

LOCAL SEO NAP CHECKLIST

Law Firm Edition — Keep your Name, Address and Phone details accurate and consistent across the web.

N — NAME

Use the official business name consistently.

A — ADDRESS

Use the complete, current local address.

P — PHONE

Use the primary local business phone number.

Directory-by-Directory Audit

Directory / Platform	NAP matches website?	Name	Address	Phone	Needs update?	Notes
Google Business Profile	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Bing Places	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Apple Maps	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Yelp	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Yellow Pages	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Facebook Business	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Avvo	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Justia Lawyers	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
LinkedIn Company Page	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Local Chamber of Commerce	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
BBB (Better Business Bureau)	☐ Yes ☐ No	☐	☐	☐	☐ Yes	
Industry / Niche Directories	☐ Yes ☐ No	☐	☐	☐	☐ Yes	

Quarterly review: Recheck your listings after office moves, phone-number changes, rebranding, new directory profiles, or changes to your Google Business Profile. Fix inconsistencies promptly.

NAP Audit — Action Notes

Use this page to record corrections, owners and follow-up dates during your quarterly local SEO review.

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Quarterly Sign-Off

Audit completed by: _____	Review date: _____	Next review: _____
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Local SEO reminder: Consistent business information supports trust and helps search engines connect your firm with the right local searches.