What NAP Is and Why It Matters

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NAP stands for **Name, Address, and Phone number**, and it's a key part of local SEO.

Google uses your NAP information to understand where your business is located and whether it's trustworthy. If your NAP is consistent everywhere online, you're more likely to show up in local search results (like when someone searches for "gym near me").

Why It Matters

- **It helps people find you**: Google wants to show reliable businesses. If your gym's name, address, or phone number is different on your website, Google Business Profile, or social media, it can lower your ranking.
- **It builds trust with Google and your audience**: Consistent information shows that your business is legitimate and well-managed.
- **It avoids confusion**: Inconsistent contact info might send potential clients to the wrong location, or make them give up entirely.

What You Should Do

- Use **exactly the same** business name, address, and phone number across your website, Google Business Profile, Facebook, Instagram, and anywhere else you're listed.
- Double-check that everything matches. Even small differences like "St." vs. "Street" can make a difference.

Note

Want to go deeper? Watch our archived **Kilo Co-working** session on NAP in the Kilo Co-working archive.

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