Importance of Online Listings

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Director, Marketing Services

Google's Dilemma

Merrill Lawson

Director, Marketing Services

EARLY 2000'S

Google Has a problem...

How can we return local business data in search?

Print directories begin to upload their data online

Google builds their own database of local businesses

2005

Google launches Google Maps + Google My Business

Google's new problem: How accurate is this data?

Google has this data about your business:

Name: Joe's Plumbing

Address: 123 Fake St, Brooklyn, NY

Zip Code: 10001

Phone Number: 212-464-5836

Opening Hours: 9am-5pm

Google crawls other directories to confirm your data is accurate and your business is trusted

yp

Name: Joe's Plumbing

Address: 123 Fake St, Brooklyn, NY

Zip Code: 10001

Phone Number: 212-464-5836

Opening Hours: 9am-5pm

The more complete and accurate your data is the more Google trusts your business and the greater visibility you'll have on Google

Name: Joe's Plumbing

Address: 123 Fake St, Brooklyn, NY

Zip Code: 10001

Phone Number: 212-464-5836

Opening Hours: 9am-5pm

If your data is missing or incorrect from a key directory then Google loses trust in your business and this damages your local visibility in search results

Name: Joe's Plumbing

Address: 6 Fake St, Manhattan, NY

Zip Code: 10005

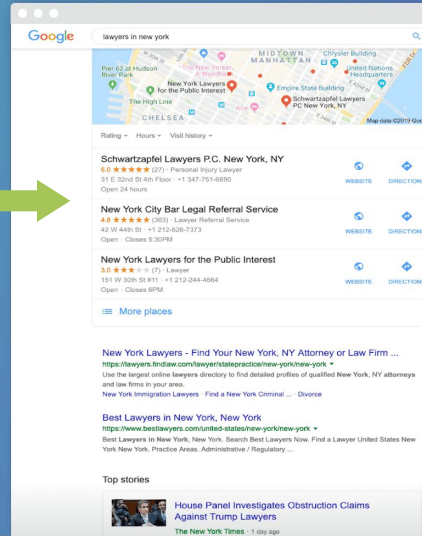Phone Number: 286-464-5136

Opening Hours: Not Found

Sites Google uses as trust signals

Why should you manage your listing data?

Improve your visibility in Google

Experts believe that listings make up 10.82% of the overall ranking factors for Google's local pack results

They also have an impact on Google's localized organic results making up 8.41% of overall signals

https://moz.com/localsearchrankingfactors

# Improve Referral Traffic From Directories
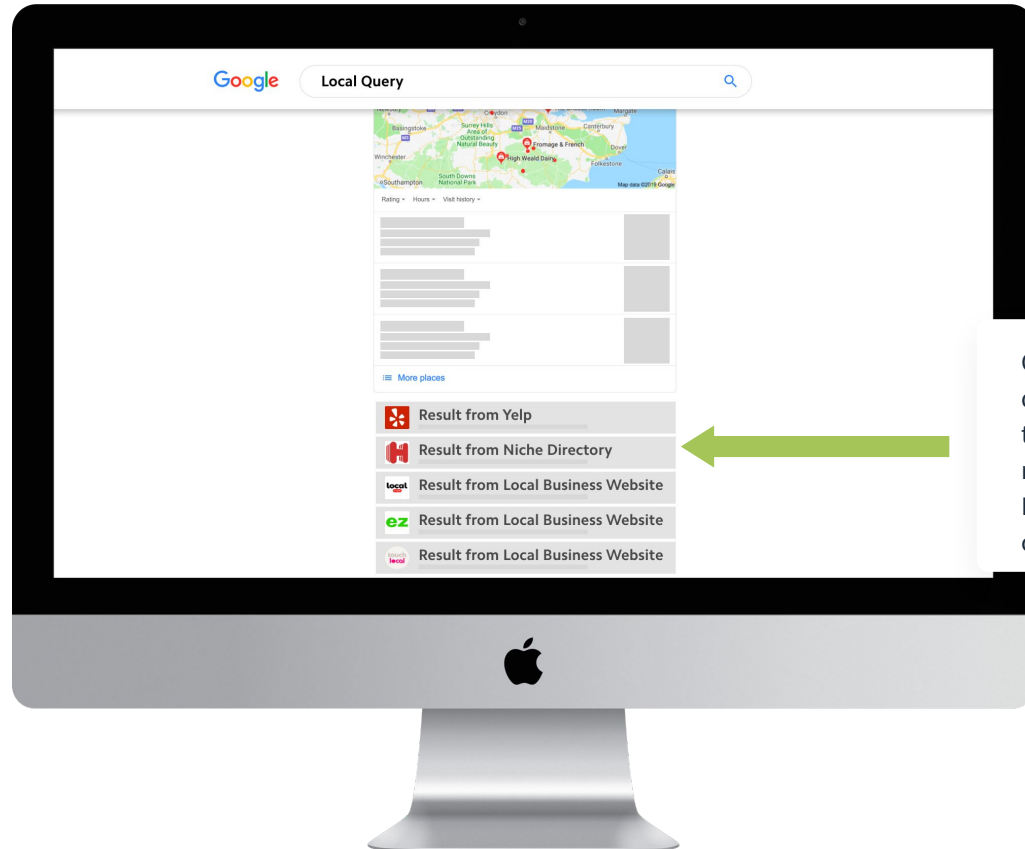
Google will return directories like Yelp towards the top of their results for local queries. Being listed here is crucial.

Voice Search Optimization

Control the data sources that power voice search on Alexa, Google Home and Siri.

58% of consumers have used voice search to find local business information in the last year alone.
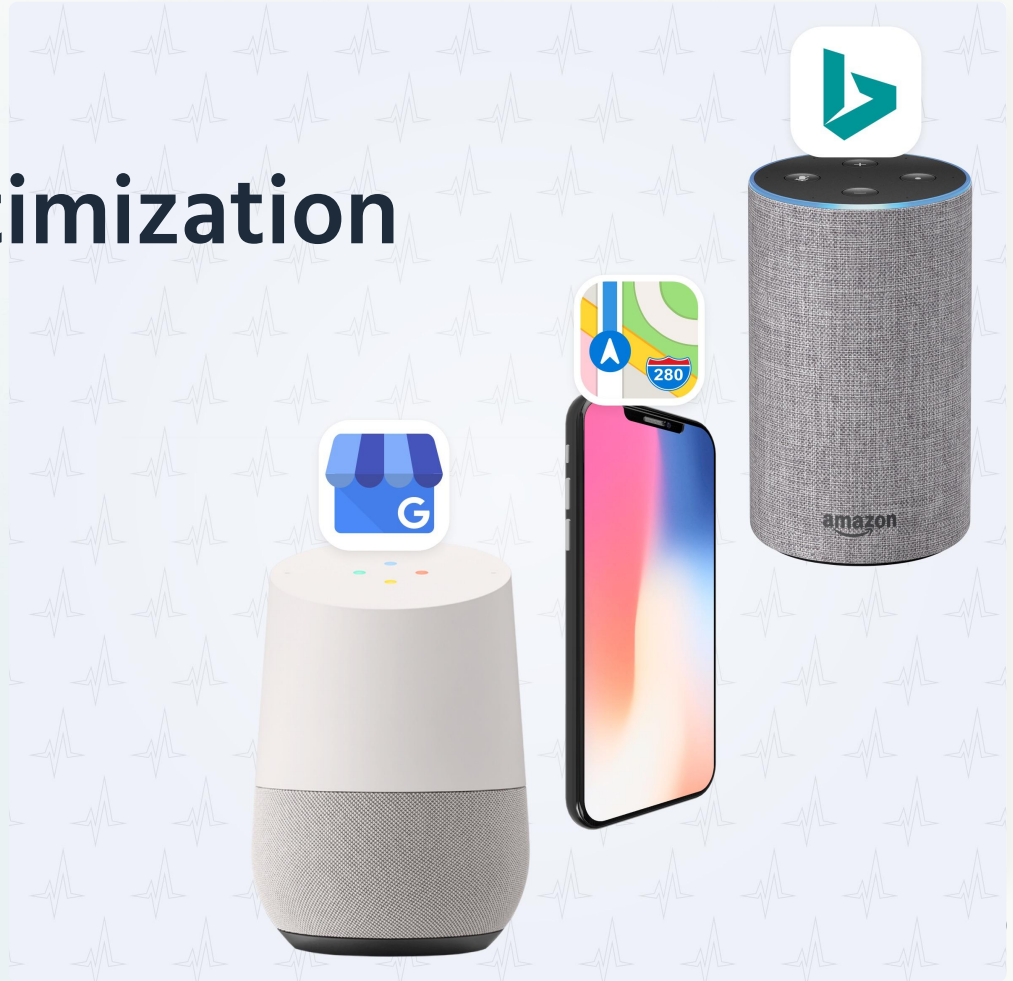
Improve Customer Experience

- 80 % of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names

- 93% of consumers say they are frustrated by incorrect information in online directories

- 40% of consumers would give up looking for a local business that they couldn't find because the address was wrong online

Local Citations Trust Report 2018

Big Tuna's Local+ Listing Management Service

Level 1: $49/mo = 5 Listings
Level 2: $79/mo = 10 Listings
Level 3: $99/mo = 15 Listings
Level 4: $129/mo = 25 Listings

# Step 1: We audit your existing listing footprint

- Data is gathered by business directories from many different sources from utility bills to business bureaus.

- So even if you've never submitted your business online - your data may have been gathered from an offline source.

- It's important that damaging incorrect data is highlighted and addressed quickly.

Site/Directory	Name	Address	Zip/Postcode	Phone Number
Google	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
Facebook	Sodoma Law	211 East Blvd, Charlotte, North Carolina	28203	+1 704-442-0000
Yelp	ART at Sodoma Law PC	211 E Blvd, Charlotte, NC	28203	(704) 442-0000
Foursquare	Sodoma Law	211 East Blvd, Charlotte, NC	28203	Not Found
BBB	Sodoma Law, P.C.	211 East Blvd, Charlotte, NC	28203-4719	(704) 442-0000
MapQuest	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
Yahoo! Local	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
YellowPages	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
CitySearch	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
WhitePages	Sodoma Law Pc	211 East Blvd, Charlotte, NC	28203-4719	(888) 644-0414
MerchantCircle	Sodoma Law	211 East Blvd, Charlotte, NC	28203	704-442-0000

Audit Report

Step 2: We clean up and build listings on powerful directories

- We'll then go out to the most powerful directories to ensure your business data is listed and 100% correct

- This ensures optimal visibility in Google for your business

Build & Correct Listings
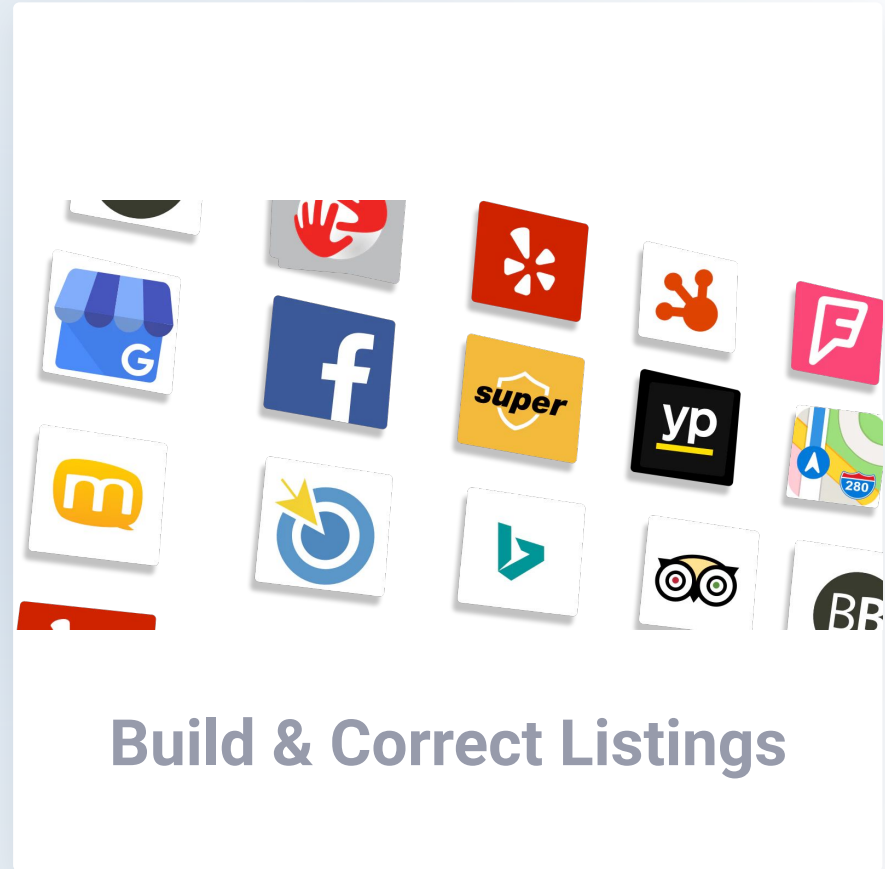
Step 3: We build your campaign Report

- We'll build you a unique campaign report showcasing the listings we've built and updated.

Directories

Campaign Date: Oct 6, 2017

No	Citation Site	Types of Site	Authority ⓘ	Date ⓘ	Status
1	yell.com	General Directory	74	Oct 6, 2017	Live →
2	hg.org	Niche Directory	65	Oct 6, 2017	Live →
3	ibegin.com	General Directory	63	Oct 6, 2017	Live →
4	spoke.com	General Directory	58	Oct 6, 2017	Live →
5	where2go.com	General Directory	58	Oct 6, 2017	Live →
6	brownbook.net	General Directory	56	Oct 6, 2017	Live →
7	lacartes.com	General Directory	50	Oct 6, 2017	Live →
8	touchlocal.com	General Directory	48	Oct 6, 2017	Live →
9	hotfrog.co.uk	General Directory	47	Oct 6, 2017	Live →
10	tupalo.com	General Directory	46	Oct 6, 2017	Live →
11	2findlocal.com	General Directory	45	Oct 6, 2017	Live →

Campaign Report Creation

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