

BBB, Search & the Trust Record

A practical guide for Texas businesses | Michael Azcona

How can BBB support a business's SEO?

A complete BBB Business Profile gives people another public place to find and evaluate a business. Accurate identity, service areas, categories, website, service information can help a reader connect the profile to the business's own site. A link to the BBB profile gives customers a direct verification route. These are useful public-record practices, not a promise that Accreditation raises Google rankings, transfers link authority, or puts a business into an AI answer.

What is NAP, and what should match?

NAP means business name, address and phone. Compare the BBB Business Profile with the company website and Google Business Profile, then correct stale information at each affected publisher. Legitimate location differences and protected home addresses need careful handling. Updating BBB does not automatically correct Google or every other directory.

How does E-E-A-T relate to BBB?

E-E-A-T is Google's language for experience, expertise, authoritativeness and trustworthiness when discussing content quality. It is not a BBB score or a benefit that Accreditation automatically awards. A current BBB record can give readers independent context about identity, Accreditation status, public business facts. The business still needs to show its real work, qualifications and useful expertise on its own site.

What about GEO and AI search?

Generative engine optimization (GEO) is a working term for making accurate public information easier for AI systems to understand and cite. Clear, crawlable pages with consistent facts and source links are sensible foundations. The official BBB profile is the place to check current BBB Accreditation status; an AI summary can be wrong. Neither a profile nor Accreditation guarantees that a system will cite or recommend a business.

Why consider Accreditation?

Accreditation is a voluntary, reviewed commitment to BBB's Standards for Trust. When approved, a business has a current status that customers can verify through BBB, and it may use the BBB Accredited Business Seal under BBB's rules. The value comes from maintaining the standards, keeping the profile useful, making accurate business details available. It is not a license, a workmanship guarantee or a purchased rating.

Prove it. Verify it. Publish it. Review it.

Prove it: Document the real business: its name, services, locations, leadership, licensing where applicable, project evidence and honest customer experiences. Support claims with records.

Verify it: Check the current BBB profile and Accreditation status against BBB's official record. Compare NAP and service facts with the website and other public listings; investigate conflicts before repeating them.

Publish it: Make the approved facts clear on the business website and keep the BBB profile current. Use specific service pages, readable answers, authentic photos and direct links to relevant sources.

Review it: Recheck the public record when business facts change. Measure what is observable without assigning every outcome to BBB.

Talk through your business

Book: <https://tinyurl.com/MeetMichaelAzcona> | Call: 817-383-4293 | Email: Mazcona@fortworth.bbb.org

Sources: BBB Accreditation Standards · BBB Business Profile guidance · BBB FAQ: profiles, reviews and Accreditation · Google: helpful, reliable content and E-E-A-T · Google: AI features and your website

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