

- If at all possible, do not change your phone number
- Check your new address in the USPS database and conform to its preferred formatting. Instruct everyone to use your address in that exact format for everything online and offline
- Begin updating the major data providers 60 days in advance of the move
  - Localeze
  - Acxiom
  - Infogroup
  - Factual
- Begin updating your “real world” business records, like phone company records, 30-60 days in advance of the move
- Discover the places online where you will need to update your address (citations) using the GetListed, Yext and Whitespark Local Citation Finder tools 30-60 days in advance of the move
- Begin updating directories found in your research (above) 30 days in advance of the move
- Update Yelp, Foursquare and Facebook the day before or the day of your move
- Update the address on your website the day of your move
- Update your Google+Local (or Places) listing the day of your move
- 1-2 weeks after the move and listing verification look for duplicate business listings for your business at Google by searching in Google Maps. If any are found, report them to Google Local support for removal.
- 1-2 weeks after the move and listing verification, see if your reviews moved from your old listing to your new one. If not, file a request to have them moved.
- 12 weeks after the move, run Getlisted.org, Yext and Whitespark Local Citation Finder again to see where your old address may still be listed and contact those sites again for updating.