

# DIGITAL TRANSITION AUDIT

Client: Northline Logistics Inc. — Relocation from 220 King St W → 1450 Bayfront Dr  
 Audit date: April 2, 2026 · Hard deadline: May 15, 2026

## Listings & Digital Assets — Status & Actions

Platform / Directory	Current status	Action required	Priority
Google Business Profile	<b>Outdated — old address</b>	Update NAP, re-verify, submit new photos	<b>Critical</b>
Apple Maps (Business Connect)	<b>Outdated — old address</b>	Update listing, re-verify	<b>Critical</b>
Bing Places for Business	<b>Outdated — old address</b>	Update listing	<b>Critical</b>
Yelp for Business	<b>Outdated — old address</b>	Submit address change, contest if rejected	<b>Critical</b>
Facebook Business Page	<b>Outdated — old address</b>	Update About, pin relocation post	High
LinkedIn Company Page	<b>Outdated — old address</b>	Update HQ address, update About	High
Instagram bio	<b>Outdated address in bio</b>	Update bio copy and link-in-bio	High
Yellow Pages Canada	<b>Current</b>	None — verify post-move	Low
Better Business Bureau	<b>Outdated — old address</b>	File address update form	High
Industry: Transport Topics directory	<b>Missing</b>	Create new listing	Medium
Industry: Canadian Trucking Alliance	<b>Outdated — old address</b>	Email member services to update	Medium
Company website — Contact page	<b>Outdated address + phone</b>	Edit CMS, deploy	<b>Critical</b>
Company website — Footer on all pages	<b>Outdated address</b>	Global template edit	<b>Critical</b>
Company website — Schema.org LocalBusiness	<b>Outdated</b>	Update JSON-LD on homepage	High
Domain DNS — A record	<b>Points to current host</b>	No change	Low
Email MX records	Google Workspace	No change	Low
301 redirects — /locations/king-st	Not configured	Add 301 → /locations/bayfront	High
Google Search Console	Old sitemap	Re-submit sitemap after URL changes	Medium
Vendor invoice templates	Old address in PDF header	Update templates in accounting system	Medium

**Summary.** 14 of 20 audited touchpoints require action before the May 15 cutover. 7 are critical-path and must complete in week 1 of the transition window to avoid search ranking loss and customer misdirection.