LISTING BUILDER

The most comprehensive business listing solution for local businesses.
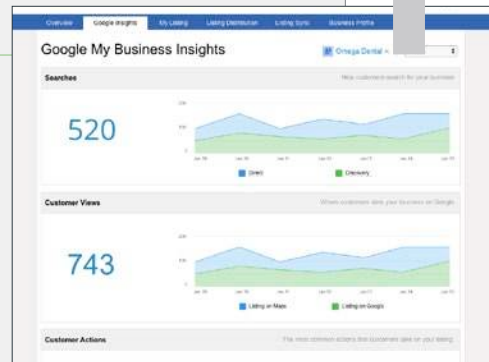
Get found. Gain traffic. Grow revenue.

Establish accurate business listings and **appear in more places across the web**. Packed with four powerful presence management tools—Google Insights, Listing Sync, Listing Distribution and My Listing—Listing Builder is **the most comprehensive business listing solution on the market**.

1

Google Insights

Understand how your **business is performing on Google Search and Maps**. Google Insights in Listing Builder provides a valuable glimpse into your customer's activities, including:
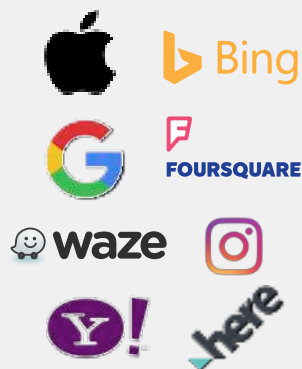
- **How customers find your listing**
- **Where customers find you on Google**
- **What customers do once they find your listing**

2

Listing Sync

Accurate business listings help search engines and consumers find local businesses online. Listing Sync gives you **one place to create and sustain accurate business listings** across an established network of over 70 listing sites. With Listing Sync you can:

- Sync to Google, Facebook, and Twitter for no extra charge.
- Generate and fix business listings with one click.
- Make unlimited updates from one place.
- Protect listings from changes by third parties.

Listing Distribution

3

Listing Distribution allows you to **build accurate business listings on the four major data aggregators**—Factual, Acxiom, Infogroup and Neustar/Localeze. These aggregators are referenced by over 300 sites. As a result, Listing Distribution helps you:

- Improve the likelihood that potential customers find your business in local search.
- Fix inaccurate business info at the core of the problem.
- Broaden your reach and boost your visibility online.

My Listing

4

With My Listing, you can **easily create a mobile-responsive business listing that is optimized for local search**. This customizable listing allows you to:

- Drive more traffic to your website.
- Display your store hours and contact info (so it'll be easier for people to find your business).
- Design and share coupons to generate new revenue.

Why do you need accurate listings?

Consumers depend on accurate listings when searching for a local businesses online. Incorrect business listings lead to lost sales opportunities, frustrated consumers, and weakened search rankings. In fact, 73% of consumers stated that they lose trust in a brand when an online listing shows incorrect information. Therefore, accurate listings are considered to be an essential component of the local marketing stack.

4/5 consumers use search engines to find local information like business address, hours and directions.

local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours