HR CONSULTANCY LAUNCH PROGRAMME · GET LISTED IN DIRECTORIES AND PROFESSIONAL LISTINGS

Directory tracker

One worksheet to log every directory you should be in, whether you have submitted it, whether it is live, and whether the name, address and phone have been checked.

01 General directories

The broad ones most local businesses should hold: Yell, Google Business Profile, Bing Places.

Directory name

Submitted, and on what date?

Live yet? (yes / no)

Name, address and phone checked against your website?

02 Niche and local directories

The ones your buyers actually use. A few relevant listings beat a long list of low-quality ones.

Directory name

Submitted, and on what date?

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Live yet? (yes / no)

Name, address and phone checked against your website?

03 CIPD or professional-body profile

Only where the membership level you actually hold allows a public listing. Do not claim a level you are not at.

Which membership level do you hold, and does it allow a public profile?

Profile URL, once it is live.

Submitted, and on what date?

Name, address and phone checked against your website?

04 Keep them consistent

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

Does every listing match your Business Profile and website exactly?

When will you next check they are all still correct?

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