

LISTING BUILDER

The most comprehensive business listing solution for local businesses.

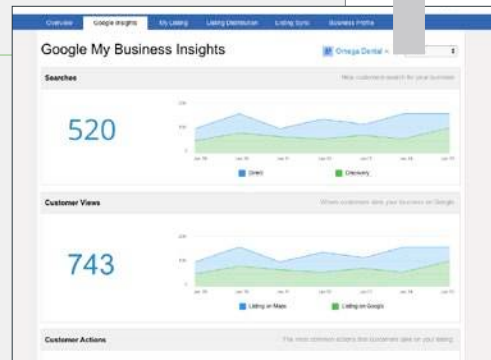
Get found. Gain traffic. Grow revenue.

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**.

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:

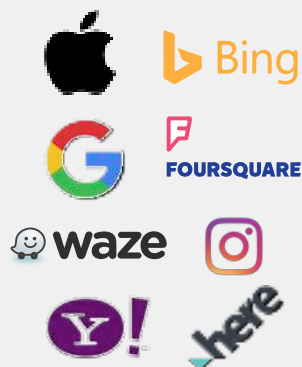
- How customers find your listing
- Where customers find you on Google
- What customers do once they find your listing



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

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.



3

My Listing

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.



4

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



Get accurate, get found.

Accurate business listings help search engines and consumers find local businesses online. The problem is that you don't have the time to create and maintain dozens of business listings.

Listing Sync gives you one place to create and sustain accurate business listings across an established network of listing sites.

1 **Generate and fix business listings with one click**

Build a presence on an established network of over 70 search engines, social networks, business directories, and more!



2 **Make unlimited updates from one place**

With Listing Sync, you have the power to manage all of your business information from a single dashboard. Give your customers the guarantee they will always see the most up-to-date information when they search for your business.

3 **Protect listings from changes by third parties**

Competitors, data aggregators, and other third parties can manipulate your business listings without warning. Listing Sync gives you peace of mind by automatically re-establishing the accurate data if anything changes.



4

Sync to Google, Facebook, and Twitter for no extra charge

You read that correctly—with Listing Sync, you can instantaneously update your business listing info on these three online powerhouses for no additional fee.



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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.

*80% of 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*



Listing Sync allows you to take control of your business listings and protect your brand online.





LISTING DISTRIBUTION

Building your online presence



Improve listing consistency across more than 300 sites.

Listing Distribution submits your business listing to the four major data providers: Factual, Acxiom, Infogroup, and Neustar (Localeze). Together, these data providers are referenced by over 300 online listing directories.

Optimize your listings for three factors that impact local search rank: the number of online citations, the popularity of sources they appear on, and the accuracy and consistency of listing information.

Simply activate your Listing Distribution, and watch as your listings improve over time.



**Monitor, manage,
and build your online
reputation today!**

