A WEBSITEWISE GUIDE FOR AUSTRALIAN BUSINESSES

Claim Your Business Listings

Australian Local SEO Checklist

A Google Business Profile is essential — but it is not enough on its own. Customers also search Apple Maps and Siri, Bing and Copilot, Facebook, and Australian directories. Claiming these free listings, and keeping your name, address and phone identical on every one, is one of the simplest ways to improve how you show up in local search.

STEP 1 Before you start

Prepare the details below once, then copy them into every listing. Inconsistent name, address or phone details (NAP) confuse search engines and customers.

- ☐ **Name, address and phone (NAP)**
  Use the exact same legal or trading name, street address (or service area) and phone number as on your website, invoices and signage. Write it down before you begin.
- ☐ **Opening hours**
  List weekday and weekend hours, plus how you handle public holidays. Keep these current when hours change.
- ☐ **Categories**
  Choose one clear primary category (for example, plumber or café) and a few accurate secondary categories. Avoid stuffing extras that do not fit.
- ☐ **Logo and photos**
  Have a square logo ready, plus sharp photos of your storefront or vehicles, interior, team and recent work. Avoid screenshots or heavily filtered images.
- ☐ **Website URL**
  Use your full website address with https://, pointing to the live homepage (or the location page, if you have more than one site).
- ☐ **One-paragraph description**
  Write 400–750 characters covering who you help, where you work, and what you offer. Keep the tone plain and reuse it, with only light edits, on every listing.

STEP 2 Claim these listings

☐ **1. Google Business Profile** — FREE

Your listing on Google Search and Google Maps. Start here — it is the one most Australian customers will see first.

SIGN UP	HOW IT IS VERIFIED	TIME
business.google.com/add	Google chooses the method: typically phone, email, postcard or video.	About 15 minutes to set up. Phone or email is often same day; a postcard can take up to 2 weeks.

☐ **2. Bing Places for Business** — FREE

Appears in Bing and Bing Maps, and helps your details show correctly in Microsoft Copilot and other AI search tools. You can import your Google profile.

SIGN UP	HOW IT IS VERIFIED	TIME
bing.com/forbusiness	A PIN by phone, text, email or postcard, depending on what Bing can confirm.	About 10–15 minutes if you import from Google. Phone, text or email is usually immediate; a postcard can take 1–2 weeks.

☐ **3. Apple Business Connect** — FREE

Controls how you appear in Apple Maps, Siri and other Apple apps. Apple Business Connect is now part of Apple Business — claiming your Maps location remains free.

SIGN UP	HOW IT IS VERIFIED	TIME
business.apple.com	Sign in with an Apple Account. Existing locations are often verified by a phone call with a code. Company checks can take up to 5 business days.	About 20–30 minutes to register, plus verification.

4. Facebook Business Page

FREE

Where many local customers look for hours, reviews and messages. A Page is free to create; a paid verification badge is not required.

SIGN UP
facebook.com/pages/create

HOW IT IS VERIFIED
Created with your personal Facebook login. No postcard is required to publish a Page.

TIME
About 10–15 minutes.

5. Foursquare

FREE

Still worth claiming: Foursquare's location data feeds many other apps and some AI search tools. Search for your business first — a listing may already exist.

SIGN UP
business.foursquare.com

HOW IT IS VERIFIED
Typically phone, email or post, after you claim or add the listing.

TIME
About 15 minutes to claim, plus verification (same day to a few business days).

6. True Local

FREE TO CLAIM

A major Australian directory (part of Thryv, alongside Yellow Pages). Many businesses already have a listing to claim. Paid advertising is optional and is sold through Yellow.

SIGN UP
Search at truelocal.com.au, then set up, claim or manage at sensis.com.au/login. If you cannot find or access your listing, call 1800 359 321.

HOW IT IS VERIFIED
Through your Sensis account (email). The old self-serve signup form is no longer available.

TIME
About 10–15 minutes if the listing already exists. Allow a few days if you need to contact support.

7. Yellow Pages

FREE LISTING

Australia's best-known business directory, at yellow.com.au. A basic online listing is free; paid upgrades are offered but are not required to get listed.

SIGN UP
view.yellow.com.au/online-signup
Manage later at my.yellow.com.au/login

HOW IT IS VERIFIED
Online form. Yellow may also call to confirm or collect your details.

TIME
About 10–15 minutes to submit. The listing can take a few days to appear.

8. Hotfrog Australia

FREE

A long-standing Australian business directory. You can also start from the homepage and choose "Add a business".

SIGN UP
hotfrog.com.au/register

HOW IT IS VERIFIED
Email confirmation to create the account, then an in-account ownership check.

TIME
About 10–15 minutes, plus the email confirmation.

OPTIONAL Industry extras

Once the eight listings above are claimed, add the directories your customers already use in your industry. Some of these are paid platforms that generate leads or bookings, not just free citations.

Medical and allied health

Healthengine
practices.healthengine.com.au

HotDoc
try.hotdoc.com.au/sign-up-for-profile-bookings

Trades and home services

hipages
hipages.com.au/registration

Airtasker (Oneflare has closed)
airtasker.com/au/earn-money

Reviews and reputation

Word of Mouth — list your business for free
wordofmouth.com.au/users/new_with_business

WEBSITE WISE.com.au

Want us to set these up for you?

You can work through this checklist yourself, or have WebsiteWise set up and verify the listings for you. We can claim, check and keep them consistent, along with your website, hosting and Google Ads.

Give us a call and we'll quote the price.

Google and Apple identity verification (postcard, phone or video) still needs your participation; we'll guide you through it.

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