

Citation Checklist

Set Up Your Campaign with the Right Tools

- **Utilize Citation Tracking Tools:** Tools like BrightLocal, Yext or SEMrush Local are invaluable for monitoring your current citations and identifying inaccuracies in your NAP (Name, Address, Phone number) data. They also enable competitive analysis by uncovering where your competitors are listed.



Build and Expand Your Citations

- **Build New Citations:** Prioritize establishing citations on relevant local business directories and sites depending on you. Remember, the quality and reliability of the service may impact cost, but it's an investment in your visibility.

Competitive Intelligence

- **Spy on Competitors' Citations:** Analyze where your competitors are listed to identify potential citation sources for your business. This insight can guide your citation strategy and uncover new opportunities.

Prioritize Top Directories

Place focus on HVAC related directories such as:

- **Better Business Bureau**
- **Yelp**
- **Google**
- **Angi**
- **Yahoo**
- **HomeAdvisor**
- **Bing**
- **Facebook**
- **Houzz**
- **Nextdoor**

Think about all the places you could possibly get a lead from and see if your directory tool has that platform in their integrations. If not, a little manual work never hurt anyone.



Maintain Accuracy Across the Web

- **Update Existing Citations and Fix NAP Errors:** Regularly review and update your business information across all listings, especially if any details change. Consistency is key to maintaining trust and ensuring your business is easy to find.