LAW FIRM LAUNCH PROGRAMME · KEEP YOUR DETAILS IDENTICAL EVERYWHERE

Name/address/phone reference

One canonical version to copy everywhere.

01 Your canonical details

Firm name, exactly as you'll write it everywhere

Down to "Ltd", "LLP" or "Solicitors" — pick one form and never vary it. [Firm Name] Ltd

Trading name, if it differs from the registered name

Full address, line by line

Building, street, town, county, postcode — same order and spelling every time. [Address]

Postcode on its own

[PO1 2AB]

Main phone number

One format, spaced the same way every time: [01234 567 890]. Don't mix in +44 or run the digits together.

Email address

[hello@yourfirm.co.uk]

PREFER THIS DONE FOR YOU?

Rather we kept your details consistent everywhere?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

Website address

With or without the www — pick one and stick to it. [https://yourfirm.co.uk]

Opening hours

The exact wording and days you'll repeat on every listing.

Search engines work out who your firm is by matching your name, address and phone across the web. When those details line up exactly, they add up to one trusted business and lift your local ranking. When a comma, an abbreviation or a phone format differs, the same firm can read as two — and your ranking signal splits. Fill this in once, then copy from it, never retype it, for every listing, your website footer and your Google Business Profile.

WE CAN DO THIS FOR YOU

Keeping every listing identical as a firm grows, moves or rebrands is fiddly, ongoing work. Setting up and maintaining consistent local listings is one of the things we do for firms. **digitalroyalty.co.uk**

02 Every place these details live

Keep this list so that when something changes, you know exactly what to update.

List every directory, listing and profile you've added

Note your website footer and contact page

Note your email signature and letterhead

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