

AI VISIBILITY · CHECKLIST

Listing Consistency Checklist

AI assistants trust a business when every source describes it the same way. Set your facts once, then make every listing match them exactly.

I. Your master record

Write each fact once, exactly as it should appear everywhere. Copy from this table every time you update a listing. Never retype from memory.

Field	Your exact version	Rule
Business name		Your real name only. No added keywords or cities.
Street address		Pick one format for the suite ("Suite 104" or "#104") and never vary it.
City, state, ZIP		
Main phone		One primary number. Use it on every listing.
Website URL		One version: https, with or without www, never both.
Hours		Include lunch closures and holiday hours.
Primary category		The most specific category that fits, e.g. "Medical spa," "Cosmetic dentist."
Secondary categories		Only services you actually offer.
One-sentence description		Who you are, what you do, who you serve, where. Same sentence everywhere.
Core services		The 3 to 6 services you want to be known for.
Booking link		
Year founded		
Owner or lead provider		Full name and credentials.

Example description: "[Business] is a [business type] in [city], [state], known for [core service] for [audience]."

2. Where to update

Work top to bottom. The first group matters most because AI assistants and maps apps read these directly.

Core listings: do these first

- ☐ Google Business Profile (feeds Google Search, Maps, Gemini and AI Overviews)
- ☐ Apple Business Connect (Apple Maps and Siri)
- ☐ Bing Places for Business (Bing and Microsoft Copilot)
- ☐ Yelp
- ☐ Your website: footer, contact page and structured data
- ☐ Facebook page
- ☐ Instagram bio and contact button
- ☐ LinkedIn company page and the owner's profile

Industry directories: the ones that fit you

- ☐ **Medspas:** RealSelf, and any manufacturer "find a provider" locators you qualify for
- ☐ **Dental:** Healthgrades, Zocdoc, WebMD, the ADA Find-a-Dentist directory, and your insurance network directories
- ☐ **Real estate:** Zillow, Realtor.com, Homes.com and your brokerage profile
- ☐ **Consultants and founders:** LinkedIn, speaker or podcast guest pages, and association member directories

Local and trust sources

- ☐ Nextdoor business page
- ☐ Better Business Bureau
- ☐ Your local Chamber of Commerce directory
- ☐ Any "best of" list or local article that already mentions you (ask them to correct outdated details)

Data sources that feed smaller directories

- ☐ Data Axle
- ☐ Foursquare

Correcting these once fixes many small directories downstream.

3. What to check on every listing

- ☐ Name matches the master record exactly, with no added keywords
- ☐ Address and suite format match exactly
- ☐ Phone matches your main number
- ☐ Website link goes to the same URL version
- ☐ Hours are current, including holiday hours
- ☐ Primary category matches
- ☐ Description uses your one-sentence description
- ☐ Core services are listed
- ☐ Photos are current: exterior, interior, team
- ☐ The listing is claimed, with login access saved under a shared business email
- ☐ Duplicate or outdated listings are reported or closed

Common mistakes that confuse AI

- **An old address still live** on one directory after a move.
- **Two phone numbers**, usually a personal cell or a call-tracking number on some listings.
- **Keywords in the business name**, like "Glow Medspa Best Botox Laguna." It looks like a different business, and it breaks Google's guidelines.
- **A different description on every platform**. AI can't tell which version is true.
- **Listings claimed by a former employee or agency** that nobody can log into.

How long it takes

Plan two to three hours for the core listings and a few minutes for each directory. Some platforms take days to approve changes, so start with Google and Apple.

Want to know which of these AI is actually using for your business? The free [AI Visibility Snapshot](#) shows the sources AI cites when it recommends someone in your market.