MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Citation audit and link plan

Lesson: Directories, citations and links · about 15 minutes

Clean up what the web says about you, then plan where your next links will come from.

Your business (name, service, main city):

1. Write your master record: exact business name, address or service area, phone, website format, categories and a 160-character description.

2. Search your business name and phone number. List the first ten listings you find and note any that are wrong or outdated.

3. For one paid directory or marketplace you use or are considering, calculate cost per extra inquiry and cost per extra booking under a cautious and an optimistic assumption.

4. **Name five venues, vendors, associations or community groups that could genuinely link to your site, and what you will offer or ask each one.**

5. **List any awards or badges you display. For each, note who gave it, whether it was paid for, and how you will describe it accurately.**

Check: can you now

- Create a master business record and audit your existing citations for consistency
- Decide which directories and wedding platforms deserve your time or money using cost per inquiry
- Plan five honest link opportunities from venues, vendors, associations and local media

One change you will make this week