

SEO + AEO Directory Checklist



Tier	Platform	Why it matters	Claim / Sign-up URL	Your profile URL (fill in)	Status	Owner email/login	Date claimed	Cost	Priority
Core	Google Business Profile (Search/Maps)	Core listing for local SEO/AEO; reviews & map pack	https://www.google.com/business/		Not started			Free	High
	Apple Business Connect (Apple Maps/Siri)	Visibility on Apple devices/Siri answers	https://businessconnect.apple.com/		Not started			Free	High
	Bing Places for Business	Bing Search/Maps visibility; feeds Copilot	https://www.bingplaces.com/		Not started			Free	High
	Facebook Business Page	Social proof; widely crawled reviews	https://www.facebook.com/pages/create/		Not started			Free	Medium
	Yelp for Business	Prominent third-party reviews; shows in knowledge panels	https://biz.yelp.com/		Not started			Free (paid ads optional)	High
	Better Business Bureau (BBB)	Trust/credibility; accreditation optional	https://www.bbb.org/get-accredited		Not started			Profile is free; accreditation paid	Medium
Marketplaces	Angi (incl. HomeAdvisor network)	Home-services marketplace; reviews + leads	https://www.angi.com/pros		Not started			Free profile; paid leads	High
	Thumbtack Pro	Lead gen + reviews surface in assistants	https://www.thumbtack.com/pro/		Not started			Free profile; paid leads	High
	Houzz Pro	Project photos, reviews; strong home services presence	https://www.houzz.com/pro		Not started			Free profile; pro plans available	Medium
	Nextdoor Business Page	Neighborhood visibility; local recommendations	https://business.nextdoor.com/		Not started			Free profile; ads optional	Medium
	Porch for Pros	Home-services marketplace; reviews + leads	https://porch.com/pro		Not started			Free profile; paid leads	Medium
	HomeGuide Pros	Lead marketplace; simple profiles	https://homeguide.com/join		Not started			Free profile; paid leads	Medium
Secondary	YP.com (Yellow Pages) Business	Citations/NAP consistency; feeds partner sites	https://business.yellowpages.com/		Not started			Free profile; ads optional	Medium
	Yahoo Local via Turbify Localworks	Yahoo listings; distributes to partners	https://localworks.turbify.com/		Not started			Paid distribution service	Medium
	Foursquare Places (claim your venue)	Widely licensed POI data source; citation value	https://foursquare.com/business/		Not started			Free (paid tiers available)	Medium
	MerchantCircle	Local directory; citation reinforcement	https://www.merchantcircle.com/signup/business		Not started			Free	Low
	Manta (claim your business)	Local directory; citation reinforcement	https://www.manta.com/claim		Not started			Free	Low
	ChamberofCommerce.com (national directory)	Directory listing (not your local chamber)	https://www.chamberofcommerce.com/add-your-business		Not started			Free	Low
Maps	Waze Map Editor (add/verify place)	Ensures drivers can find you; feeds navigation	https://www.waze.com/editor		Not started			Free	Medium
	TomTom MapShare (POI corrections)	Update/confirm your place data for TomTom	https://www.tomtom.com/mapshare/tools/		Not started			Free	Medium
	HERE Map Creator	Add/edit your place in HERE maps	https://mapcreator.here.com/		Not started			Free	Medium
	MapQuest (managed via partners like Yext)	Map data often sourced via partners; ensure coverage	https://www.yext.com/		Not started			Paid (partner-managed)	Low