# Article information:

Do Multiple Phone Numbers Impact SEO - Yes or No?
<https://southernmostdigital.com/seo/does-having-multiple-phone-numbers-online-impact-seo/>

# Article summary:

1. Dynamic number replacement on your website does not impact SEO as the web crawlers see your actual phone number.

2. Hard-coded numbers on third-party sites can negatively impact local SEO if they are inconsistent with the business's name and address.

3. To preserve SEO value while using a tracking number on Google My Business and Bing Places, you can add multiple numbers and designate one as the primary tracking number and another as the consistent number seen by web crawlers.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article titled "Do Multiple Phone Numbers Impact SEO - Yes or No?" discusses the impact of using multiple phone numbers on search engine optimization (SEO). While the article provides some information on the topic, it lacks a comprehensive analysis and fails to address certain important considerations.

One potential bias in the article is its reliance on call tracking solutions as a primary method for analyzing the impact of multiple phone numbers on SEO. The author assumes that using call tracking solutions is a common practice and focuses solely on this aspect. However, not all businesses use call tracking solutions, and there are other factors that can affect SEO performance.

The article suggests that dynamically replacing phone numbers on websites does not have a negative impact on SEO because web crawlers see the original phone number. While this may be true to some extent, it fails to consider potential issues with dynamic number insertion. For example, if the script used for number replacement is not implemented correctly, it could lead to technical issues or slow page load times, which can negatively affect SEO.

Furthermore, the article briefly mentions the importance of consistency in NAP (Name, Address, Phone Number) for local SEO rankings but does not delve into this topic in detail. Consistency across different online platforms is crucial for local businesses to establish trust and credibility with search engines. Using different phone numbers on third-party sites without proper justification or explanation can indeed have a negative impact on local SEO rankings.

The article also mentions a solution proposed by CallRail to add multiple numbers to Google My Business (GMB) and Bing Places listings in order to preserve SEO value. While this may be an option worth considering, the article does not provide any evidence or case studies to support this claim. It would have been beneficial to include examples or data showing how adding multiple numbers has positively impacted SEO performance.

Additionally, the article lacks exploration of counterarguments or alternative perspectives. It presents only one viewpoint – that using tracking numbers for GMB and Bing Places is beneficial – without considering potential drawbacks or risks. It would have been more balanced to discuss potential downsides, such as confusion for customers or inconsistencies in reporting.

Overall, the article provides a limited analysis of the impact of multiple phone numbers on SEO. It relies heavily on call tracking solutions and does not thoroughly explore other factors that can affect SEO performance. The lack of evidence, counterarguments, and comprehensive analysis makes the article somewhat one-sided and promotional in nature.

# Topics for further research:

* Impact of inconsistent NAP on local SEO rankings
* Potential issues with dynamic number insertion and SEO
* Best practices for implementing call tracking solutions for SEO
* Case studies on the impact of adding multiple phone numbers to GMB and Bing Places
* Risks and drawbacks of using multiple phone numbers for SEO
* Importance of consistency in NAP across online platforms for local SEO

# Report location:

<https://www.fullpicture.app/item/4d214cebeef3854b76b9d3fa4ace38dc>