your business area.
- Manually check your listings on these sites.
- Keep an eye out for auto-generated listings that might have incorrect information.
- Contact directory owners for corrections if needed.
- Regularly revisit these sites to ensure information remains correct.



REGULAR UPDATES AND CHECKS:

- Schedule a regular (e.g., quarterly) check of your online NAP information.
- Update your business information promptly if there are any changes.
- Re-verify information on major platforms after any update.
- Keep a log of when and where updates are made.
- Treat this as a routine part of your digital marketing and SEO strategy.



ENGAGE WITH CUSTOMER REVIEWS:

- Read through customer reviews for any mention of incorrect contact details.
- Respond to reviews that mention any NAP inconsistencies.
- Encourage customers to notify you of any discrepancies they notice.
- Use feedback from reviews to improve the accuracy of your listings.
- Keep track of platforms where customers frequently report issues.



RECORD KEEPING:

- Maintain a spreadsheet or database of all the platforms with your NAP.
- Record the date of the last update next to each platform.
- Use this record to track your progress and plan future audits.
- Keep backup copies of this record for security.
- Regularly update this record as part of your administrative routine.




RESPOND TO NAP INCONSISTENCY ISSUES:

- Contact platform support teams immediately for NAP corrections.
- Follow up regularly until the changes are implemented.
- Keep a record of correspondence related to these changes.
- Check the platform post-update to ensure the changes are correct.
- Develop a template or script for requesting NAP changes to streamline the process.



MONITOR LOCAL SEO PERFORMANCE:

- Keep track of your local search rankings on a regular basis.
- Note any correlation between NAP corrections and SEO improvements..
- Use tools to monitor local search performance over time.
- Adjust your local SEO strategy based on these insights.
- Celebrate improvements as a sign of successful NAP management.

A vertical chalkboard graphic on the left side of the page. It features three interlocking gears at the top, the text 'WWW' in the middle, and a lightbulb at the bottom. The text 'nt' is also visible at the very bottom of the chalkboard.

By thoroughly following each step and maintaining detailed records, home inspectors can effectively identify and rectify any NAP mismatches, thereby improving their online credibility and local SEO performance.