

# Premium Listings

Premium Listings is the foundation of your online presence. By getting your business listed correctly and consistently across relevant online directories, it helps new customers to find you, attract & drive them to your store and ultimately increase your revenue.



## DRIVE MORE BUSINESS FROM LOCAL SEARCHES

Boost your local search results so more people can find you with accurate and complete directory listings.

**73%** LOSE TRUST IN BRANDS DUE TO INACCURATE LOCAL BUSINESS LISTINGS.<sup>1</sup>



## DON'T LOSE REVENUE TO INCORRECT BUSINESS INFO

Our team will make sure your key business info is always current on up to 50+ local directories so you don't miss a sale.

**47%** OF GOOGLE SEARCH USERS WILL GO TO THE COMPETITION IF YOUR LISTING IS MISSING A PHONE NUMBER.<sup>2</sup>



## RESPOND TO REVIEWS ACROSS YOUR MANAGED DIRECTORIES.

Easily view and be guided to respond to reviews across your managed directories.

**93%** OF CUSTOMERS READ ONLINE REVIEWS BEFORE BUYING A PRODUCT.<sup>3</sup>

## Get found and stand out in local searches and directories.

### PREMIUM LISTINGS FOR YOUR BUSINESS

Get your business listed on up to 50+ directories including Google my Business, Facebook, Apple Maps, Bing, Uber, Waze, Yelp, Instagram, NextDoor, and more.

### DIY REVIEW MONITORING & MANAGEMENT

Easily view your average star rating and most recent reviews and be guided to respond across your managed directories in the Client Center.

### EASILY MANAGE CHANGES TO YOUR BUSINESS

Our API Integration into the directory list means that any business changes (hrs. of operation, services, etc.) get processed and distributed in real time.

### ENHANCED REPORTING TO VIEW PERFORMANCE IN ONE PLACE.

Track the status and performance of your listings, monitor reviews, plus, Google My Business and Facebook insights in our reporting dashboard to understand how people are finding your business.

"Our listings have been cleaned up online tremendously – we're seeing a lot more traffic organically."

Nancy Derby  
Owner, Designer Fabrics

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We'll help you get accurately listed where it matters, driving visits, calls and clicks to your business.



## BOLSTER WHAT CONSUMERS CAN FIND OUT ABOUT YOU

Your business information is used to create a rich directory profile for each location. We collect valuable information about your business, including descriptions, service areas, special opening hours, and images - so much more than just your standard name, address, and phone number. This information will help consumers in their buying decisions.



## KEEP YOUR INFORMATION CONSISTENT ACROSS THE WEB

Consistent and correct listings across the web influence whether a business shows up in the Google Map (Local 3-pack) results. Your business location information will be distributed on up to 50+ of the most valuable directories on the web, ensuring that consumers and search engines can find you.



## PRESENCE ACROSS MAPS & NAVIGATION APPS

86% of consumers use Google Maps to find a local business.\* Your location information will be distributed to Google Maps, Apple, Waze, Uber and several other high value map and navigation services.



## GOOGLE MY BUSINESS AND FACEBOOK INSIGHTS

Get detailed insights into how visitors are finding you on Google My Business and Facebook. Breakdown includes Impressions vs. Clicks, Driving Directions, Branded Searches, and more.

