

SMALL BUSINESS LISTINGS



OUR AGENDA



WHAT ARE BUSINESS LISTINGS

STANDARDIZE DATA

GENERAL PROCESS

LISTING PROFILES

AGGREGATORS

CITATIONS

What are Business Listings?



BUSINESS LISTINGS

NAP (Name, Address, Phone)

Citations – websites where you can place your business information to be found by search engines

Important to display the same data everywhere



BUSINESS LISTINGS

Search engines like Google and Bing show special elements with business information like location, hours and contact information

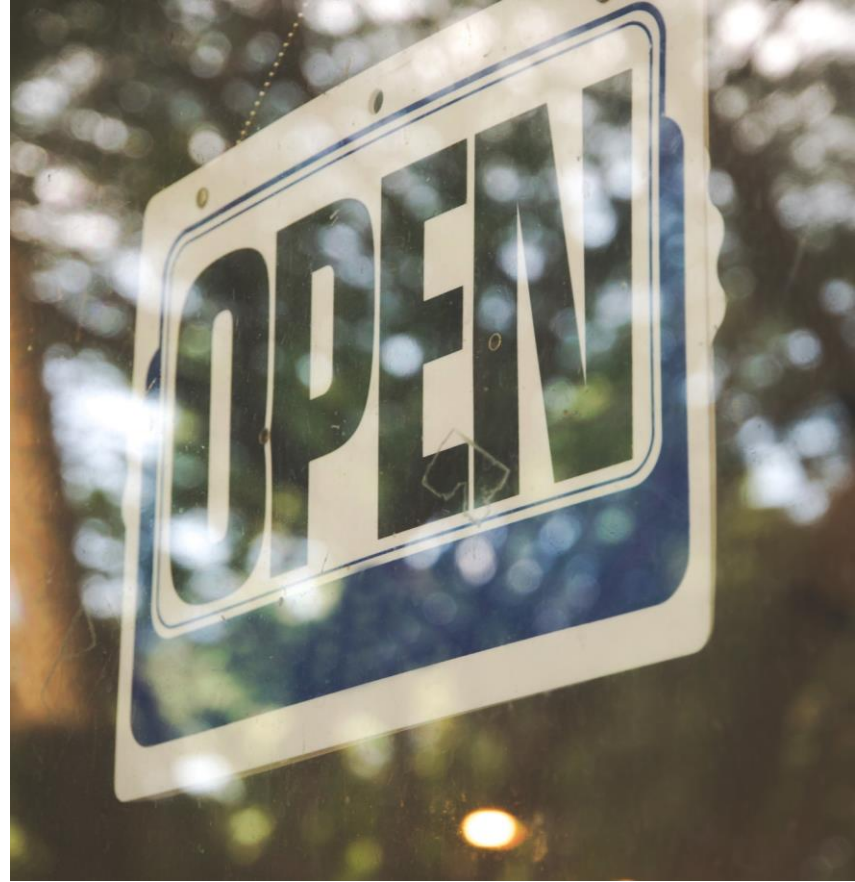
Mapping websites show the location of your business



BUSINESS LISTINGS

Business listings are places on the Internet where your business could be found

Your business is shown next to your competitors



Standardize Data





STANDARDIZE DATA

- Business name
 - Address
 - Phone
 - Business description
 - Business history
-



STANDARDIZE DATA

-
- Logo
 - Photos
 - Industry

General Process



GENERAL PROCESS

Search if your business is already present and claim your business listing profile

Create a new business profile

Create a spreadsheet to track usernames, passwords and profile URLs

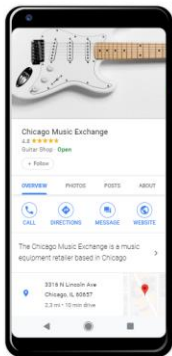


Business Listings Profiles



Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

GOOGLE MY BUSINESS

The most important profile to create since Google is the most popular search engine

Free

Will show up on Google Maps too

Need to verify with a postcard sent to address

BING PLACES for BUSINESS


Second most popular search engine
and default in Microsoft Windows

Free

Links to Bing Search and Bing Maps

 Bing places for business

English  Sign in



Get Online Customers for Your Business

Add your business to Bing for free and help online customers discover your business

Existing user

Update and enrich your business

New user

Get started and claim your business

Add your business to Bing in 3 easy steps



YELP BUSINESS

Popular review website

Free

Feature to send quotes directly to your email

Allows you to respond to reviews

yelp  for Business Owners

Need help? (877) 767-9357

Log In

Manage my free listing

Grow your business with Yelp

Millions of people are on Yelp looking for businesses like yours. Show them why they should choose you. Join the community and start telling your story your way. Upload photos, respond to reviews, update your business info, and more.

Manage my free listing



Stand out to a community of millions of people ready to buy, visit, and hire.

LINKEDIN

Business social network

Create company page for employee recruiting

Direct messaging

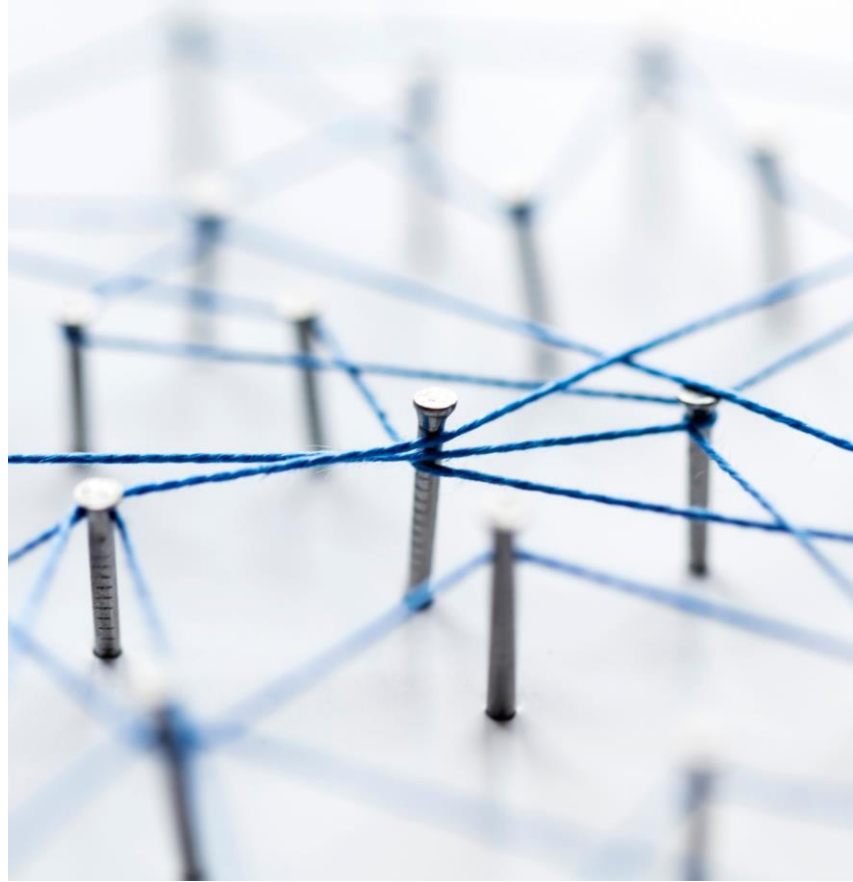


AGGREGATORS



WHAT are **AGGREGATORS**

Organizations that collect business details like name, address and phone number and give that data to other sources



AGGREGATOR SERVICES

Companies will submit your information to the aggregators since they don't allow direct submissions

Companies are:

- Yext
- Moz Local
- Brightlocal



Ask "What is the Yext Search Experience Cloud?"



GET

Perfect Answers, Straight From 1 Source

Every day customers ask questions about your brand. Shouldn't the answers come from you? Get brand verified answers with Yext.

GET STARTED



Check how your business appears online

United States

Business Type

Business Name

Phone Number

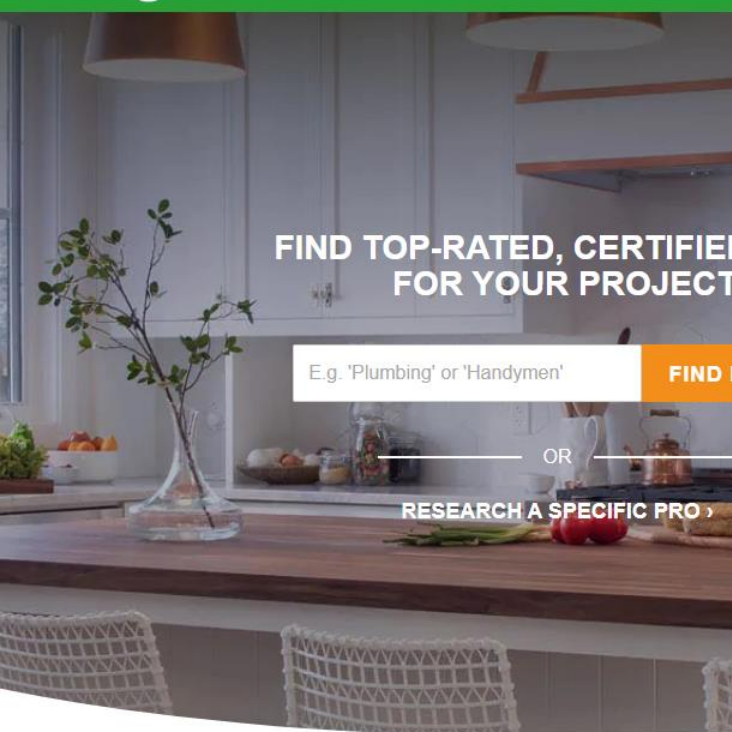
Citations





TOP WEBSITES

Google My Business, Bing Places, Yahoo, Mapquest, Apple Maps, Facebook Page, Yelp, Foursquare, Trustpilot, Better Business Bureau, Here, YellowPages, Angie's List, Manta, City-Data, Nextdoor, Citysearch, Merchant Circle, Superpages, Bizcommunity, Thumbtack, D&B



RESEARCH A SPECIFIC PRO ›

POPULAR SERVICES



Plumbing



Roofing



Heating & A/C



Electrical



Landscaping

Hous

HOME SERVICES WEBSITES

- Angie's List
- Homeadvisor
- Thumbtack
- Porch
- BuildZoom
- NextDoor

Conclusions





- 1 Provide business information
- 2 Show with competition
- 3 Show on maps

