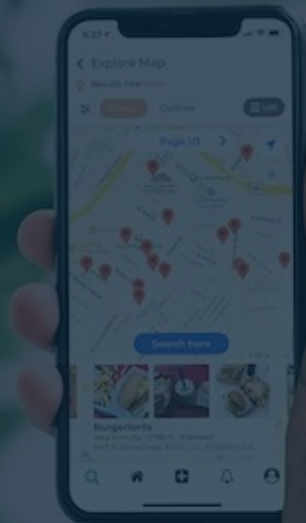
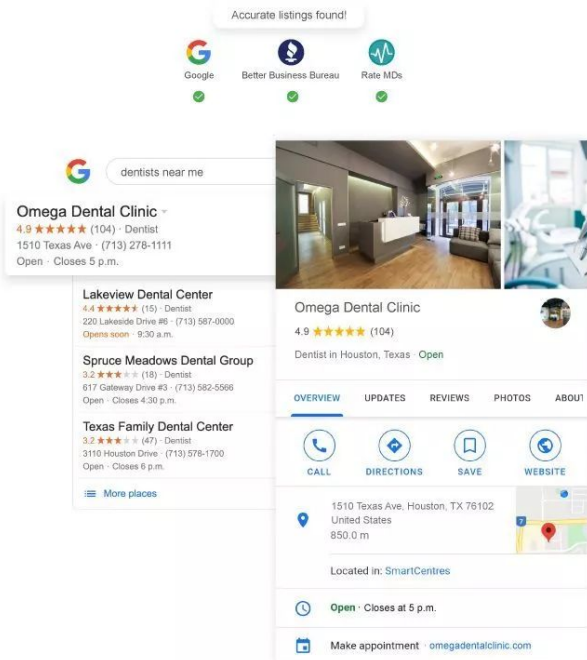


The Importance of Local Listings & Findability



Get found online *in all the places your customers are searching.*



46%

Of all online searches are for local information.¹

83%

Shoppers who visited
a store search online
first²

38%

Searchers visit or
call the business
within a day¹

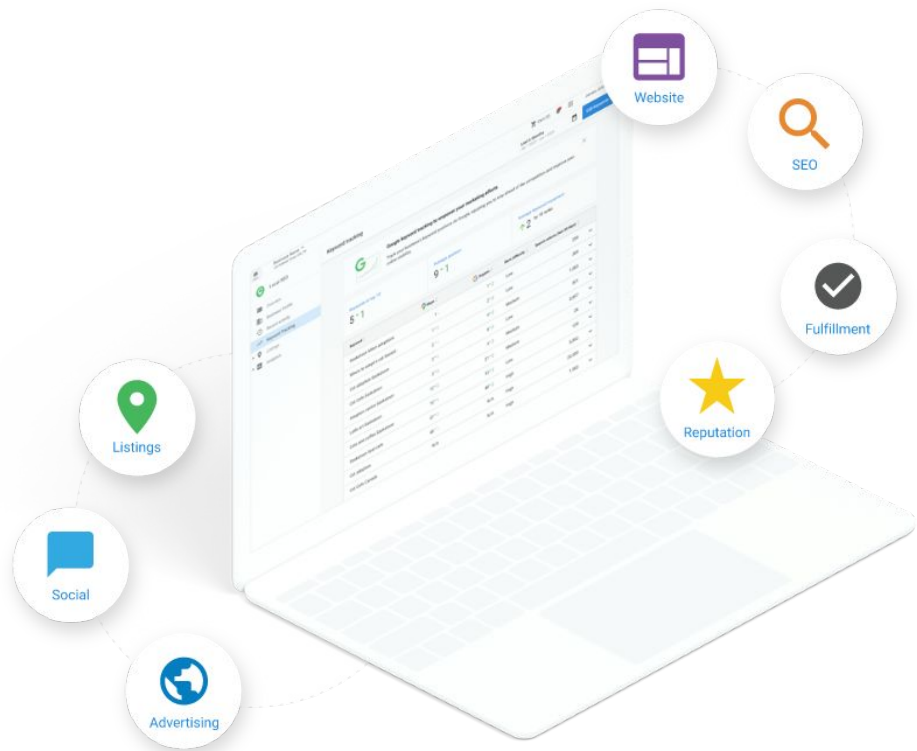
60%

Google searches
are done on a
mobile device¹

¹ Search Engine Land. Report: Nearly 60 percent of searches now from mobile devices

² Think with Google, Global Consumers Search Statistics

Importance of a *complete* Local SEO solution



Most local SEO solutions fail to address all local search ranking factors



Unaddressed nuances in local listings management

- ✓ Sync listing data to multiple sites
- ✗ Push listing data to aggregators
- ✗ Offer ways to manually update
- ✗ Results not always permanent



Can't fully address all ranking factors

- ✓ Typically include reputation tools
- ✗ Website optimization & building
- ✗ Social media software



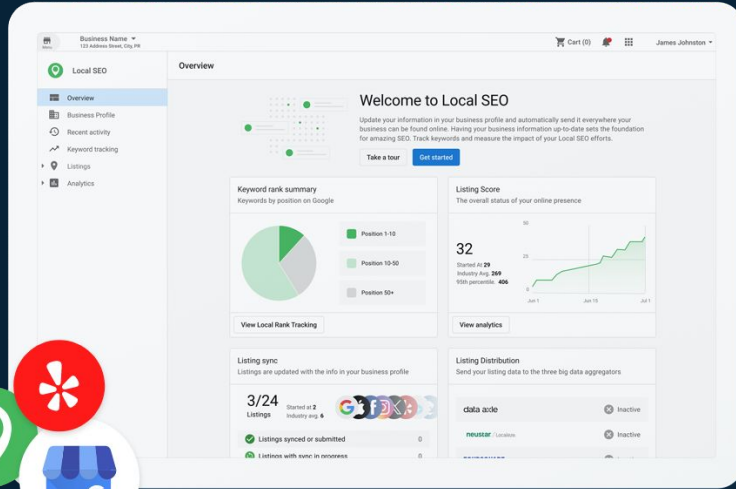
Can't be relied on for fulfillment services


- ✗ Listing claiming services
- ✗ Review responses services
- ✗ Fulfillment team working for you

Only we can address **all** local search ranking factors for you business.

Our Comprehensive Listings Suite

Get found everywhere online with accurate information.



- ✓ Push listing data to the directories that matter
- ✓ Ensure accuracy across the web, mobile devices, and voice search
- ✓ Easily update your listing data in real-time
- ✓ Valuable insights into your Google Business Profile
- ✓ Built in reporting
- ✓ AI-powered Business Profiles 
- ✓ Local SEO Keyword Rank Tracking



Manual Listings
Management



Local SEO



Local SEO
PRO



Listing
Distribution



Feature: Listing Sync Pro

Listing Sync

Listing Score ?

694

Started at 70
Industry Avg. 221
95th percentile. 458

Syncing progress ?

36/40

- ✓ Synced or submitted 36
- ✓ Sync in progress 3
- ✗ Not syncing 1

Primary Sources
Connect directly to your existing listings to begin updating them with the data on your business profile.

Google
Listing Score 100/100
Found with possible errors
✓ Synced

Facebook
Listing Score 85/85
✓ Listing is Accurate
✓ Synced

Instagram
Listing Score 45/45
Source does not have reporting
✓ Synced

Twitter
Listing Score 45/45
✓ Listing is Accurate
Sync to keep accurate

Additional Sources
If a listing for your business already exists it will be found, updated and checked regularly. Sources with no listing will have a new listing automatically created.

Filters Sort Columns

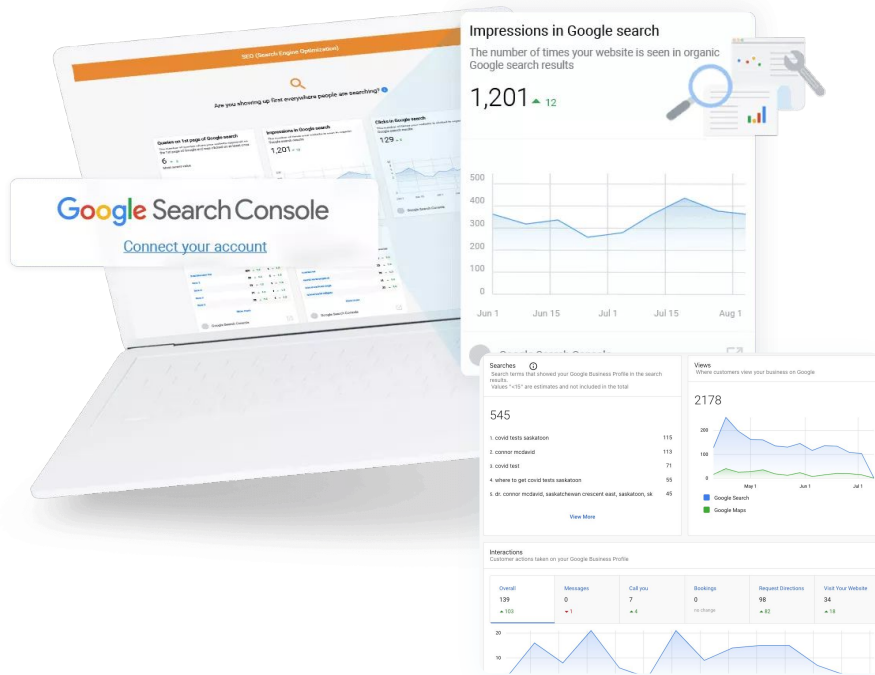
Source	Accuracy Report	Status	Listing Score	Listing Score (max)	Last Update	Category
Foursquare View listing	In Progress	✓ Submitted to source	15	75	Just updated	Social
Yelp View listing	In Progress	✓ Synced	30	50	Just updated	Directory
Bing View listing	In Progress	✓ Synced	45	45	Just updated	Directory

One click, instant results

- Boost local listing accuracy on high-traffic sources instantly.
- Secure business info by automatically suppressing duplicate listings.
- Instantly update update business information like address and holiday hours.
- Manage all your business listings across numerous sites from one place.



Feature: Google Business Profile Insights



Automated Google reporting

Gain the power to see how potential customers search for your business on Google:

- Common actions taken on Google
- Search Terms
- Direction requests
- Phone calls
- Conversations
- Bookings
- Food orders



Feature: Listing Distribution

The interface is divided into two main sections: 'Syncing' and 'Accuracy'. The 'Syncing' section shows a status bar with four indicators: 'Data Accepted' (green checkmark), 'Data Sent' (green checkmark), 'Suppressed' (orange circle with slash), and 'Data Rejected' (red circle with exclamation mark). Below this is a table with columns for 'data axle', 'neustar / Localeze', and 'FOURSQUARE'. The 'Accuracy' section shows a table of 'Primary Listing Data' for 'Flowers by Jane' with various fields and their sync status (all green checkmarks). A 'Citations' section is overlaid on the bottom right, showing a 'Citation Growth' chart with a 250% increase since activation, a 'Total Citations' line chart showing growth from 400 to 512, and a table of citations found on 'cbc.ca'.

	data axle	neustar / Localeze	FOURSQUARE
Business Name Flowers by Jane	✓	✓	✓
Street Address 25 Balsam Place	✓	✓	✓
City Beverly Hills	✓	✓	✓
State / Prov / Region CA	✓	✓	✓
Country US	✓	✓	✓
Zip / Postal Code 90210	✓	✓	✓
Phone Number 3018675309	✓	✓	✓
Website + Add Website			

Citation Growth
250% ↑
Since activating Listing Builder

Today	512
Listing Builder activation on May 3, 2017	10

Total Citations
The number of websites that display your business's phone number

Site Name	Total Citations Found
cbc.ca NEW	2

Sends data to important aggregators

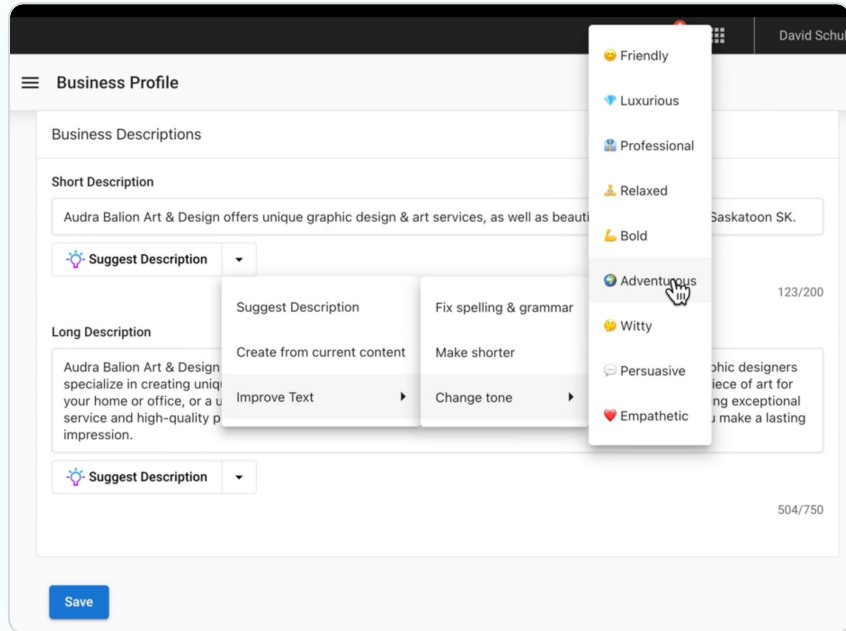
With one-click activation, Listing Distribution submits your business information to three main data aggregators:

- Data Axle
- Foursquare
- Neustar / Localeze

Monitor how your listings appear on these data providers and view your citation statistics increase over time.



Feature: AI-Powered Business Profiles

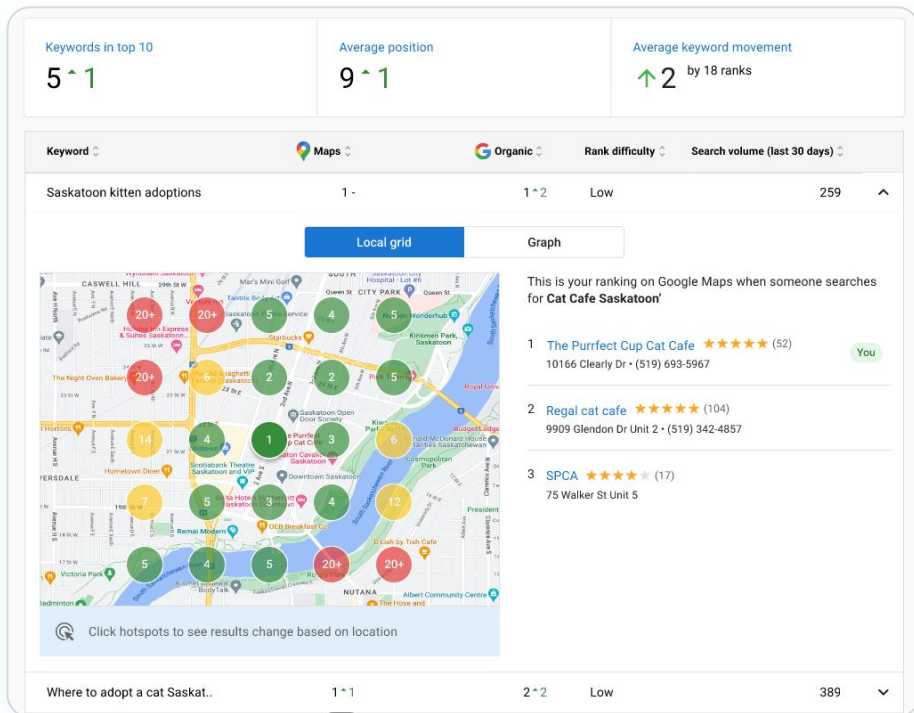


Create quality descriptions to attract your target audience

- AI-driven tool for fast, precise business descriptions that lessen your load.
- Adjust the tone to match your business brand.
- Effortlessly create short and long descriptions for your business.



Feature: Local Keyword Tracking



Improve local findability using local keyword reporting

- Intuitive local SEO grid that highlights areas for business improvement.
- Get tactical guidance on your SEO efforts.

All-in-one dashboard: manage business listings, suppress duplicates, build citations, and track your local ranking in Google organic search and Google Maps.

Our Products at a Glance

Features	Local SEO	Local SEO Pro	Listing Distribution	Listing Sync Pro
My Listing (free landing page)	✓	✓	✓	✓
Citations reporting	✓	✓	✓	✓
Google Business Profile Insights	✓	✓	✓	✓
Keyword Reporting metrics	✓	✓	✓	✓
AI powered business description	✓	✓	✓	✓
Sync to Google & Facebook	✓	✓	-	-
Sync to Google, Facebook, Apple, Bing, X, Instagram	-	✓	-	-
Sync to 30+ additional sources	-	-	-	✓
Sync to Data Axle, Foursquare, and Neustar	-	-	✓	-
Protection from third party changes	-	✓	-	✓
Ability to suppress duplicate listings	-	-	-	✓
Local SEO grid	-	✓	-	-
Keyword refresh rate	monthly	weekly	-	-
AI powered keyword suggestions <i>(coming soon)</i>	-	✓	-	-