# YOUR LOCAL SEARCH VISIBILITY SCORE FOR:

e-Xplorations! Searching for the Purpose of Discovery
(215) 240-1215

Daves Service Center

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Warminster, PA 18974

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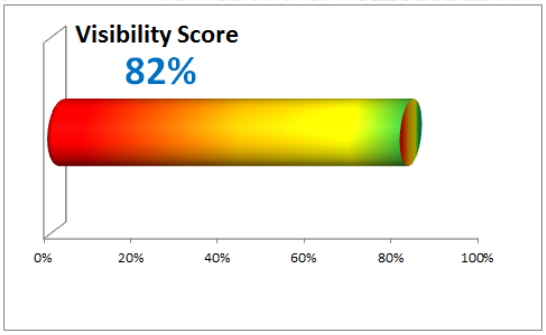


Claiming and optimizing local profiles can represent more than 30% of your website's traffic plus a large amount of direct phone calls and walk-in traffic if handled properly. There are literally 100's of local search engines, all with different levels of authority and value. Consistency of your business [NAP] Name, Address and Phone number can make or break your visibility. Here are just a few of the higher value local profiles and your status with each. Give us a call if you need help optimizing these profiles for your local success.

## Most Valuable Profiles – Your MVP's

### Google+ Local

| | |
|---|---|
| Claimed? | Yes |
| Optimized? | Yes |
| NAP Errors? | No |
| Reviews: | 7 |
| Categories: | 1 |
| Duplicates? | No |

### bing Business Portal

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | No |
| Reviews: | No |
| Categories: | 1 |
| Duplicates? | No |

### YAHOO! LOCAL

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | 1 |
| Reviews: | 1 |
| Categories: | 4 |
| Duplicates? | No |

### Facebook Places
Who. What. When. And now where.

| | |
|---|---|
| Claimed? | Yes |
| Optimized? | Yes |
| NAP Errors? | No |
| Reviews: | 7 |
| Categories: | 1 |
| Duplicates? | No |

## A Few More High Value Directories

### yelp

| | |
|---|---|
| Claimed? | Yes |
| Optimized? | Yes |
| NAP Errors? | No |
| Reviews: | 0 |
| Categories: | 1 |
| Duplicates? | No |

### superpages.com

| | |
|---|---|
| Claimed? | Yes |
| Optimized? | No |
| NAP Errors? | Yes |
| Reviews: | 3 |
| Categories: | 1 |
| Duplicates? | No |

### Citysearch

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | Yes |
| Reviews: | 0 |
| Categories: | 1 |
| Duplicates? | No |

### yp.com discover local

| | |
|---|---|
| Claimed? | Yes |
| Optimized? | Yes |
| NAP Errors? | No |
| Reviews: | 0 |
| Categories: | 2 |
| Duplicates? | Yes |

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# Big Data Providers:

There are several big data providers that supply literally 100's of local serch engines and each property decides who's information is the most accurate. If your information is inconsistent across secondary and tertiary portals, these mixed signals create red flags. The Local Search Ecosystems relies on these Big Data Providers for accuacy and it is our job to optimize these primary active feeds.

localeze
Putting local businesses on the map

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | Yes |
| Reviews: | 0 |
| Categories: | 1 |
| Duplicates? | ? |

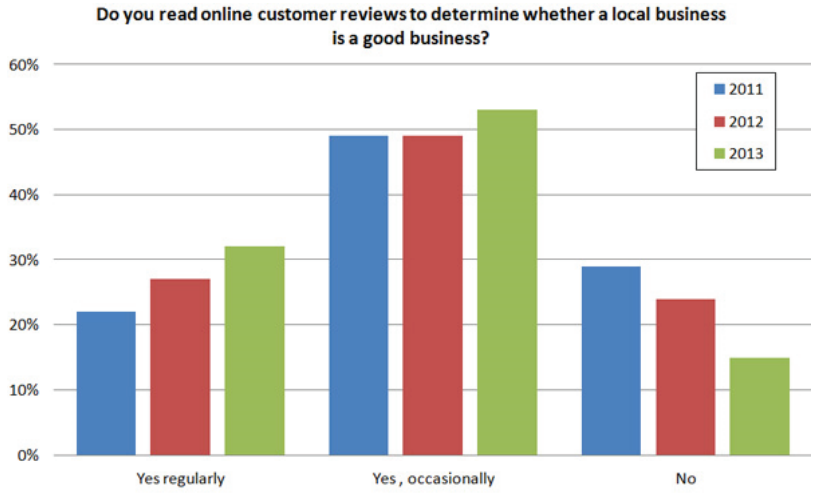
infogroup
Powering Business Growth

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | ? |
| Reviews: | 0 |
| Categories: | 0 |
| Duplicates? | ? |

acxiom

| | |
|---|---|
| Claimed? | No |
| Optimized? | No |
| NAP Errors? | 2 |
| Reviews: | 0 |
| Categories: | 0 |
| Duplicates? | 2 |

Each year, the percentage of consumers that read and base decisions on customer reviews continues to climb. The best way to handle your business reviews is to take a proactive approach and it starts with taking ownership of the local profiles consumers use to write these reviews. A negative review won't go away if you choose to remain silent. But your future customers may go away after reading a negative review. eXplorations Marketing can help you claim and optimize your profiles on these business review websites most valuable to your business. Then we can write and implement a strategy to turn negative reviews into a positive outcome. Positive reviews can be used to promote new business. Let's take control of what we can today and start using these review websites to your full advantage.




## WHEN YOU DON'T HAVE THE TIME AND THE RESOURCES TO DO THIS WORK YOURSELF

Give us a call or send us an email and we will take care of the details for you.

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