

## Three Ways To Fix Your Online Citations

If your shop address or phone number is listed incorrectly on websites like Yelp, Yahoo or MapQuest, it can lower your search rankings. Unfortunately, your shop may be listed incorrectly on these types of sites even if you never contacted them because anyone can add your shop. Here are three ways to fix the problem.



### Update the Listings Yourself

Updating these listings yourself takes time, but it's not complicated and you can ensure it is done correctly. On many sites, once you've logged in and taken control of your listing it can't be updated again by anyone else, so it will be correct as long as you don't move.

When you find an incorrect listing:



Take ownership and change the listing



Make sure formatting is identical on all sites:  
(Ln vs Lane, Ste vs Suite)



### Pay a Service Provider

Some companies specialize in keeping your citations (also known as directory listings) up-to-date. These companies charge a monthly fee, and in many cases if you stop paying the fee your original (incorrect) listings will re-appear.

Three major companies who provide this service:

yext manta

MOZ  
LOCAL



### Hire Someone to Manually Update Them

You can also hire a person to manually update them for you. In order to "claim ownership" of some listings, you may receive a postcard with a security code and need to provide that code to the person updating your citations.

Hire someone who is:



Detailed, organized and internet-savvy



Easy to contact, so you can provide the security codes to them.

*"While 85 percent of small businesses say that it's important for them to be found on local directories, only half of these businesses have ever updated their online listings!"*

Entrepreneur Magazine



<http://www.repairshopwebsites.com>



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