

Local Listings Management

What Does This Service Do? Local SEO is all about authority and trust; Each listing acts as a “citation.” In the eyes of Google, each citation is a confirmation of your business’s contact information, such as your name, address, and phone number (NAP). If you have accurate information listed across multiple reputable business directories complete with backlinks to your domain, Google can establish that you’re a legitimate business with a relatively authoritative site. This is a small, but integral part of your overall SEO strategy, and one that doesn't cost much to establish. [Service Sales Page](#) | [FAQs](#) | [Soft Categories](#)

Deliverables:

- One-time setup of optimized profile and submission to our growing list of directory listings based on your GBP (Google Business Profile).
- Ongoing maintenance and management of profile and citations month-to-month.
- **GBP Optimization:** We will request access to your GBP as manager or set up a new profile for your business and optimize the listing with geo optimized (EXIF) photos.

Distributed Listings / Citations

We will distribute your local business information to citation websites and ensure that your information is unified across all listings online. This information will be pulled from your GBP (Google Business Profile) and optimized.

There are Amazon Alexa, Apple, Bing, and Google, amongst other directories, so your business will become voice search ready.

123local	TripAdvisor	Yahoo!
2findlocal	Waze	Yalwa
8coupons	HERE	Yandex
ABLocal	HotFrog	YaSabe
Amazon Alexa	iBegin	YellowMoxie

AmericanTowns.com Apple AroundMe Avantar AirYell White & Yellow Pages Baidu Banks.com Bing Bizwiki.com The Internet Chamber of Commerce Allonesearch Brownbook.net Central Index US ChamberofCommerce.co m Citysearch CitySquares CK Map Credibility Review Cylex D&B Database eLocal EZlocal Factual Find Open Foursquare	iGlobal Insider Pages Local.com v2 LocalDatabase LocalPages LocalStack Mafengwo MapQuest Mapstr MerchantCircle My Local Services n49 Navmii Nextdoor Opendi Parent Day Out Pitney Bowes Pointcom Property Capsule ShowMeLocal Snapchat Soleo tellows TomTom Top Rated Local Tupalo Uber USCity.net	YellowPageCity.com YellowPagesDirectory Yelp YP.com DexKnows Superpages Trip.com DoorDash Fliggy HolidayCheck Postmates RetirementPlanning.net
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FAQ

I haven't seen any improvements in web traffic, what now?

Great question. We cover this in detail below, [click here](#).

What are the duplicate listings in my report?

Duplicate listings are those determined to be a duplicate. We suppress these which essentially redirects the duplicate to the verified listing.

What about Facebook, GBP, and IG?

We specifically omit Facebook, Google Business, and Instagram as our clients typically manage these themselves. The important part is they match what data we've distributed (address, phone, exact business name).

How can I set up Voice Search?

The voice search ecosystem consists of Google Assistant, Apple Siri, Amazon Alexa, and Microsoft Cortana.

- Google Assistant pulls from GBP.
- Apple Siri pulls from Apple Maps.
 - Apple Maps pulls photos and reviews from Yelp.
- Amazon Alexa pulls from Yelp.
- Microsoft Cortana pulls from Bing.

You have your GBP and we will optimize and distribute that profile to Yelp and Apple, covering all the bases.

What will happen if I cancel my Listing Management subscription?

We send your business information to Yext via SEMrush to get it distributed through different directories. In this case, Adopt the Web via Semrush is acting as resellers of Yext.

When you cancel your subscription we will delete your listing from our admin section which will automatically send a request to Yext that your business information should no longer be distributed. An API request will be sent to Yext which will cancel your listing from their side as well as ours.

After this, **your listing information becomes subject to the normal data compilation process of each publisher, which may result in your business listings in various directories changing over time.**

You can find out more about how Yext specifically handles their process for cancellations [here](#).

Expectations

When you sign up for our [Local Listings Management](#) service (or any other local business listing service), it's important to have realistic expectations regarding the impact on website traffic. **Distributing local business listing data can indeed have several benefits, but it may not directly translate into a significant increase in website traffic on its own. Here are some points for review:**

1. **Improved Local Visibility:** Local business listings help improve a business's visibility in local search results. When potential customers search for products or services within your geographic area, having accurate and consistent business information across various directories can increase the chances of appearing in the "local pack" or map results. While this can lead to more website visits, the impact might not be immediate or dramatic.
2. **Focus on Local Customers:** Local listings are primarily aimed at attracting local customers who are actively searching for products or

services in your area. It's essential that the goal is to target a specific audience, which might be smaller in comparison to broader search campaigns. However, these local leads are often more relevant and likely to convert into customers.

3. **Complementing Overall SEO Strategy:** Local listings are just one aspect of an overall SEO strategy. They work in tandem with other SEO efforts, such as on-page optimization, content marketing, and link building. It's crucial to explain that local listings contribute to a comprehensive web presence, but results might be influenced by various factors and require time to manifest.
4. **Time Frame for Results:** Improving website traffic through local listings is a gradual process. Search engines take time to index and process the updated business information across various directories. Additionally, it can take a while for customers to discover and engage with your business through these listings. Results should be monitored and analyzed over a more extended period, not just immediately after signing up.
5. **Competition and Market Factors:** The level of competition in your industry and the local market can significantly impact the effectiveness of local listings. If you operate in a highly competitive market, it might take more effort and time to stand out from competitors in local search results.
6. **Importance of Other Channels:** Local listings are not the sole driver of website traffic. You should be encouraged to diversify your digital marketing efforts by investing in other channels like content marketing, social media, and paid advertising. An integrated approach will yield better results and help achieve overall business goals.
7. **Regular Monitoring and Optimization:** Regularly monitoring the performance of local listings, analyzing traffic data, and making necessary adjustments is crucial for ongoing success. Engage with customers through reviews and actively manage your online reputation, as this can also influence local search rankings.

With realistic expectations and a broader context for the role of local listings in a comprehensive digital marketing strategy, you can better understand the impact and value of your investment. Additionally, providing continuous support, tracking progress, and making data-driven decisions will contribute to a more successful local presence and overall website traffic growth. **Let us know what we can do to further improve your web presence!**

