

SEO & Search Strategy / Local SEO

Identify local citation opportunities, check existing citation accuracy (NAP consistency), and prioritize high-authority directories.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Local Citations, NAP Consistency, Directory Management

Updated: May 2026

Why This Prompt Exists

Most local businesses have inconsistent citations across the web — hurting local rankings.

You get:

- NAP (Name, Address, Phone) inconsistencies across directories
- missing citations on important local platforms
- duplicate listings competing with each other
- old or closed locations still listed
- wasted authority from low-quality directories

But citations are not optional.

They are a top local ranking factor.

- Core directories: Google, Yelp, Bing, Apple Maps, Facebook
- Industry directories: niche-specific platforms
- Local directories: chamber of commerce, city guides
- Data aggregators: Infogroup, Acxiom, Localeze

Without citation consistency, Google can't trust your business data.

This framework forces AI to audit and build local citations.

The Prompt

Assume the role of a local citation specialist who builds and audits NAP consistency.

Your task is to identify citation opportunities and audit existing citations.

Generate:

1. NAP CONSISTENCY CHECK
 - Your business NAP (Name, Address, Phone)
 - Variations to avoid
2. CORE DIRECTORY LIST (10-15 platforms)
 - Priority order
 - Action status (create/claim/update)
3. INDUSTRY-SPECIFIC DIRECTORIES (5-10)
 - Niche platforms
 - Submission instructions
4. LOCAL DIRECTORIES (3-5)
 - Chamber of Commerce
 - City business guides
 - Local news sites
5. DATA AGGREGATORS (3-4)
 - Infogroup, Acxiom, Localeze, Factual

- How to update

6. CITATION AUDIT CHECKLIST

- What to check on each listing
- NAP verification, hours, categories, photos

7. DUPLICATE LISTING HANDLING

- How to find duplicates
- How to remove or merge

INPUTS:

Business Name (exact legal name):

[INSERT]

Business Address (street, city, state, zip):

[INSERT]

Phone Number (primary local number):

[INSERT]

Website URL:

[INSERT]

Primary Business Category:

[INSERT]

Service Area (if applicable):

[DESCRIBE]

Existing Citations (if known):

[LIST OR "UNKNOWN"]

RULES:

- NAP must be identical across all citations (same spelling, abbreviations)
- Core directories: claim and complete 100%
- Industry directories: prioritize highest authority first
- Local directories: focus on your specific city
- Data aggregators: update once (they distribute widely)
- Audit citations quarterly for changes
- Remove or redirect duplicate listings

How To Use It

- Start with core directories (Google, Yelp, Bing, Apple, Facebook).
- Ensure NAP is identical everywhere (no variations).
- Claim unclaimed listings (prevents unauthorized edits).
- Update data aggregators once (they feed 50+ directories).
- Audit citations quarterly using a citation tool.

Example Input

Business Name: Austin Plumber Pros

Business Address: 123 Main Street, Austin, TX 78701

Phone Number: (512) 555-0123

Website URL: austinplumberpros.com

Primary Business Category: Plumbing, residential and commercial

Service Area: Austin metro area (30-mile radius)

Existing Citations: Google, Yelp, Facebook (claimed); Nextdoor, Bing (unclaimed); Angi (incorrect address)

Why It Works

Most local businesses have citation inconsistencies.

This framework improves outcomes by forcing:

- NAP consistency check (accuracy)
- core directory prioritization (high impact)
- industry-specific directories (relevance)
- citation audit checklist (quality control)
- duplicate handling (cleanup)

Great citation management doesn't just build listings — it ensures Google trusts your business data.

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