Fact Consistency Checklist

8 checks so your prices, address and numbers match everywhere

- [ ] **1.** Pricing gives one answer, on every page
- [ ] **2.** Your FAQ matches the rest of your site
- [ ] **3.** Your address and hours match on your site, Google Business Profile, social profiles and directories
- [ ] **4.** Review counts and ratings on your site match Google
- [ ] **5.** Every number on your site comes from your own records
- [ ] **6.** No bought followers, views or reviews
- [ ] **7.** When something changes, you update the site first, then social, directories and backlinks
- [ ] **8.** You check what ChatGPT and Perplexity say about you on a regular schedule

Fact Consistency Checklist

Any box you can't tick is a fact to fix. Start with your website.