

GUIDE

Where Are Your Customers Looking? The Home Service Listings Guide

The complete guide to the 20+ online directories that matter for home service businesses — how to get listed, stay consistent, and stop losing customers to competitors who show up where you don't.

Chapter 1: Why Listings Matter More Than You Think

Most home service business owners focus on Google and stop. But Google isn't the only place customers search — and Google itself uses your presence across other directories to determine how trustworthy and prominent your business is.

How Customers Actually Find Home Service Businesses

Research consistently shows that homeowners use multiple sources before choosing a service provider:

- **Google Search and Maps** — The starting point for most searches
- **Yelp** — Still heavily used, especially for reading detailed reviews
- **Facebook** — Customers check your page for credibility and reviews
- **Nextdoor** — Neighborhood recommendations are extremely influential
- **Angi / HomeAdvisor** — Dedicated home service marketplaces
- **BBB** — Trust signal, especially for older homeowners
- **Thumbtack** — Popular for finding and comparing service pros
- **Word of mouth** — Still #1, but people verify online before calling

How Listings Affect Your Google Rankings

Google's algorithm considers your business information across the entire web — not just your Google Business Profile. This is called **citation consistency**, and it's a major local ranking factor.

When Google finds your business listed consistently across dozens of directories — same name, same address, same phone number — it gains confidence that your business is:

- Real and legitimate
- Located where you say you are
- Active and established

When Google finds inconsistencies — a different phone number on Yelp, an old address on BBB, a misspelled name on Angi — it loses confidence. Your rankings suffer.

The Cost of Inconsistent Listings

- **Lost customers:** Wrong phone number = missed call. Old address = confused customer.
- **Lower rankings:** NAP inconsistencies directly hurt your local SEO.
- **Wasted marketing:** If your ads send people to search for you and they find conflicting info, you're paying for confusion.
- **Competitor advantage:** If your competitor is listed everywhere with perfect consistency, they're getting the rankings and calls you're missing.

Chapter 2: The 20 Directories That Matter

Not all directories are created equal. Here are the 20 most important for home service businesses, ranked by impact.

Tier 1: Critical (Must be claimed and optimized)

1. Google Business Profile

- The single most important listing for any local business
- Appears in Google Search and Google Maps
- Directly controls your Local Pack visibility
- **Action:** Claim, verify, and fully optimize (see our GBP Checklist)

2. Yelp

- Second most-used review platform
- High domain authority — Yelp listings often rank in Google search results
- Strong influence on consumer decisions
- **Action:** Claim your page, complete your profile, respond to all reviews

3. Facebook

- Third most-checked platform for business credibility
- Reviews, messaging, and social proof
- **Action:** Create/optimize your Business Page (see our Social Media Guide)

4. Bing Places

- Powers Bing search, Cortana, and Microsoft products
- Often overlooked — easy win because competitors ignore it
- Can import directly from Google Business Profile
- **Action:** Claim at bingplaces.com. Import your GBP listing for quick setup.

5. Apple Maps (Apple Business Connect)

- Default maps app on every iPhone
- Growing share of “near me” searches via Siri and Maps
- **Action:** Claim at businessconnect.apple.com. Verify and complete your listing.

Tier 2: Important (High impact for home service businesses)

6. Angi (formerly Angie's List)

- Dedicated home service marketplace
- High-intent customers actively looking to hire
- Reviews carry significant weight
- **Action:** Claim your profile, complete all service categories, respond to reviews

7. HomeAdvisor (now merged with Angi)

- Lead generation platform for home services
- Even if you don't pay for leads, your free profile should be claimed and accurate
- **Action:** Claim at homeadvisor.com. Ensure NAP matches your other listings.

8. Thumbtack

- Customers post jobs and compare pros
- Strong in trades like plumbing, electrical, HVAC, and landscaping
- **Action:** Create a profile, add photos and reviews, set your service preferences

9. BBB (Better Business Bureau)

- Major trust signal, especially for customers over 40
- BBB accreditation appears in Google search results
- **Action:** Claim your free listing at bbb.org. Consider accreditation for the trust badge.

10. Nextdoor

- Hyper-local neighborhood platform
- Recommendations from neighbors carry enormous weight
- **Action:** Claim your Business Page. Encourage satisfied customers to recommend you on Nextdoor.

Tier 3: Valuable (Improves citation coverage)

11. Yellow Pages (YP.com)

- Still has high domain authority and sends citation signals
- **Action:** Claim your listing at yp.com

12. Foursquare

- Powers location data for hundreds of apps and services
- A correct Foursquare listing propagates accuracy across the web
- **Action:** Claim at business.foursquare.com

13. Manta

- Business directory with strong SEO presence
- **Action:** Claim your listing at manta.com

14. Superpages

- Part of the Thryv network
- Additional citation source
- **Action:** Claim at superpages.com

15. Citysearch

- Local business directory
- Additional citation for NAP consistency
- **Action:** Claim your listing

Tier 4: Industry-Specific (Choose what applies to your trade)

16. Houzz

- Essential for remodeling, landscaping, and interior services
- Portfolio-style profile with before/after photos
- **Action:** Create a profile and upload your best project photos

17. Porch.com

- Home service marketplace
- Free lead generation and review platform
- **Action:** Claim your profile at porch.com

18. Networx

- Connects homeowners with service professionals
- **Action:** Create a profile at networx.com

19. Bark.com

- Service marketplace used in many metro areas
- **Action:** Create a profile at bark.com

20. Industry Association Directories

- ACCA (HVAC), PHCC (plumbing), NPMA (pest control), NALP (landscaping)
- Highly relevant, industry-specific citations
- **Action:** Join your trade association and ensure you're listed in their directory

Chapter 3: NAP Consistency — The Foundation of Local SEO

NAP stands for **Name, Address, Phone number** — the three core data points that identify your business across the web. Consistency means these three elements are identical everywhere.

Why Consistency Matters

Search engines crawl the web and compile data about businesses from every source they can find. When they see the same NAP across 20, 30, or 50+ directories, they have high confidence in that data. When they see variations, they have low confidence — and low confidence means lower rankings.

Common Inconsistencies (and Why They Happen)

Business Name Variations:

- "ABC Plumbing" vs. "ABC Plumbing LLC" vs. "ABC Plumbing Inc." vs. "ABC Plumbing & Heating"
- **Fix:** Choose one version and use it everywhere. Don't include LLC, Inc., or other legal suffixes unless they're part of your everyday brand name.

Address Variations:

- "123 Main Street" vs. "123 Main St." vs. "123 Main St, Suite 100" vs. "123 Main Street Suite 100"
- Old addresses from before you moved
- PO Boxes mixed with physical addresses
- **Fix:** Use the exact format Google uses for your business (check Google Maps). Use that version everywhere.

Phone Number Variations:

- Main line vs. tracking numbers vs. cell phones
- Disconnected numbers from old listings
- Toll-free vs. local numbers on different sites
- **Fix:** Choose one primary local phone number and use it on all directory listings. You can use tracking numbers on your website and ads, but directory listings should have your primary number.

The Master NAP Document

Create a simple document with your official business information:

Business Name: [Exact name you use everywhere]
Address: [Exact format, including suite/unit if applicable]
City, State, ZIP: [Full city name, state abbreviation, ZIP]
Phone: [Primary local number, formatted consistently]
Website: [Full URL including https://]
Email: [Primary business email]

Save this and reference it every time you update a listing. Share it with anyone who manages your online presence.

Chapter 4: How to Audit Your Listings (The 1-Hour Process)

Step 1: Google Your Business Name (10 minutes)

Search for your exact business name in Google. Look at the first 3 pages of results:

- Which directories show up?
- Is your information correct on each one?
- Are there duplicate listings?
- Are there listings you didn't create? (Data aggregators often auto-create listings)

Step 2: Check the Tier 1 and Tier 2 Directories (30 minutes)

Go through the top 10 directories listed in Chapter 2. For each one:

Directory	Listed?	NAP Correct?	Profile Complete?	Notes
Google Business Profile	Y / N	Y / N	Y / N	
Yelp	Y / N	Y / N	Y / N	
Facebook	Y / N	Y / N	Y / N	
Bing Places	Y / N	Y / N	Y / N	
Apple Maps	Y / N	Y / N	Y / N	
Angi	Y / N	Y / N	Y / N	
HomeAdvisor	Y / N	Y / N	Y / N	
Thumbtack	Y / N	Y / N	Y / N	
BBB	Y / N	Y / N	Y / N	
Nextdoor	Y / N	Y / N	Y / N	

Step 3: Search for Duplicates (10 minutes)

Search for your business name on Google, Yelp, and Facebook specifically. Look for:

- Old listings with a previous address or phone number
- Duplicate listings (sometimes created by data aggregators)
- Listings with slightly different business names

Mark each for removal or merging.

Step 4: Check for Missing Listings (10 minutes)

Go through the Tier 3 and Tier 4 directories. Note which ones you're not listed on. Prioritize claiming them based on relevance to your industry.

Chapter 5: How to Fix Your Listings

Claiming and Updating Listings

For each directory where your listing is incorrect or unclaimed:

1. **Search for your business** on the directory's website
2. **Claim the listing** (usually requires email or phone verification)
3. **Update your NAP** to match your master document
4. **Complete the profile** — add descriptions, photos, hours, services
5. **Verify the changes** are live after a few days

Removing Duplicates

Duplicate listings confuse both customers and search engines. Here's how to handle them:

Google: Use the "Suggest an edit" feature to mark duplicates as "Place has closed" or request a merge through Google Business Profile support.

Yelp: Report duplicates through Yelp's support or through the "Report" link on the listing.

Other directories: Most have a "Report" or "Contact us" option. It may take a few weeks, but duplicates should be removed.

Data Aggregators

Four major data aggregators feed information to hundreds of directories. Ensuring your data is correct with these aggregators can fix dozens of listings at once:

1. **Data Axle (formerly Infogroup)** — Submit or update at dataxle.com
2. **Neustar Localeze** — Submit at neustar.biz
3. **Foursquare** — Update at business.foursquare.com
4. **Factual (now part of Foursquare)** — Updated through Foursquare

Why this matters: When you update your information with a data aggregator, it cascades to hundreds of smaller directories, apps, and services that pull from that source. This is the most efficient way to fix widespread inconsistencies.

Chapter 6: Free vs. Paid Tools

Free Methods

Manual management: Claim and update each listing yourself using the process in this guide. It's free but time-intensive.

- **Pros:** No cost, full control, you learn the landscape
- **Cons:** Time-consuming (4-8 hours for initial setup), manual monitoring required, easy to fall behind

Google Business Profile: Free to claim and manage. This should always be your first priority regardless of what other tools you use.

Individual directory claims: Every directory listed in this guide can be claimed for free. Some offer paid upgrades, but the free listing is sufficient for NAP consistency and basic presence.

Free Tools for Auditing

- **Google Search** — Simply searching your business name reveals most of your active listings

- **Moz Local Check** (free scan) — Shows your listing status across major directories
- **BrightLocal Citation Tracker** (free trial) — Scans for your citations across the web

Paid Tools and Services

Listing management platforms (\$20-100/month):** These tools manage your listings across dozens of directories from a single dashboard. They automatically fix inconsistencies, suppress duplicates, and monitor for changes.

- **Pros:** Saves significant time, catches issues automatically, maintains consistency at scale
- **Cons:** Ongoing cost, listings may revert if you cancel (depending on the platform)

Professional listing services (\$300-1,000 one-time):** A one-time service that audits and fixes all your listings manually.

- **Pros:** Done-for-you, thorough, good for initial cleanup
- **Cons:** Doesn't maintain ongoing consistency, one-time snapshot

Which Approach Is Right for You?

Situation	Recommendation
Just getting started, tight budget	Manual management using this guide
1-2 locations, some time available	Free audit tools + manual fixes + quarterly check
Multiple locations or no time to manage	Paid listing management platform
Major inconsistencies or business name/address change	Professional cleanup service + ongoing platform

Chapter 7: Ongoing Maintenance

Quarterly Listing Audit

Set a calendar reminder every 90 days to:

1. Google your business name and check the first 3 pages
2. Verify your NAP on all Tier 1 and Tier 2 directories
3. Check for new duplicate listings
4. Update any seasonal information (hours, services)
5. Look for new directories relevant to your industry

When to Update Immediately

Trigger an immediate audit whenever:

- You change your business name
- You move locations
- You change phone numbers
- You add or remove services
- You change business hours permanently
- You open a new location

Protecting Your Listings

- **Claim every listing you find.** Unclaimed listings can be edited by anyone.
- **Set up Google Alerts** for your business name to catch new mentions.
- **Monitor for unauthorized changes.** Some directories allow user “suggestions” that can change your info without your permission.
- **Keep login credentials organized.** Use a password manager and document which email is associated with which directory.

Your Listings Action Plan

Week 1: Audit and Foundation

- ☐ Create your Master NAP document
- ☐ Google your business name and document what you find
- ☐ Check all 10 Tier 1 and Tier 2 directories
- ☐ Note inconsistencies, duplicates, and missing listings

Week 2: Fix the Critical Five

- ☐ Update Google Business Profile (if needed)
- ☐ Claim and update Yelp

- ☐ Update Facebook Business Page
- ☐ Claim Bing Places
- ☐ Claim Apple Business Connect

Week 3: Expand Coverage

- ☐ Claim/update Angi, HomeAdvisor, Thumbtack
- ☐ Claim/update BBB and Nextdoor
- ☐ Submit correct data to data aggregators (Data Axle, Neustar, Foursquare)

Week 4: Complete and Monitor

- ☐ Claim Tier 3 directories (Yellow Pages, Manta, Superpages)
 - ☐ Claim any relevant Tier 4 industry directories
 - ☐ Remove or merge duplicates
 - ☐ Set a 90-day calendar reminder for your next audit
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The 20-Directory Quick Reference

#	Directory	URL	Priority
1	Google Business Profile	business.google.com	Critical
2	Yelp	biz.yelp.com	Critical
3	Facebook	facebook.com/pages/create	Critical
4	Bing Places	bingplaces.com	Critical
5	Apple Maps	businessconnect.apple.com	Critical
6	Angi	angi.com	Important
7	HomeAdvisor	homeadvisor.com	Important
8	Thumbtack	thumbtack.com	Important
9	BBB	bbb.org	Important
10	Nextdoor	nextdoor.com/business	Important
11	Yellow Pages	yp.com	Valuable
12	Foursquare	business.foursquare.com	Valuable
13	Manta	manta.com	Valuable
14	Superpages	superpages.com	Valuable
15	Citysearch	citysearch.com	Valuable
16	Houzz	houzz.com	Industry
17	Porch	porch.com	Industry
18	Networx	networx.com	Industry
19	Bark	bark.com	Industry
20	Trade Associations	(varies)	Industry

Keep Building Your Reputation

Directory listings are one channel among several. Two more free resources worth grabbing:

- [Your Google Business Profile Is Probably Costing You Customers →](#) — the most important “listing” of all gets its own 30+ point checklist.
- [Your Social Media Pages Should Generate Leads, Not Just Likes →](#) — the other half of your online presence customers check before they call.

Once Your Listings Are Accurate, Here's What Actually Moves the Needle

Keeping your business information consistent across 20+ directories is an ongoing challenge — especially as data aggregators, user edits, and platform changes can introduce errors at any time. Run this checklist quarterly to keep it in shape.

Once customers can actually find you, what they see when they arrive is what decides whether they call — and that's reviews. **Reveo** helps home service businesses automate the part of reputation that compounds: review requests, AI-drafted responses, and reputation monitoring, all from a single dashboard.

[See how Reveo can help →](#)