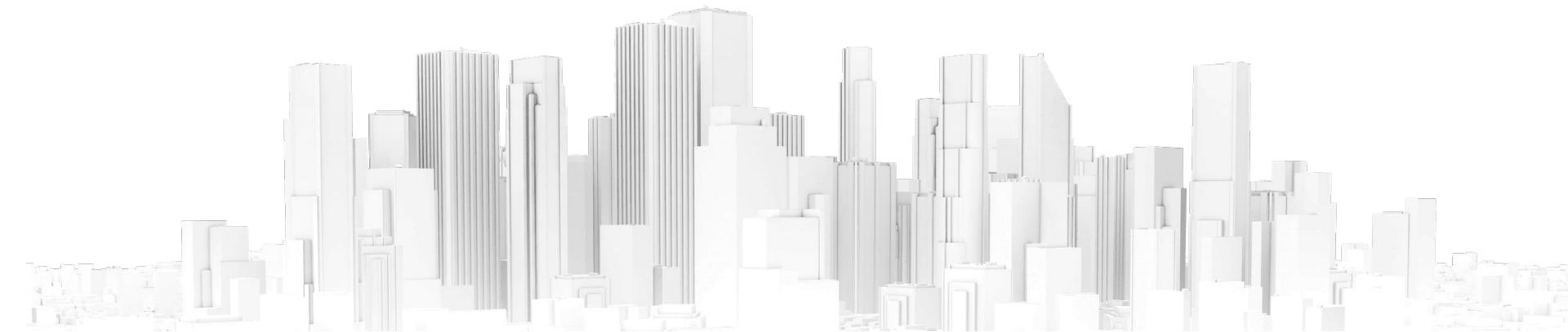


Understanding Local Listings





Agenda

- **Why** do local listings matter?
- **How** do local listings work?
 - Data aggregators
 - Data amplifiers
 - Data publishers
- Categories and findability
- **Solutions** Overview

Overview

The importance of Local Listings



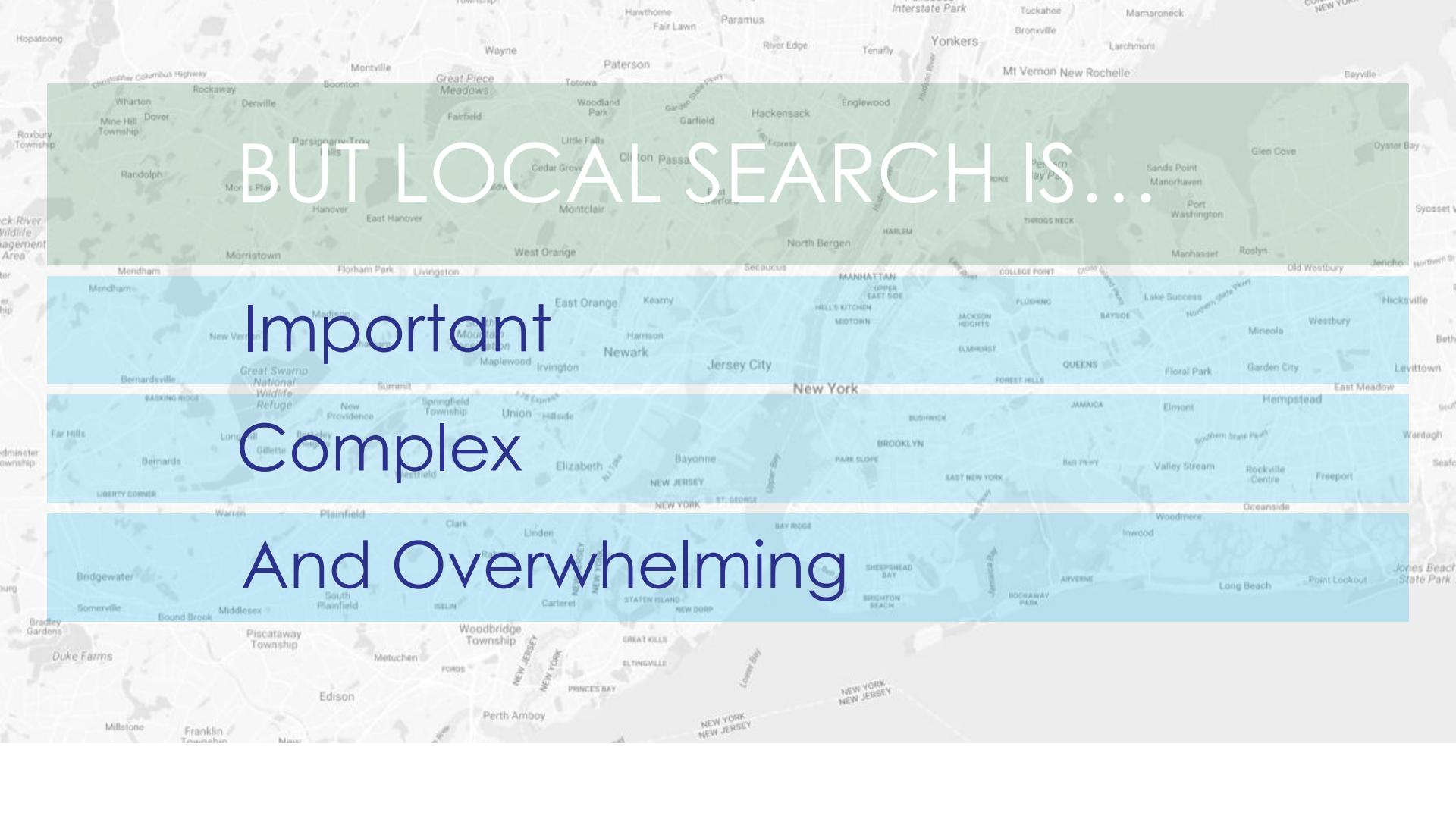
WE BELIEVE: *You should be found where your future & existing customers are searching.*

88% of consumers who do a local search visit or call the business within a day.*

46% of all searches are for local information.*



**Search is fundamental for a
business's marketing**



Important
Complex

And Overwhelming

Breaking down the local listing anatomy

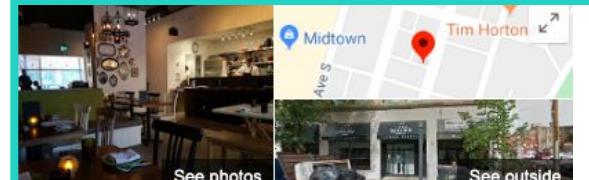
What information should you be sharing on sources?

Primary
Influences SEO & findability

Name, locations, phone number

Secondary
Assists with the customer journey.

Reviews, reservations, website, photos, social links, menu, scheduler, types of insurance accepted.



Little Grouse on the Prairie

Website Directions Save

4.4 ★★★★★ 192 Google reviews

Italian restaurant

Upscale, open-view kitchen offering artisanal Italian meals & creative cocktails in a stylish space.

Address: 167 3 Ave S, Saskatoon, SK S7K 1L6

Hours: Closed · Opens 5:30 p.m. ▾

Menu: [littlegrouse.com](#)

Reservations: [opentable.ca](#)

Order: [doordash.com](#)

Phone: (306) 979-0100

[Suggest an edit](#)

Questions & answers
[See all questions \(1\)](#) [Ask a question](#)

Reviews from the web

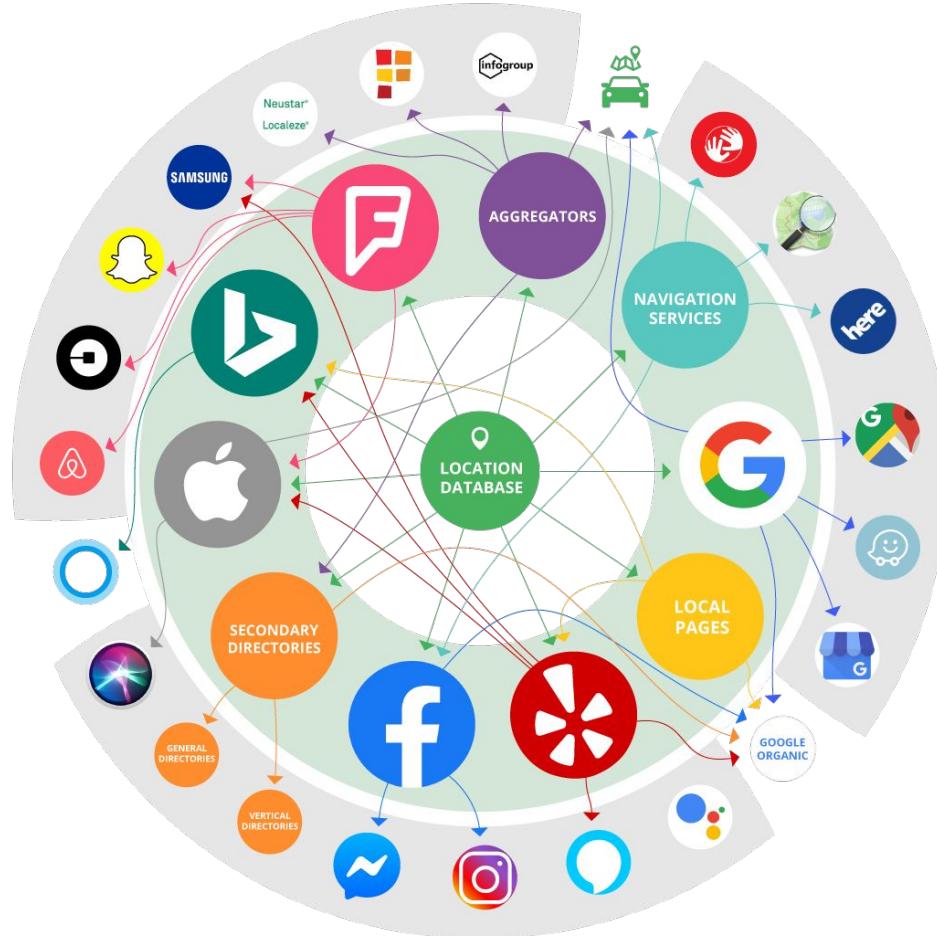
OpenTable	Facebook	Sirved
4.4/5	4.8/5	4.4/5
501 reviews	74 votes	579 votes

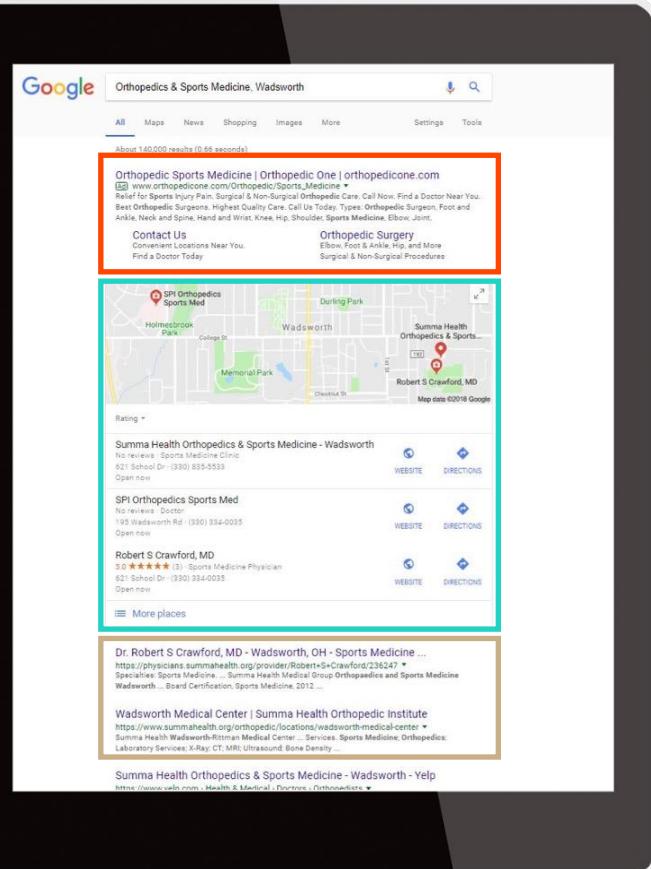
MISCONCEPTION:

Business owners often believe that there is a magic repository of all local listings data in the world.

The local search ecosystem

Everything starts with the primary data aggregators





Breaking down local search results

Be present at every stage of the consumer journey

Paid Media
Owned Media

Google Ads: Search Network

Local Business
Results

Earned Elements:
Reviews & Star Rating

Earned + Owned Media

Owned:
GMB Listings

Organic Results
Owned Media

Website

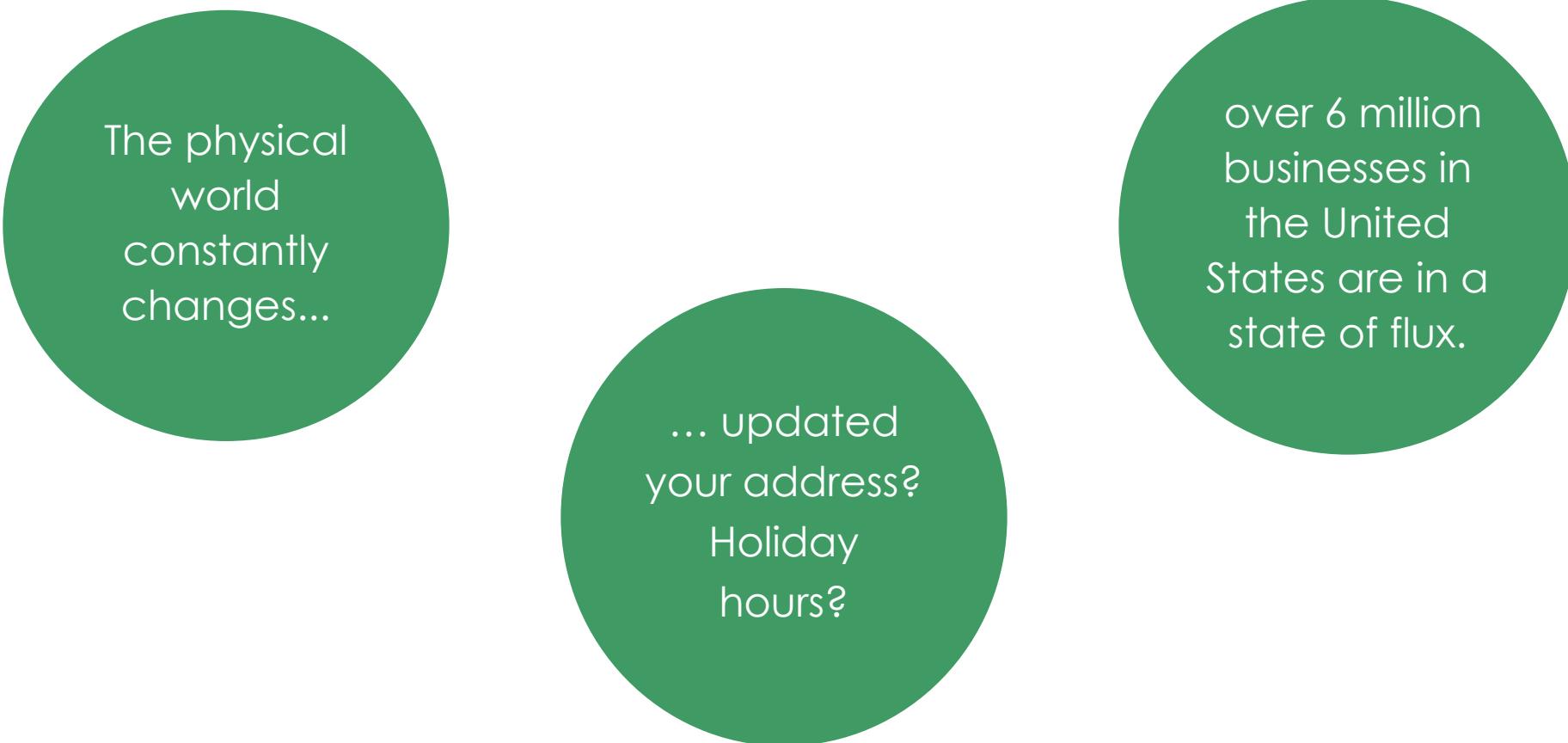
It's up to business owners to control how they appear online, on mobile apps, and more.



How do Local Listings Work?

Overview





The physical
world
constantly
changes...

... updated
your address?
Holiday
hours?

over 6 million
businesses in
the United
States are in a
state of flux.

Taking control of your local listing information can be *challenging*.

Luckily, we have three ways to maximize business search presence.



Understanding the local listing data layers

To maximize your search presence, you must have a strategy around the 3 data layers:

Layer 1: Local Data Aggregators

Neustar Localeze, Infogroup, Factual, and Foursquare

Layer 2: Local Data Amplifiers

Facebook, Google, Bing, Apple, and Amazon

Layer 3: Local Data Publishers

Listing Sync Pro & Listing Sync Pro powered by Yext

Three Local Listing Data Layers:



Local Data Aggregators

Provide local data to sources like Google, Bing, Facebook, Uber, Yelp, and more.

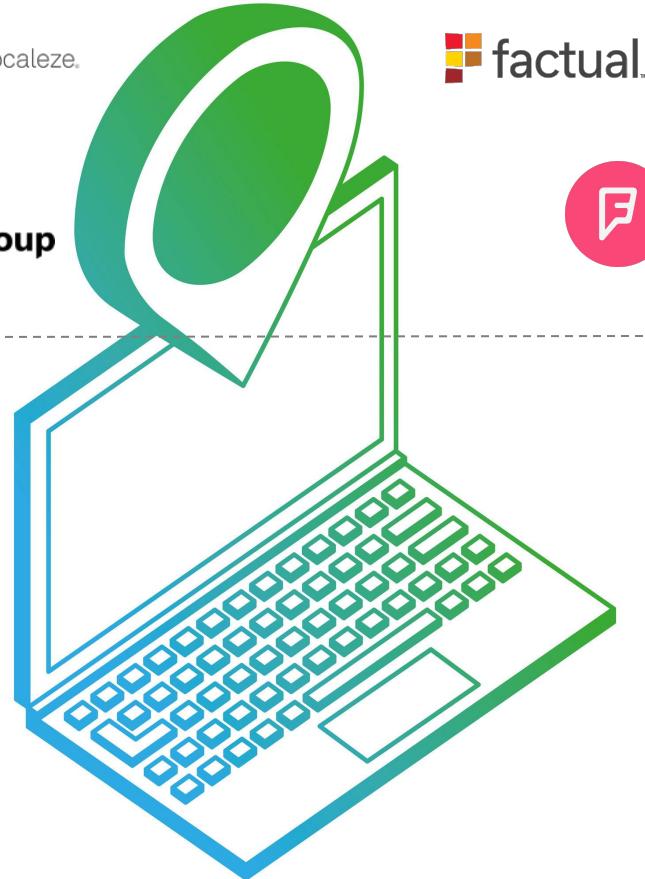
Sources pay for and retrieve data from these aggregators and publish it on a weekly, monthly, or quarterly basis.

Local Data Aggregators are often trusted even over manual listings management.

neustar // Localeze.

infogroup

factual.



Three Local Listing Data Layers:

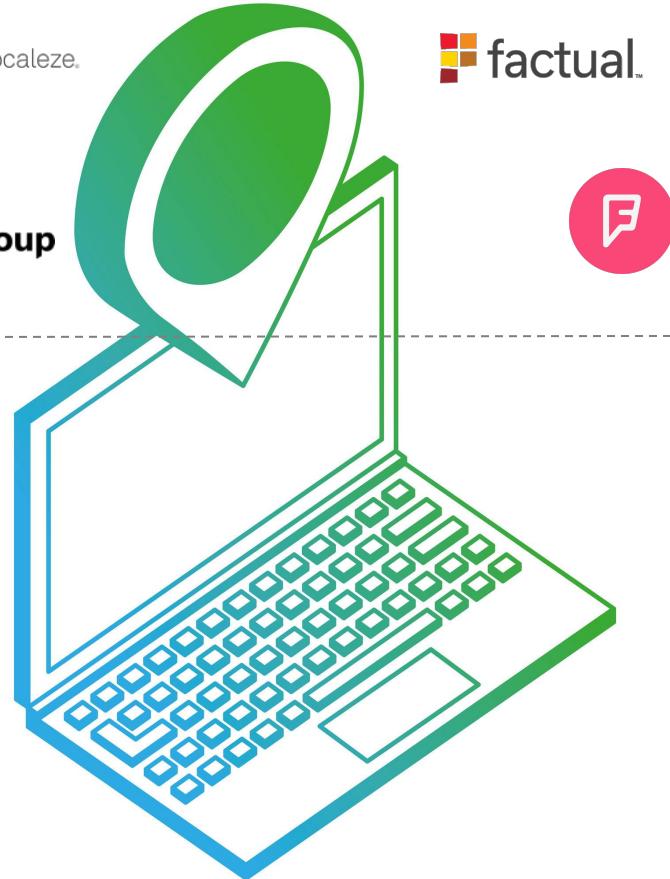


It's important to have data aggregators as a **foundation** to an online presence strategy because a practitioner can be assured their information is correct and **stays correct** in a vast ecosystem.

neustar // Localeze.

infogroup

factual.



Three Local Listing Data Layers:

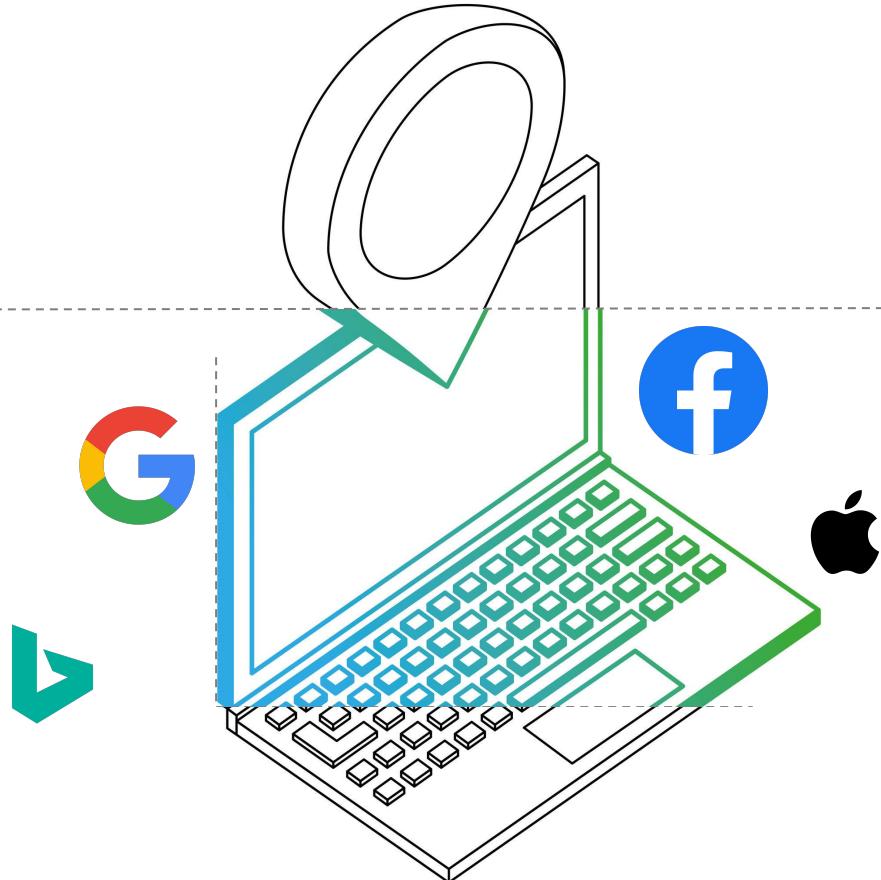


Local Data Amplifiers

Sources of business information that are referenced by thousands of developers to build out other search tools.

Wrap data in technology, providing content and listing information to a variety of apps & websites. Uber, Opentable, ParkWhiz or AirBnB are all built using business listings provided by data amplifiers.

Improve customer experience when they call an Uber or look for parking during their journey.



Three Local Listing Data Layers:



While it is possible to manually manage information submitted to the data amplifiers, it's important to also submit to the aggregators. Data amplifiers often trust **aggregator data** over **manual submissions**.



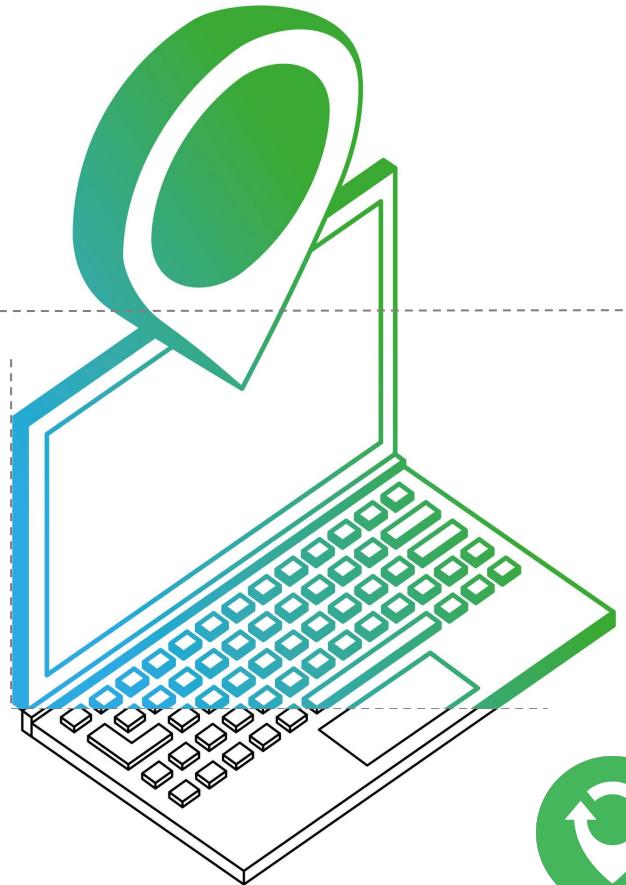
Three Local Listing Data Layers:



Local Data Publishers

Known as the “presentation layer”, data publishers quickly publish submitted local data to a range of sources online, offline, mobile apps and navigation systems.

Effective to quickly push out changes to listings quickly so that customers are informed immediately (such as new or leaving staff, added or removed services, a new address or telephone number, etc.)

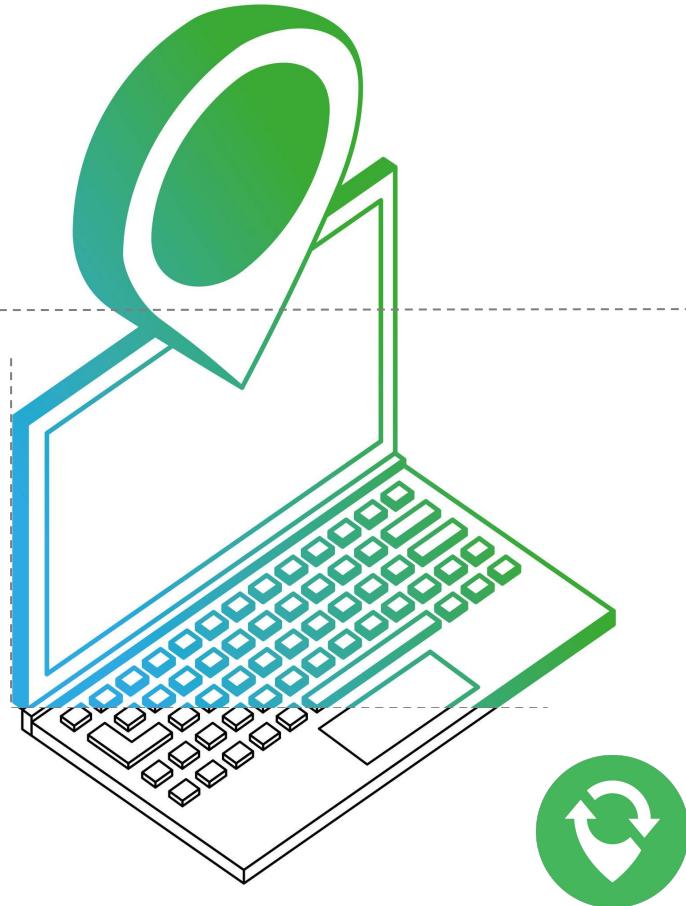


Three Local Listing Data Layers:



Local Data Publishers

The publisher layer also offers the best tracking of the visibility of a listing. Using as data publisher is often the **quickest, most visible** way to impact your listings; it's recommended when **inaccurate listing information** is found online.



Three Local Listing Data Layers:

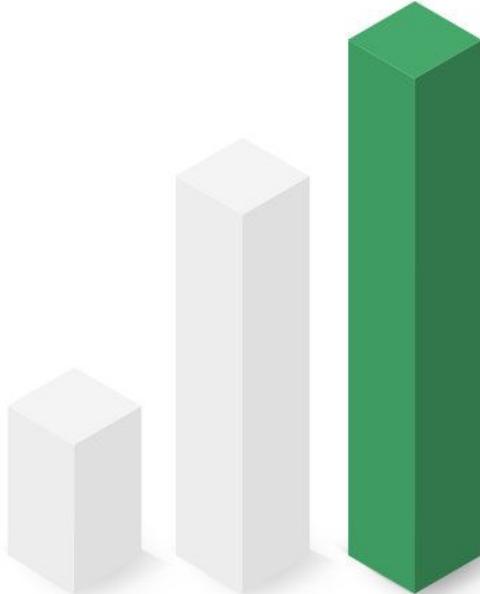
We offer the flexibility to package any one solution or combination of solutions at a single location or multi-location level. Each package can be configured based on the status of that particular listing or group of listings and your needs.

neustar // Localeze[®]



Solutions Overview

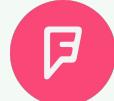
Listing Builder, Listing Distribution, and Listing Sync
Pro



Three essential solutions for findability

You must be found everywhere your customers are looking.

Correct on data aggregators

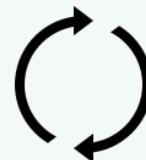


Claim and update amplifiers



Quick fixes with publishers

p



Data Layer One Solution



Listing Distribution

Foundational level of data accuracy for a business.

Provides data across online sources (such as Google and Bing), mobile apps (such as Uber and Apple Maps), voice search (Apple's Siri) and navigation systems (such as TomTom and Here).

Data we provide to the aggregators is given the highest approval.

neustar // Localeze.  factual.



Data Layer Two Solutions

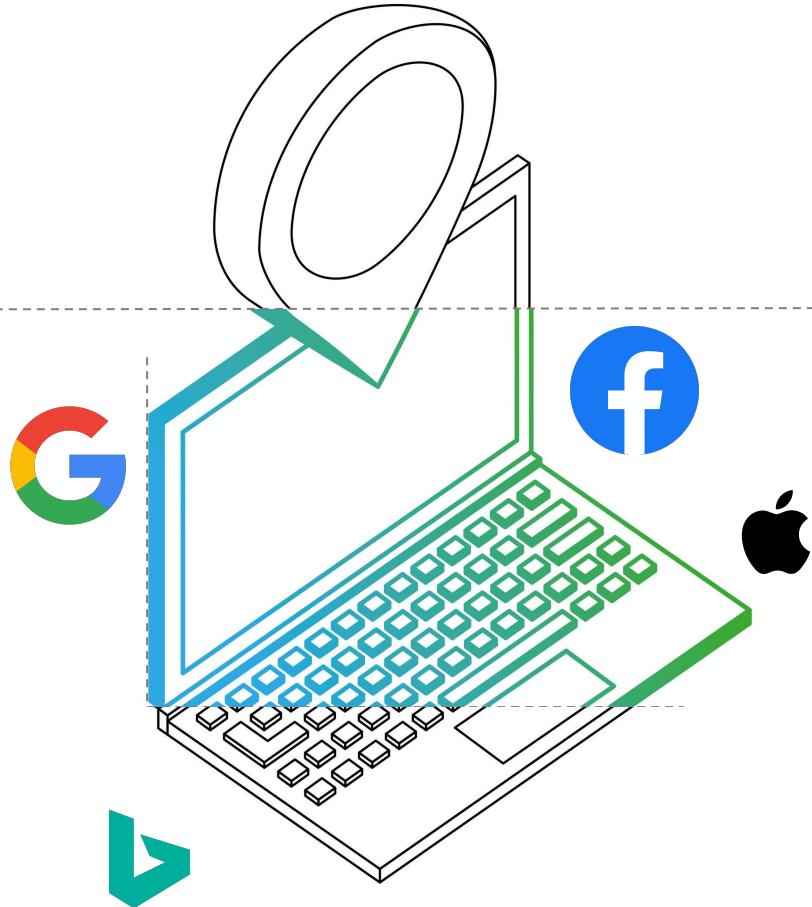


Listing Builder & Listing Claiming

Get found, claimed, and notified of any changes to your data on sites like Google, Facebook and more.

Ensures all sources have the most up-to-date information, and any other places they "amplify" information to is accurate.

Includes a landing page called My Listing, where a business can build as another findable source and a place for customers to leave feedback.



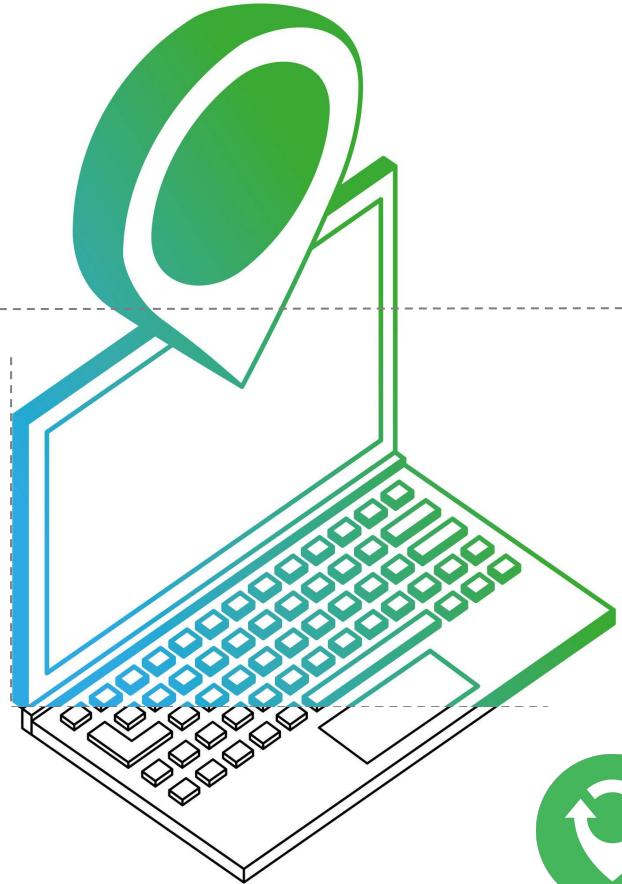
Data Layer Three Solution



Listing Sync Pro

Has the ability to make quick changes across a range of high-traffic sources, so that when a change is made, your customers know as quickly as possible.

Get complete control over your online brand. One platform you can view your syncing status across sources, manage duplicates, fix errors, and update business information (such as holiday hours).



Thank you.