ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · LIST IN THE PROFESSIONAL-BODY DIRECTORIES

Directory tracker

A single worksheet to log every directory you should be in, its URL, and whether the listing is live and current.

01 Your professional-body directory

Only relevant if you are a member. These listings come with your membership, so a blank profile is money left on the table.

Which body's directory applies to you (ICAEW, ACCA, AAT, other)?

Your profile URL, once it is live.

Status: not started, in progress, or live and complete?

Last updated?

02 Local and niche directories

Add the ones your clients actually use. A handful of relevant listings beats a scattergun of low-quality ones.

Directory name

Profile URL

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Status

Last updated

03 Keep them consistent

The point of the tracker is to catch drift before Google does.

Does the name, address and phone match your Business Profile and website exactly?

When will you next check every listing is still correct?

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