



# **Importance of Online Listings**



# Google's Dilemma



Google's Dilemma



Print Directories go  
online



Google gathers  
data



Google presents  
data

EARLY 2000'S

# Google Has a problem...

## How can we return local business data in search?



Precision Legal Marketing



Google's Dilemma



Print Directories go  
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Google presents  
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# Print directories begin to upload their data online



Precision Legal Marketing





Google's Dilemma



Print Directories go  
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Google gathers  
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Google presents  
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# Google builds their own database of local businesses



Precision Legal Marketing



Google's Dilemma



Print Directories go online



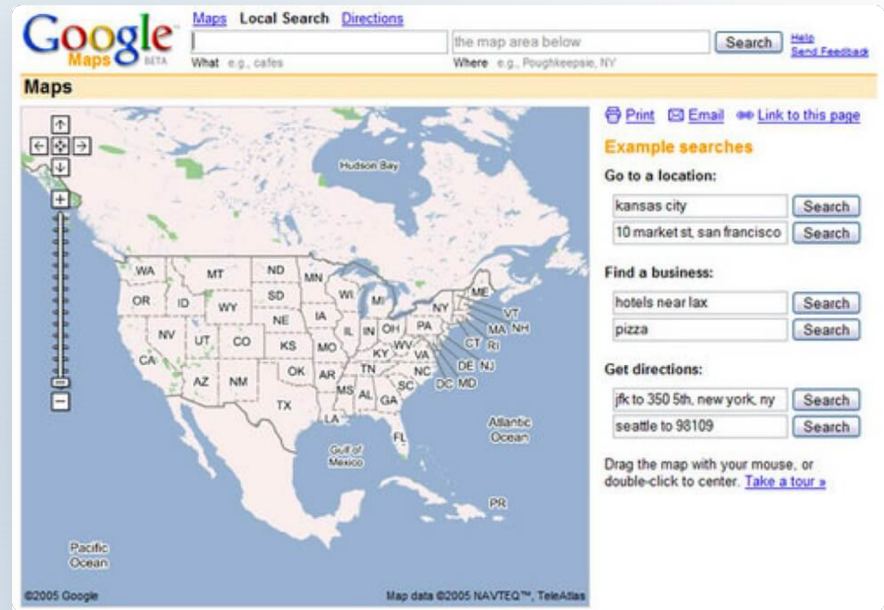
Google gathers data



Google presents data

2005

# Google launches Google Maps + Google My Business



Precision Legal Marketing

2005 - TODAY

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



## Google has this data about your business:



**Name:** Saul Goodman, Attorney

**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**



**Name:** **Saul Goodman, Attorney**

**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:** Saul Goodman, Attorney

**Address:** 123 Fake St, Brooklyn, NY

**Zip Code:** 10001

**Phone Number:** 212-464-5836

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**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:** **Saul Goodman, Attorney**

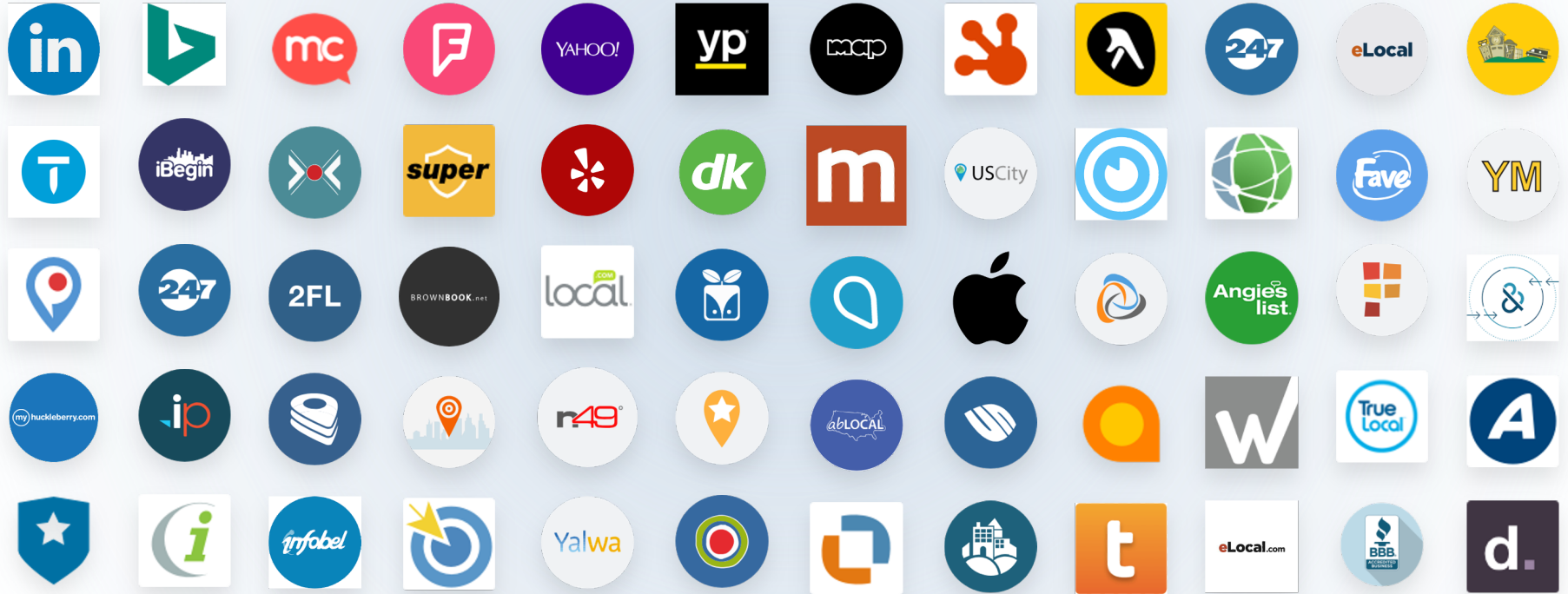
**Address:** **6 Fake St, Manhattan, NY**

**Zip Code:** **10005**

**Phone Number:** **286-464-5136**

**Opening Hours:** **Not Found**

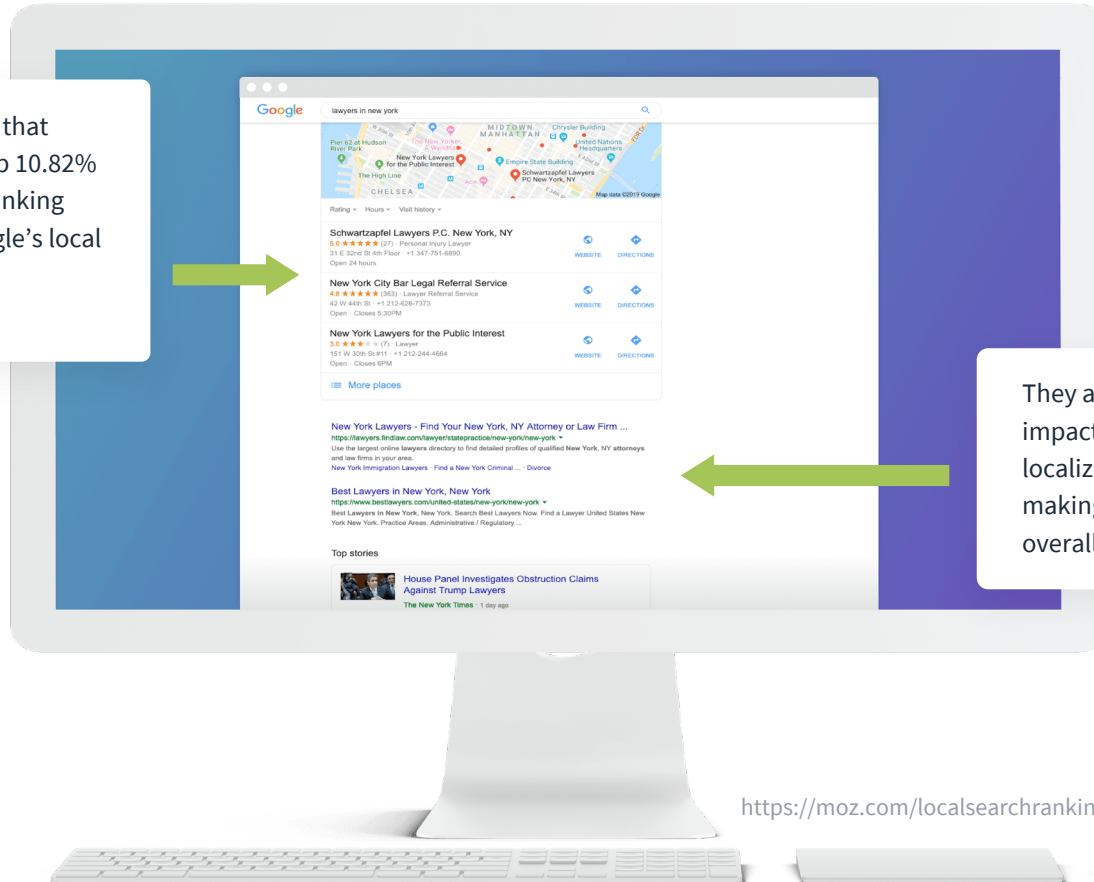
# Sites Google uses as trust signals



# Why should you manage your listing data?

# Improve your visibility in Google

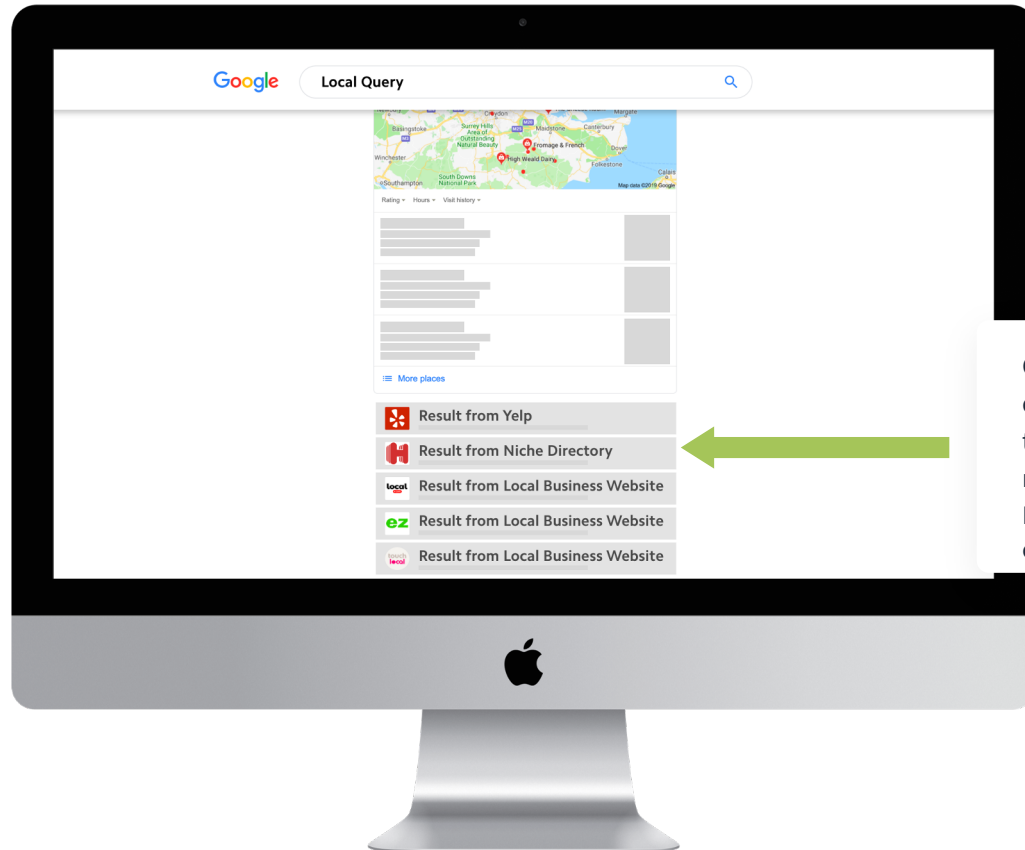
Experts believe that listings make up 10.82% of the overall ranking factors for Google's local pack results



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



# Improve Referral Traffic From Directories

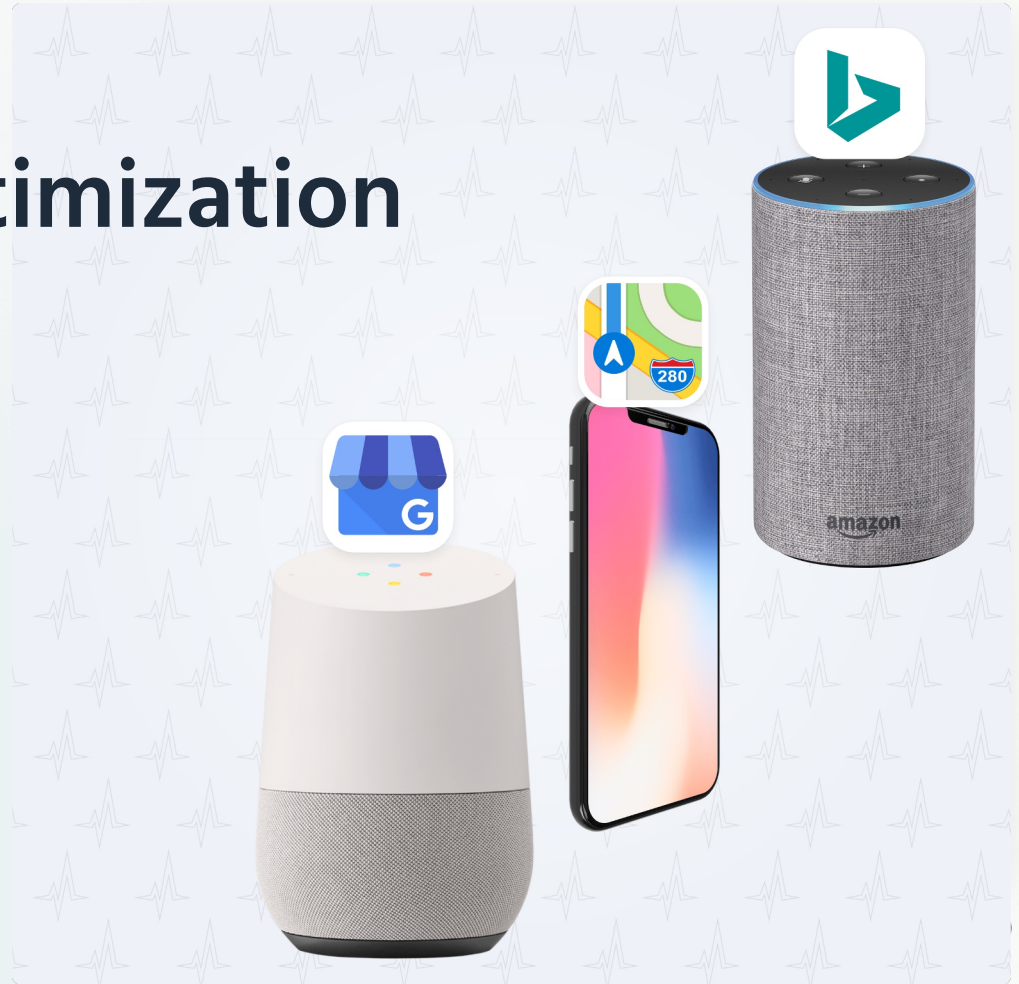


Google will return directories like Yelp towards the top of their results for local queries. Being listed here is crucial.

# 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
- <https://www.brightlocal.com/learn/localcitationstrustreport>



## Local Citations Trust Report 2018

# Listing Management Service

# 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.

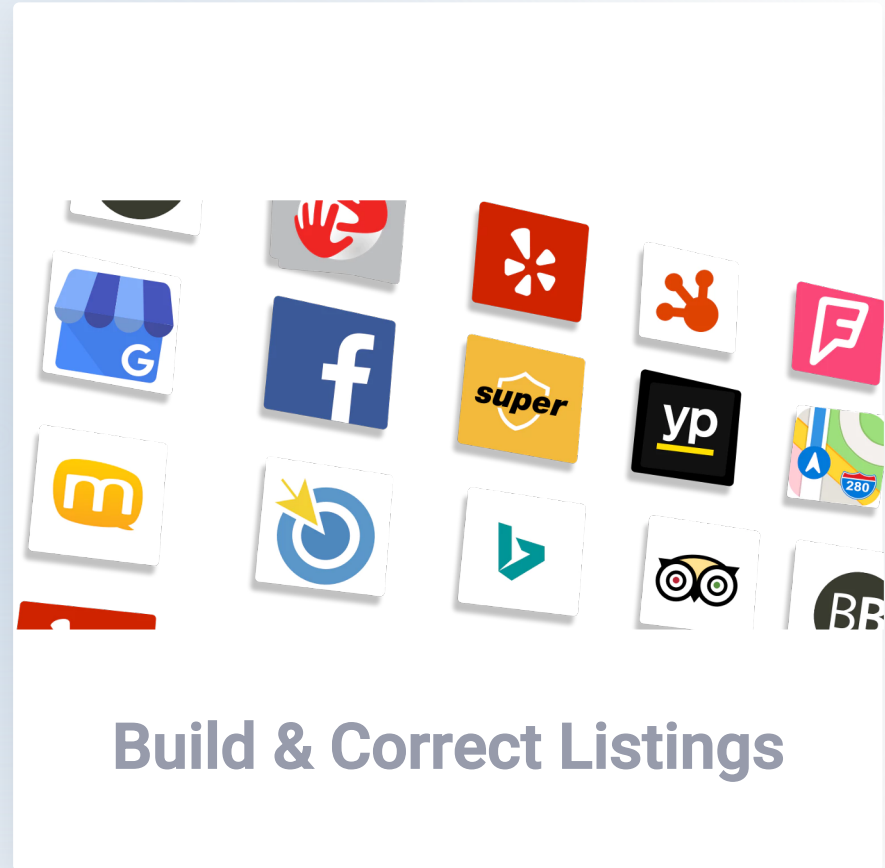
Site/Directory	Name	Address	Zip/Postcode	Phone Number
Google	Sodoma Law	211 East Blvd, Charlotte, NC	28203	(704) 442-0000
Facebook	Sodoma Law	211 East Blvd, Charlotte, North Carolina	28203	+1 704-442-0000
Yelp	ART at Sodoma Law PC	211 E Blvd, Charlotte, NC	28203	(704) 442-0000
Foursquare	Sodoma Law	211 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