

Local SEO & AEO Checklist: Where to Start With Online Listings

- ☒ The next section lists the top ten online listings to focus on and explains their impact on Answer Engine Optimization and traditional Local SEO
- ☒ After that, we'll provide step-by-step instructions on how to check whether you have existing listings and claim and update them if you do, or create listings from scratch if you don't.

Top 10 Business Platforms for Local SEO and AEO

1. Google Business Profile (GBP)

SEO Impact: Foundational to local SEO, influencing visibility in Google Maps, the local Map Pack, and localized search results.

AEO Impact: Provides business information, operating hours, attributes, and customer reviews that can help inform Google AI Overviews and Gemini responses to local recommendation queries.

2. Apple Business Connect (Apple Maps)

SEO Impact: Supports visibility across Apple Maps, iOS, Mac, and CarPlay, reaching users conducting high-intent local and navigation searches.

AEO Impact: Supplies business information to Apple Maps and supports the accuracy of local business details surfaced through Siri and Apple's intelligence features.

3. Bing Places for Business

SEO Impact: Powers business listings in Bing Maps and Bing search results, including relevant Microsoft-powered search experiences.

AEO Impact: Supports the accuracy of business information surfaced through Microsoft Copilot and other experiences that draw on Bing's search index and local business data.

4. Yelp

SEO Impact: Frequently ranks prominently in Google results for local and category-specific searches, providing additional business visibility, customer reviews, and discovery opportunities.

AEO Impact: Customer reviews and business descriptions provide contextual information about service quality, customer experiences, and business attributes that AI systems may use when evaluating or recommending businesses.

Top 10 Business Platforms for Local SEO and AEO

8. Better Business Bureau (BBB)

SEO Impact: Provides an additional business profile, brand visibility, and a platform for customer reviews and business credibility signals.

AEO Impact: Business verification, accreditation status, complaint history, and customer feedback can help consumers and potentially AI systems assess a company's credibility.

9. Neustar Localeze

SEO Impact: Acts as a local business data provider, helping distribute and standardize business name, address, phone number (NAP), and other core listing information across participating directories and platforms.

AEO Impact: Consistent, structured business data can help reduce ambiguity about a company's identity, location, and operating details, supporting accurate information across search and answer experiences.

10. Data Axle

SEO Impact: Maintains a large business database and distributes business information to search engines, directories, publishers, and other data partners. Accurate listings help reinforce consistent business information across the local search ecosystem.

AEO Impact: By supplying standardized business data to downstream platforms, Data Axle can help improve the consistency of information available to search engines and AI-powered answer systems.

Top 10 Business Platforms for Local SEO and AEO

5. Nextdoor Business Page

SEO Impact: Establishes a presence on a neighborhood-focused platform where residents discover local businesses and share recommendations.

AEO Impact: Publicly accessible business profiles and community discussions may provide additional context about a business's local presence, services, and reputation.

6. Foursquare

SEO Impact: Distributes location data through its business and enterprise data products, helping support accurate business information across participating third-party platforms and location-based services.

AEO Impact: Foursquare's location-intelligence data and APIs support mapping applications and other platforms that need structured information about physical places.

7. LinkedIn Company Page

SEO Impact: Establishes an authoritative branded presence in search results, particularly for B2B companies and professional service providers.

AEO Impact: Provides information about a company's identity, services, industry, leadership, and professional presence that AI systems may use to validate business details and answer B2B-related questions.

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Local SEO & AEO Checklist: How to Claim, Update, or Create Your Agency Listings

- ☒ For each of the 10 platforms coming up next, the goal is to help you determine whether your agency already has a listing, claim or update it if it exists, or create one if it doesn't.

- ☒ **Before you begin:** Gather your agency's exact business name, physical address, main phone number, website URL, business email, logo, and regular business hours. Use consistent information across platforms. If your agency has multiple locations, check each location separately.

- ☒ **One important rule:** Don't create a duplicate listing just because you can't manage the existing one. First investigate whether it already exists and follow the platform's ownership or verification process.

Before You Begin Checklist:

- ☒ exact business name
- ☒ physical address
- ☒ main phone number
- ☒ website URL
- ☒ business email
- ☒ logo
- ☒ regular business hours

1. Google Business Profile

<https://business.google.com/>

☒ Start here — highest priority

Official portal: Google Business Profile

<https://business.google.com/>

Google provides separate workflows for claiming an existing profile, adding a new one, and requesting access to a profile managed by someone else.

☒ Check whether your agency is listed

1. Open Google Maps: <https://maps.google.com/>
2. Search your agency's name and city. Repeat using your phone number and street address.
3. Check for duplicate profiles, outdated addresses, old agency names, and separate office locations.

☒ If a listing already exists

1. Open Google Business Profile: <https://business.google.com/>
2. Search for your agency and select the matching profile.
3. If it is unclaimed, select the option to claim or manage it and complete Google's verification process.
4. If someone else owns it, use the request ownership process: <https://support.google.com/business/answer/4566671>
5. Once access is granted, update the business category, description, website, phone, hours, services, photos, and other available details.

☒ If no listing exists

1. Visit <https://business.google.com/add>
2. Select the option to add your business.
3. Enter your agency's information and follow the verification steps.
4. Follow Google's eligibility and address rules. Do not create a profile for a virtual office or an ineligible location.

2. Apple Business Connect

Official portal: **Apple Business Connect**

<https://businessconnect.apple.com/>



Check whether your agency is listed

1. Open Apple Maps: <https://maps.apple.com/>
2. Search your agency's name, city, phone number, and address.
3. Check that the correct office appears and that its contact information is accurate.



If a listing already exists

1. Sign in to Apple Business Connect:
- <https://businessconnect.apple.com/> with an Apple Account.
2. Search for the business or location in the management interface.
3. Select the matching location and follow the ownership verification process.
4. Once verified, update the business name, category, address, phone, website, hours, and available photos or other business details.



If no listing exists

1. Sign in to Apple Business Connect.
2. Choose the option to add a business or location.
3. Enter the agency's details and associate the location with the correct brand, if applicable.
4. Complete Apple's verification process and review the published listing in Apple Maps.

For agencies with multiple offices, manage each eligible location under the correct business organization rather than creating unrelated duplicate brands.

3. Bing Places for Business

Official portal: [Bing Places for Business](https://www.bing.com/forbusiness)

<https://www.bing.com/forbusiness>

☒ Check whether your agency is listed

1. Open Bing Maps: <https://www.bing.com/maps>
2. Search your agency's name and city.
3. Compare the displayed address, phone, website, and hours against your official information.

☒ If a listing already exists

1. Sign in to Bing Places for Business.
2. Search for your agency and select the matching location.
3. Claim the listing and complete verification.
4. Correct any inaccurate information and complete available fields.

☒ If no listing exists

1. Sign in to Bing Places.
2. Search for the agency within the management interface before adding anything.
3. If no matching result exists, select the option to create a new business.
4. Enter the agency's details, choose the appropriate category, and complete verification.

- ☒ **Time-saving tip:** Bing Places supports importing eligible business information from Google Business Profile. Review the imported information carefully before confirming it.

4. Yelp

Website: <https://www.yelp.com/>

Official portal: Yelp for Business
<https://biz.yelp.com/>

☒ Check whether your agency is listed

1. Search your agency's name and city on Yelp:
<https://www.yelp.com/>
2. Check for variations of your name, former office locations, and listings associated with your phone number.
3. Review the category, address, website, and customer reviews.

☒ If a listing already exists

1. Go to Yelp for Business:
<https://biz.yelp.com/>
2. Search for your business and select the matching listing.
3. Follow the prompts to claim the page and verify your affiliation.
4. Update your contact details, business description, categories, hours, and photos where available.
5. Review customer feedback and respond using Yelp's business tools.

☒ If no listing exists

1. Use Yelp for Business to find its option for adding a business.
2. Enter your agency's name and location.
3. Complete the submission and any verification steps.
4. Check the published listing for accuracy.

- ☒ **Note:** Follow Yelp's guidelines on business categories and reviews. Don't solicit reviews in ways prohibited by the platform.

5. Nextdoor Business Page

Official portal: Nextdoor for Business

<https://business.nextdoor.com/>

☒ Check whether your agency is listed

1. Sign in to Nextdoor: <https://nextdoor.com/> or open its website.
2. Search for your agency in the business directory, where available.
3. Search the agency name and address and check for existing business recommendations.
4. Confirm that the listing represents the correct office.

☒ If a listing already exists

1. Visit Nextdoor for Business: <https://business.nextdoor.com/>
2. Sign in and look for the option to claim or manage an existing business page.
3. Search for your agency and select the matching listing.
4. Follow the available ownership verification steps.
5. Update the business information, categories, contact details, website, and other available profile fields.

☒ If no listing exists

1. Sign in to Nextdoor and navigate to the business section, or start from its business portal.
2. Select the option to create or add a business page.
3. Enter the agency's details and complete any required verification.
4. Review the page and make sure it accurately represents the agency.

Nextdoor's interface and eligibility requirements may vary. If the claim or creation option is not visible, use the help options in the business portal.

6. Foursquare

<https://foursquare.com/>

Business portal: Foursquare

Business data services: Foursquare for Business

<https://business.foursquare.com/>

Foursquare is somewhat different from consumer-facing directories. Its current business offerings emphasize location data and enterprise services, so a traditional self-service profile may not be available for every business.

☒ Check whether your agency is listed

1. Search your agency's name and city on Foursquare, where consumer place search is available. Check the address and other place details. Search the agency's phone number and former business name if necessary.

☒ If a listing already exists

1. Visit Foursquare's business website:
<https://business.foursquare.com/>. Review the available business data or listing management options. If a self-service claim option is offered for your location, follow its verification process. If not, use the available support or contact channel to request a correction to the business record.

☒ If no listing exists

1. Check Foursquare's current business services to determine whether direct submission is available for your type of business. If a listing submission or data onboarding option is available, provide the agency's accurate information. If there is no self-service creation option, contact Foursquare to ask whether the business can be added to its location database.

Important: DON'T purchase an enterprise location-data service solely to create a basic local citation. First confirm that a suitable listing or submission process is available.

7. LinkedIn Company Page

Official portal: LinkedIn

<https://www.linkedin.com/>



Check whether your agency is listed

1. Sign in to LinkedIn.
2. Search your agency's name in the main search bar.
3. Filter results to Companies.
4. Check whether the result is an official Company Page or an automatically generated Listing Page.



If a page already exists

1. Open the existing page.
2. If it's an official Company Page, ask a current administrator to grant you admin access. If no administrator is available, use LinkedIn's help process.
3. If it's an automatically generated Listing Page, check whether you are eligible to claim it.
4. Once you have access, update the logo, cover image, website, industry, company size, description, location, and other available details.



If no page exists

1. Sign in to LinkedIn using a personal profile.
2. Open the For Business menu.
3. Select Create a Company Page.
4. Enter the agency's name, public URL, website, industry, company size, and other requested information.
5. Confirm that you are authorized to represent the agency and create the page.
6. Add your logo, description, and relevant company details.

8. Better Business Bureau (BBB)

Official portal: Get Listed on BBB

<https://www.bbb.org/get-listed>

☒ Check whether your agency is listed

1. Visit BBB's business directory: <https://www.bbb.org/search/>
2. Search the agency's name and city or ZIP code.
3. Check whether the listing represents the correct legal entity and location.
4. Review the profile, rating, contact details, and any available reviews or complaints.

☒ If a listing already exists

1. Visit BBB's listing submission and claim page: <https://www.bbb.org/get-listed>
2. Search for the existing business profile.
3. Follow the prompts to claim the free business profile or request access.
4. If the profile is managed through a business account, sign in to the BBB Business Portal: <https://www.bbb.org/business/accreditation/setting-up-your-business-profile>
5. Correct the business information and complete the available profile fields.

☒ If no listing exists

1. Start at BBB's Get Listed page:
2. <https://www.bbb.org/get-listed>
3. Search again using the exact agency name and location.
4. If no matching profile exists, submit a request to add the business.
5. Follow the local BBB's instructions for confirming your business details.

Important: A free BBB Business Profile is different from BBB Accreditation. Agencies do not need to purchase accreditation simply to request a business listing.

9. Neustar Localeze

Starting point: Localeze

<https://www.neustarlocaleze.biz/>

Localeze primarily serves as a business-data provider rather than a consumer directory. The exact self-service options may differ from those offered by Google or Yelp.

☒ **Check whether your agency is listed**

1. Visit the Localeze website.
2. Look for a business search, listing management, or data-submission option.
3. Search for the agency's name, address, and phone number if a lookup tool is available.
4. Check whether the record contains your current business details.

☒ **If a listing already exists**

1. Sign in or access the available listing management service, if offered.
2. Search for your existing business record.
3. Follow the available verification process to establish your authority to make changes.
4. Correct the name, address, phone, website, and other supported information.
5. If direct editing is unavailable, contact the provider and request a correction to the existing record.

☒ **If no listing exists**

1. Check whether Localeze currently accepts direct business submissions for your business type.
2. If it does, submit your agency's information and complete verification.
3. If it doesn't offer direct submission, ask about its current business-data submission or distribution options.

Important: Confirm that you are dealing with the current service and its actual submission process before paying a third party to manage a listing.

10. Data Axle

Official portal: Data Axle Local Listings

<https://www.data-axle.com/marketing-solutions/local-listings-management/>

Data Axle offers a Local Listings service for finding and managing business information and distributing updates to its partners. Its current site describes a free offering for businesses with 1–10 listings.



Check whether your agency is listed

1. Visit Data Axle Local Listings: <https://www.data-axle.com/marketing-solutions/local-listings-management/>. Select the option to claim or find your business. Search for the agency by name, address, and phone number.



If a listing already exists

1. Select the matching business record. Follow the verification process to establish that you represent the agency. Review the business name, address, phone, website, and hours. Submit corrections through the available management interface. Check the service's confirmation or status information to see whether the changes have been accepted.



If no listing exists

1. Use Data Axle's Local Listings service to search once more for the agency. If no matching record exists, follow the service's process to add or claim the business. Enter the agency's information and complete verification. Confirm that the new record is accurate and that distribution to participating partners has been initiated, if included in the service.