

The Ultimate Guide to NAP Directory Listings & Backlinks for Pest Control



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RhinoTM
Pest Control Marketing

Introduction

Did you know that if you keep your business information up to date online, prospects have a better chance of reaching you for pest control services? What's even more obvious is, if a prospect comes across an incorrect phone number for your company online, they won't be able to reach you at all. Keeping your contact information up to date and accurate is such an obvious task, yet so many pest control companies neglect to do this because they focus their ranking abilities solely on Google.

What if we told you that the accuracy of the information on your listings on third-party sites and other listing platforms can positively or negatively affect your rankings on Google? At Rhino, we deal with pest control companies who implement great SEO strategies and offer excellent pest control content to their online prospects, but still fail to rank above their competitors because they have not built the trust they need with Google. After reviewing the flaws in their current marketing strategy to understand the possible factors for why they rank lower than they'd like, it becomes obvious that the issue is due to contradicting data across multiple platforms.



Conflicting information can be the reason why Google just doesn't trust you. Have you ever agreed to meet with a person and waited at the meeting place for them a long time because they said they were 5 minutes away every 5 minutes? And before you know it, you've waited for them for 30 minutes until you realize they hadn't even pulled out of their driveway yet? Google refers to this type of inconsistency as **scamming**. Google did not achieve its highly credible reputation by scamming its users (your potential customers) with wrongful information. If Google notices inconsistencies with your information on different platforms, Googlebot will begin to get suspicious of you and consider you an untrustworthy business.

To gain Google's trust, you will need some credibility to back you up. Directory listings from third-party sites, like Yelp, can confirm you are who you say you are and assure Google that you are located where you say you are and not someplace on the other side of town. A trend of consistency across Yelp and other platforms will give Google the assurance it needs to rank you well for relevant search results.



Local Pest Control Directory and Citation Listings

Pest control business owners often overlook the necessity of listing their business on third-party sites, like Angi, because they know that most of their potential customers will search for local pest control services on Google, not some other service site like Angi or Yelp. This way of thinking misses the point of having directory listings entirely and neglecting this important aspect of your online marketing strategy can negatively impact your Google rankings.

The purpose of listing on these sites is not only to gain prospects from them—that is an important bonus to listing your pest control business on these sites—but the most important thing to understand about these sites is that your listings help Google trust you better. They're another indication to Google that your company exists in your local market, and the more of them you have, the better your chances of appearing for critical local results on Google, like “pest control near me.”

If you think your prospects will likely begin their search for local pest control with a Google search, you're not wrong. Directory links from sites like Yelp, Angi, and others will only increase your chances of ranking for competitive Google search results because the information you include about your business on these sites confirms to Google that you are a legitimate pest control business in your local service area with multiple sources to back your credibility. Not to mention, when prospects do find you on these sites, they are prompted to leave reviews about your business and Google will also favor you for positive third-party reviews.

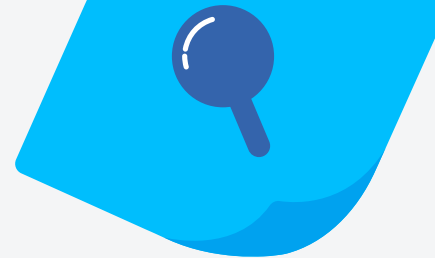
The Angi logo is displayed in a white rounded rectangle. It features the word "Angi" in a bold, red, sans-serif font.The Yelp logo is displayed in a white rounded rectangle. It features the word "yelp" in a black, lowercase, sans-serif font, followed by a red starburst icon with a registered trademark symbol (®).



If you can boost your credibility on Google while attracting prospects on multiple other platforms in the process, why wouldn't you?

The best part is most of these sites let you list your business for free!

According to MOZ, a local citation is any online mention of your partial or complete name, address, and phone number (NAP). These citations occur on local business directories (like the ones we just discussed) as well as on other websites, apps, and social media platforms. Citations help Google accurately rank you for local searches to help you get discovered by the right prospects.



Google's algorithm is a lot more complex than it used to be. Google still uses links to determine your ranking, but Googlebot knows that all links are not created equal. Your citations from directory listings help your local pest control SEO by acting as a source of trust and traffic.

Local pest control citations give Google and other search engines the information about your business they need to determine your position in local search results. To rank for the most relevant searches in your local area, make sure to maintain your local citations with consistent NAP.

The Importance of Using Backlinks in Pest Control

A backlink is created when one website links to another. Linking your pest control website to an external site can increase your credibility and build your trust with Google. Googlebot trusts these links and relies on them to determine your rankings for relevant pest control search results.

Backlinks represent a vote of confidence to Google and other search engines and are an excellent boost in your local SEO. When a number of websites link to the same website and webpages, search engines realize that the site being linked to is valuable and will rank it highly for relevant SERPs. Earning backlinks is an excellent way to get positive site ranking positions and increase search visibility.



Some backlinks are more valuable than others, and search engines fully understand this. If you are linking to a site that is uncredible, search engines might think the site is “spammy.” Don’t associate with such sites. Link your website to highly credible and popular websites. There is a great correlation between sites that rank highly and sites with lots of high-quality backlinks.

Backlinks offer you great SEO value and are an excellent source of trust for the search engines your potential customers use to find your services. The search engines do not want to provide your prospects with invaluable results to their search queries, so to rank highly, you will need to first gain some credibility online.

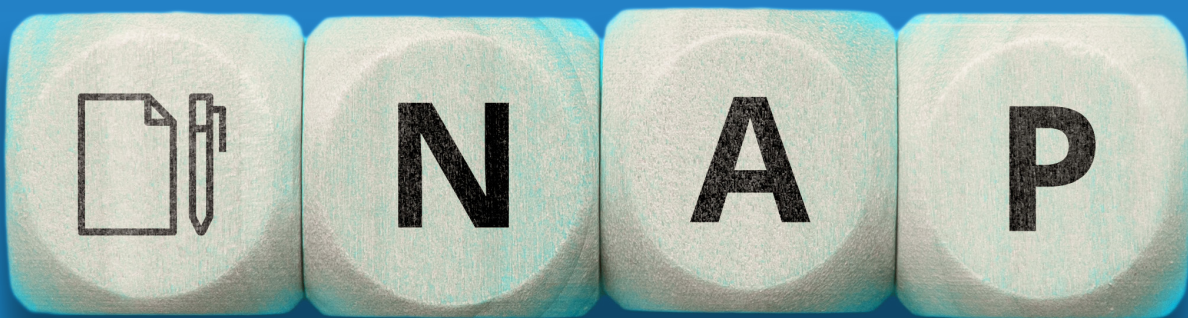


What is NAP?



NAP is an acronym for **Name, Address, and Phone number**. It is essential that your name, address, and phone number be consistent everywhere you exist on the internet. Any inconsistencies in NAP across all platforms can completely confuse the search engines and make it impossible to accurately rank you for local searches.

Your name, address, and phone number must appear identical in all places they are listed online for your online presence to **grow your business**. With SEO software, you can check the status of your NAP wherever you are listed and update and submit your NAP across the internet to hundreds of valuable directories to receive citations and backlinks and make sure everything is consistent and accurate.



The problem with inconsistent NAP

Do you ever wonder why Google is so trusted that over 4 billion people use it to solve their problems daily?

Google does not maintain its credible reputation by responding to user queries with inaccurate and outdated information. If you want Google to favor your business over your competitors for local pest control search results and grow your pest control business using the search engine, you cannot expect to do so by neglecting to keep your business information up to date.



If your business information is inconsistent across online platforms like directory listings, Google may not consider your business to be legitimate. If Google does not consider your business as legitimate, the search engine will not prioritize your website or listings in search results.

Inconsistent NAP data can work against all the hard work you put into SEO. A system of regularly maintaining your NAP legitimacy compliments your SEO efforts and improves your chances of ranking well for relevant local search results.

Google is a robot that exists to help humans and is optimized to make their experience as seamless as possible. When potential new customers find you, Google makes it easy for them to see the most essential information about your business. Consistent NAP is an essential aspect to Google's local search and Local Pack algorithms. Inconsistent NAP negatively affects the user's journey which negatively impacts your business operations.



The user's journey begins when prospects first encounter your business. In most cases, they will see your brand from your listings in search results, in Google's Local Pack, or on Google Maps, depending how they seek out your services. Your NAP must be consistent from the beginning of the user's journey in order for their journey to be complete through the end.

Search engines are helpful, but they are not without flaws. Inconsistent data increases their risks for making mistakes down the line when processing data. Maintaining a high level of accuracy reduces the risk of mistakes happening later. To do this, keep information up to date across all platforms your business exists when changes occur.



Local Search ranking factors for pest control

If you want to reach your highest potential online, you've got to know how to appease Google. As a local business, you must compete well in Google's local and organic searches. Local search ranking factors are the things that impact the search engine's decision to rank you. To rank as highly as you'd like and compete well in your local area, you must ensure you have complete and accurate information on all of your listings.

Your information might become inaccurate when you make changes to your business, such as changing your address or business name without updating them in your existing citations, directory listings, Google Business Profile, on your website, etc., or if you use variations in your NAP profile across multiple platforms. For example, if you go by an abbreviated name like "ABC Pest Control," don't also use "The Alphabet Pest Control Company" on other platforms. Your rankings can take a negative hit for this type of inconsistency.

If your phone number or address happens to change and you update them on your website and Google Business Profile but not your other directory listings like Yelp, this can also diminish your credibility with Google. Google puts an enormous amount of value on accuracy when servicing local prospects with results. The impact your accurate information has on local Search rankings is greater than you might think.





Conclusion

Maintaining accurate NAP on your website and across all your online platforms gives Google reason to trust you. If you have inaccuracies in your contact information, which pieces of information should Google trust and display to your prospects? Conflicting information can diminish Google's trust in your business and work against all of your other great SEO efforts, resulting in poor rankings for your company in relevant search results. Your online reputation relies on the truthfulness of your business information. Create a system of regularly maintaining accurate and consistent information to achieve the highest ranks and be the most credible pest control company in your local area!



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