

# Local search 101

Modern consumers start their shopping journeys on search engines and online directories. The results they get from those sites determine where they spend their money. If you don't appear in the local search results, that sale goes to your competitor.



## What We Do For You



### Listings Management

Listings Management ensures your online content is accurate and relevant. Our platform will get your locations listed and crawled for updates daily, weekly or monthly.



### Reputation Management

Reputation Management within the platform allows you to monitor and respond to your reviews from directories including Google and Facebook.



### Keyword Ranking

Keyword Ranking monitoring to make sure your keywords are performing so you can optimize where and when it matters.



### Actionable Analytics

Actionable Analytics allow you to track the performance of each of your locations — from the baseline measurement of your listings coverage and accuracy all the way to the revenue generated by your local marketing campaigns.

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## We help you get found online.

Getting your business found across the internet takes time and expertise to get it right. Our automated software takes care of the hard work for you, and drives customers to your locations.

# Local searches = motivated shoppers

# 51% of local searches convert to in-store sales within 24 hours (Source: Google)

## Why local?

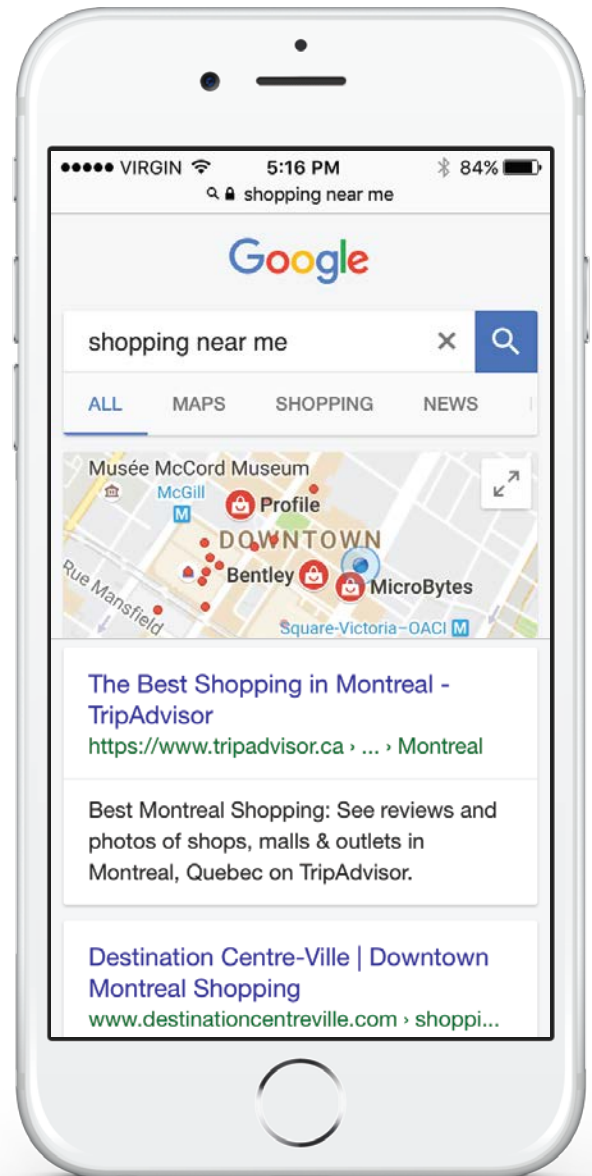
Marketing is about connecting with your customers. And today's consumer is local, and they are mobile. Consumers are searching for your business on their smartphones, and if you aren't there - they will choose your competition.



## Mobile for the win.

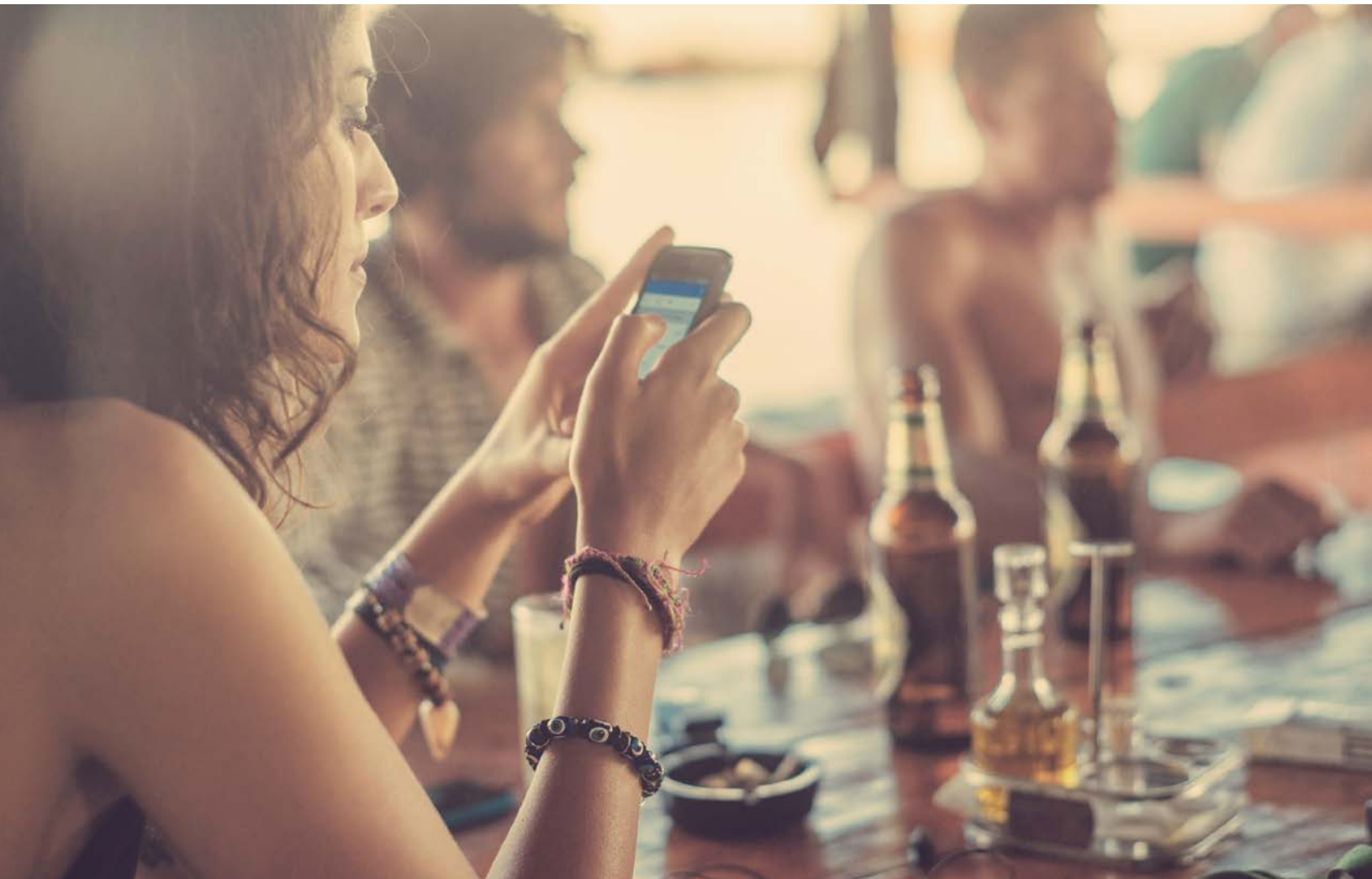
Mobile internet use overtook desktop use in 2015. Not only is Search the most used resource, it's the resource 87% of people turn to first. 92% of those who searched on their phone made a related purchase and you need to be part of these journey with picture perfect listings, so you get chosen over your competitors (Source: Google).

**If you want to go local, you have to be on mobile, where your customers are.**



# Listings management

**Inaccurate listings lead to missed opportunities**



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## **We help you get found online.**

Every error in your business information across the internet reduces your chances of showing up when potential customers search online. For example, a listing without a phone number would drive 47% of Google search users to consider an alternative seller.

## **Finding all your errors on your own is impossible.**

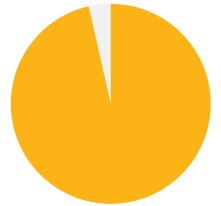
Leave it to us, we'll do the hard work for you while tracking progress as we go. We make sure that every one of your listings is correct, so you never miss out on an opportunity.

# How accurate are your local listings?

## Inaccurate listings lead to missed opportunities

### Let us fix them for you :

- ✓ We will create, manage and maintain listings on all directories.
- ✓ We will delete or suppress any existing inaccurate listings.
- ✓ We will manage existing listings to ensure all data is exact.
- ✓ Direct API submissions to the top 15 directories.
- ✓ Not solely reliant on aggregators.



**95% of smartphone users have used their phone to look up local information. After doing so, 61% called and 59% visited.**

(Source: Forbes)



Getting your business listed across the internet is the best way to attract new customers and increase your revenue. No matter what you offer, potential customers are looking for it online. Are they finding you?

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We get you listed where it matters.

# Reputation management

Make sure you look good in your customer's eyes



**90% of consumers  
say buying decisions are  
influenced by online reviews**

(Source: Marketing Land)



A lack of reviews for your business can lead to you losing customers.

You need them to get talking about you so search engines bump you to the top of their results. This will also help potential customers take you more more seriously.

**With our platform you are able to monitor reviews,  
respond to them in real time and stay on top of your online reputation.**

- Access to all existing and new reviews directly in the platform
  - Review notifications available via email
  - Respond directly from the platform to reviews
  - Solicit reviews from your happy customers
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# Are you leveraging reviews and ratings for your brand?

**Sites like Yelp, Google+ and TripAdvisor influence 3x more sales than a brand's own website.**

Ratings & reviews can help people find – and notice – your business. The more reviews you have, and the higher your ratings, the more likely that customers will find and choose you. If customers have a positive experience and help to create a buzz, your reputation grows.



**Online searchers are making decisions based on what is being (or isn't) said about your business.**

It's crucial to keep a finger on the pulse of the conversation surrounding your business by tracking, monitoring, and responding to what people are saying about you.

**Sounds overwhelming? That's because it is.  
Our automated tool allows you to :**

- ✓ Track historical review data from the first to the most recent and see how brand sentiment has changed over time.
- ✓ Instantly see your average rating across major search engines
- ✓ Connect with your audience and ask them to help build your online reputation with more reviews.

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We get you listed where it matters.

# Actionable analytics

**The right data to make the right decision:  
insightful analytics help drive performance.**

We pull data from the most important directories to give you an overview of your local marketing performance.



Track your online-to-offline performance including potential revenue and key metrics such as clicks to call, directions and website visits.

Our dashboard gives you access to information about a specific location, a region or all your locations at once. This allows you to strategize with more accuracy and allocate the right resources where they're needed the most. You can get as general or as granular as you want.

Through our integration with platforms like Foursquare, Bing, Google My Business and Facebook, you can see additional metrics like views, check-ins, high traffic times, user demographics, and more.

# What you need to know in one place :

Conversion Funnel: Understand how much revenue your local marketing is generating.

Clicks-to-call and driving directions: demonstrate in-store traffic generated and how this traffic is converted into a sale

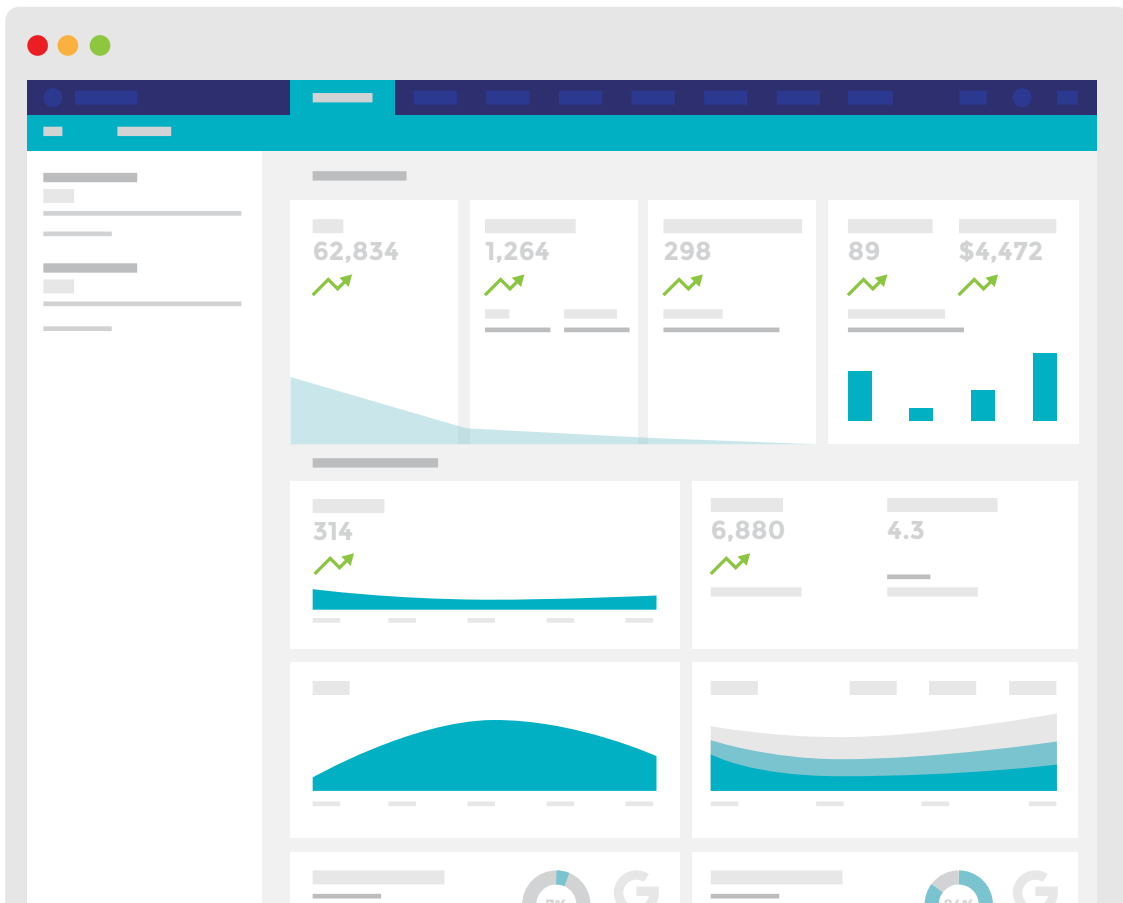
Monitor your listings individually or all together: Keep an eye on your coverage and accuracy for each directory.

Location CMS: update your listing information within the platform.

Monitor your online reputation: You are getting reviewed by your customers - and you need to know what they're saying about you. Assess your overall brand sentiment, volume of reviews to track over time and even a detailed view of each review, so you can respond or use them for your next case story.

Keyword ranking monitoring: identify content opportunities and complement local campaign targeting with complete keyword data.

Generate detailed performance reports for each location This will help you refine and optimize your strategy.



We get you listed where it matters.



# Keyword optimization is an important first step in creating a local marketing strategy.

**It is also something your business can start doing today.**

Optimizing your content makes it more likely that a consumer searching for your product or service will find your business immediately.

## **With our integrated platform, you can :**

- ✓ Track and monitor your keyword ranking over time.
- ✓ See how the competitors are ranking for specific keywords.
- ✓ Instant reporting capabilities: with a simple click, get CSV or PDF reports of your keyword ranking
- ✓ Instantly see how your business ranks on local and organic search engine results pages (SERPs).



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We get you listed where it matters.

# Ranking management

Track the right keywords to increase your local marketing campaigns' performance



According to Google,

**56% of “on the go” searches have local intent**

**If you don't show there, you are definitely missing customers.**

(Source: Google)

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**Monitor keyword ranking on Google, Bing, and Yahoo and measure your performance month over month.**

With 80% of consumers searching for local businesses online (Source: Gartner), your business can't afford to be overlooked. Despite the importance of Local Search many businesses don't currently have a strategy in place.