

## Keeping Your Media Listings Updated and Relevant—A Complete Checklist

### #1. Regularly Audit Your Listings

- Conduct a full review of all media listings at least once a quarter.
- Check for outdated or incorrect information (contact details, pricing, services, etc.).
- Ensure branding, logos, and images are current and high-quality.

### #2. Verify Contact Information

- Confirm that business names, phone numbers, and email addresses are correct.
- Ensure social media handles and website links are active and accurate.
- Update contact persons if roles have changed.

### #3. Optimize for SEO

- Use relevant keywords in descriptions to improve visibility.
- Maintain consistency across all listings to enhance credibility.
- Add high-quality backlinks to authoritative sources.

### #4. Refresh Content Regularly

- Update service descriptions to reflect new offerings or changes.
- Rotate images, videos, or banners to keep the listing visually appealing.
- Remove outdated promotions or expired deals.

## **#5. Check for User Engagement and Feedback**

- Monitor reviews and ratings, responding to both positive and negative feedback.
- Address customer complaints and update your listing accordingly
- Encourage satisfied customers to leave fresh reviews.

## **#6. Maintain Consistency Across Platforms**

- Ensure the same business details appear on all media platforms (Google, social media, directories, etc.).
- Avoid discrepancies in pricing, business hours, and services.
- Use the same tone and branding across all media listings.

## **#7. Monitor Competitor Listings**

- Regularly analyze how competitors are updating their listings.
- Identify any new trends, features, or improvements they are implementing.
- Adjust your listing strategy accordingly to stay competitive.

## **#8. Keep Up with Platform Updates**

- Stay informed about any policy or algorithm changes on listing platforms.
- Adapt your content to fit new platform guidelines or best practices.
- Take advantage of new features (e.g., Google Posts, video listings).

## **#9. Leverage Analytics for Improvement**

- Track engagement metrics (views, clicks, leads, etc.) for each listing.
- Identify high-performing listings and replicate their success.
- Use insights to refine descriptions, keywords, and calls to action.



## **#10. Set Up a Review & Update Schedule**

- Create a calendar reminder to review and update listings monthly or quarterly.
- Assign team members responsible for monitoring and maintaining listings.
- Use automation tools where possible to streamline updates.