

Business information consistency worksheet

Find customer-facing differences that matter: a wrong location, an unusable phone number, outdated hours or the wrong website. This is an accuracy workflow, not a demand that every publisher use identical punctuation.

Use the worksheet

1. For each actual location, record the approved real-world business name, public address or service-area policy, phone, website and hours in an access-controlled reference.
2. List only publishers your customers actually use and where you have a legitimate listing. Start with your website and Google profile; add relevant local or sector publishers. Do not create accounts merely to fill every row.
3. Compare a field with the approved fact and note whether the difference changes meaning. Postal abbreviations, phone display formats and script conventions can vary while representing the same facts.
4. Do not expose a hidden home address, copy a head-office number to every branch or add city/service keywords to a business name solely for search.
5. Record the authorized correction, responsible role, submitted date and later public verification. A submitted edit, vendor acknowledgement and live corrected record are different states.
6. Recheck after real business changes and according to the publishers you use. Keep unresolved records open rather than claiming that every directory has updated.

Open and reuse

Download `business-information-audit.csv` and keep an untouched master copy. Open or import it as UTF-8, comma-separated CSV in your spreadsheet app. All columns are text; no formulas, macros or external data connections are included. Set reference, phone and date columns to Text if your app changes them. Delete synthetic example rows before using your own records. Add rows as needed and restrict access to completed copies.

CSV files do not preserve column widths or text wrapping. After importing, select the populated cells including headers and turn on wrapping (Google Sheets: Text wrapping > Wrap in the toolbar). Widen columns containing long descriptions and check that every row is fully visible. Save your working copy in the spreadsheet application's native format to retain this layout; downloading it again as CSV does not retain formatting.

Worked decision

A changed phone number is an actionable difference. "Street" versus a recognized abbreviation may describe the same address and is not automatically a factual error. These are hypothetical examples; check the actual location and publisher rules.

Scope and privacy

Use country-appropriate address and phone formats. This worksheet does not establish legal compliance, eligibility for a profile, automatic distribution or a ranking improvement. Keep account credentials and private addresses out of the file.

Sources checked October 18, 2026

- <https://support.google.com/business/answer/3038177?hl=en>

Printable records

Keep completed copies private. Examples are illustrative, not customer results. Print at actual size on Letter or A4. Copy blank records as needed.

Record 1 / 3

Location code	
Publisher	Business website
Public page	
Field	
Approved fact	
Observed fact	
Material difference	
Next action	
Owner role	
Submitted date	
Verified date	
Status	Not checked

Record 2 / 3

Location code	
Publisher	Google Business Profile
Public page	
Field	
Approved fact	
Observed fact	
Material difference	
Next action	
Owner role	
Submitted date	
Verified date	
Status	Not checked

Record 3 / 3

Location code	
Publisher	Relevant local or sector publisher
Public page	
Field	
Approved fact	
Observed fact	
Material difference	
Next action	
Owner role	
Submitted date	
Verified date	
Status	Not checked