



# N.P.I. Checklist (NAP)

NAME | PHOTO | INFORMATION

Change happens, and when it does, it's vital to change your digital profiles in the correct order. To avoid a re-verification on Google, update all other citations and sites first, & your Google Business profile LAST!

1. "Google" your name on Search to find all of the websites and citations that you are mentioned on (see main site links below to crosscheck)
2. Make your updates, (your address, logo, & company name)
  - a. Make sure how you enter your details is consistent
    - i. example: 123 Main St. Suite 102 vs 123 Main St. # 102
3. Allow the updates to index for at least 3 days
4. Update your address on your Google Business Profile
5. If re-verification is triggered, follow the directions as soon as possible to avoid being "hidden" on Search.

\*If you are experiencing a re-verification request due to making changes on Google first, make the updates now and give Google time to index it before you submitting a request to re-verify your business.

- |                       |                          |
|-----------------------|--------------------------|
| • Real Estate Website | • Your Brokerage Website |
| • Listing Websites    | • Twitter                |
| • Zillow - Agent Hub  | • Yelp                   |
| • LinkedIn            | • RealEstateBook.com     |
| • Facebook            | • Homes.com              |
| • Instagram           | • Real Satisfied         |
| • Realtor.com         | • RatemyAgent            |
| • YouTube             | • Homelight              |

*Marketing & Tech Resources for the Real Estate Professional*

**ERIC ELTZHOLTZ** MARKETING TECHNOLOGY DIRECTOR SOUTHERN CALIFORNIA