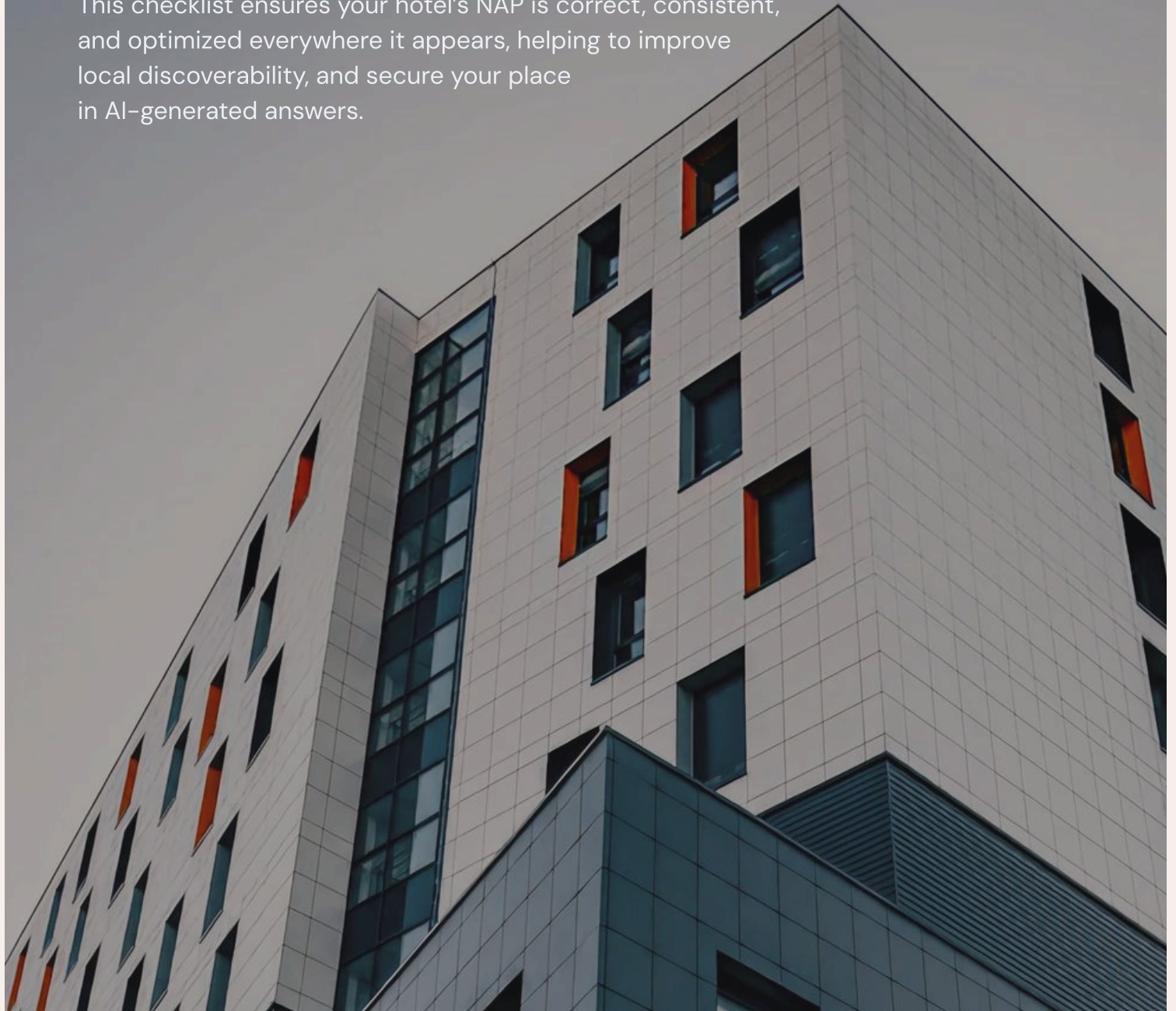


Name, Address, Phone (NAP) Audit Checklist

In today's AI-first search environment, accuracy is everything. This checklist ensures your hotel's NAP is correct, consistent, and optimized everywhere it appears, helping to improve local discoverability, and secure your place in AI-generated answers.



Name, Address, Phone (NAP) Audit Checklist

1. Master NAP Record

- ☐ Exact Business Name (as legally registered and used in marketing)
- ☐ Physical Address (consistent format, including suite/floor numbers if applicable)
- ☐ Main Phone Number (include country and area codes)
- ☐ Website URL (preferably the direct booking page)
- ☐ Primary Email Address (for guest inquiries)

2. Audit Your Core Listings

- ☐ Google Business Profile
- ☐ Apple Business Connect
- ☐ Bing Places
- ☐ Tripadvisor
- ☐ Yelp
- ☐ Facebook Business Page
- ☐ OTA listings (Booking.com, Expedia, Hotels.com, etc.)

3. Audit Extended Listings

- ☐ Local Chamber of Commerce pages
- ☐ Regional tourism websites
- ☐ Industry directories (i.e. HSMAI Boston, NEIRA members list)
- ☐ Event venue listings (i.e. The Knot, Wedding Wired, if you host meetings or weddings)
- ☐ Niche travel platforms (pet-friendly, luxury, eco-tourism sites)

4. Spot & Fix Inconsistencies

- ☐ Check for spelling variations, abbreviations, and punctuation differences
- ☐ Ensure phone number format is the same everywhere (area code in all listings)
- ☐ Remove outdated contact names and numbers or addresses from old listings

5. Document Your Changes

- ☐ Keep a log of when and where you updated your NAP
- ☐ Include login details for each platform in a secure password manager
- ☐ Set a quarterly reminder to re-check all listings

Pro Tip: Search your hotel's name and phone number in quotes on Google (e.g., "Seaside Inn" "603-555-1234") to uncover hidden or outdated listings.