

Retreat & Camp Marketing Directory Listings Optimization Checklist

Instructions: Use this worksheet to track your retreat center's presence across core, national, travel, niche, and local directories. For each platform, mark the 'Listed' column if your organization has a profile there, and mark the 'Complete' column if the listing has accurate, up-to-date information, photos, and branding. If a directory does not apply to your organization, note 'N/A' in both columns.

Core Directories	Listed?	Complete?	Notes
Google Maps			
Apple Maps			
Bing Places			
Yelp			
Facebook			
National Directories	Listed?	Complete?	Notes
Yellow Pages			
ChamberofCommerce.com			
Better Business Bureau			
CitySearch			
EZLocal			
Hotfrog			
Foursquare			
Local.com			
MapQuest			
MerchantCircle			
ShowMeLocal			
SuperPages			
Industry Directories	Listed?	Complete?	Notes
TripAdvisor			
Booking.com			
Expedia.com			
TheDyrt			
HipCamp			
Campspot			

