

Which Phone Number Format is Best for SEO?

People wonder which phone number format to use on their website. Which of these should it be?

- (123) 456-7890
- 123-456-7890
- 123 456 7890
- 123.456.7890

From what I can tell, Google seems to prefer this format:

123-456-7890

So that is what I would suggest using. It also very much matters that you use the same format and not mix them up. Do not use one format at the top of the page, and another format at the bottom of the page.

And it appears as though using this format can possibly cause issues due to search engines not fully understanding it:

123.456.7890

Also, this format is difficult for Americans to read:

+1 xxxxxxxxxxx

We are used to the phone number being divided up instead of one long stream. Seeing the area code first, then the next 3 digits and then the last 4 digits is easier to read and remember / understand than one, long string of numbers without any kind of divider.

We're also not used to the country code (+1 being the United States – presumably since we invented the telephone). People wonder where the plus sign is on the phone dial. There isn't one, of course.

The goal here is to make your phone number good for both people and search engines.

Make Your Phone Number Clickable on Websites

You want to always make your phone number a link on websites so that when people are on their phones (or even on a desktop or laptop that can make phone calls), clicking the link makes a call.

Here is the sample code to use:

Copy

```
<a href="tel:+11234567890">+1 123 456 7890</a>
```

Or, in the USA, this works, too (without the +1):

Copy

```
<a href="tel:1234567890"> 123 456 7890</a>
```

And Don't Forget to Add Your Address

Make sure your address matches what Google shows as your address, and make sure that is consistent everywhere – in all profiles, websites, directory listings... everywhere, for sure. Perfectly consistent.

Original article: <https://tonyherman.com/which-phone-number-format-is-best-for-seo/>

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