# Your Guide To Online Business Listings
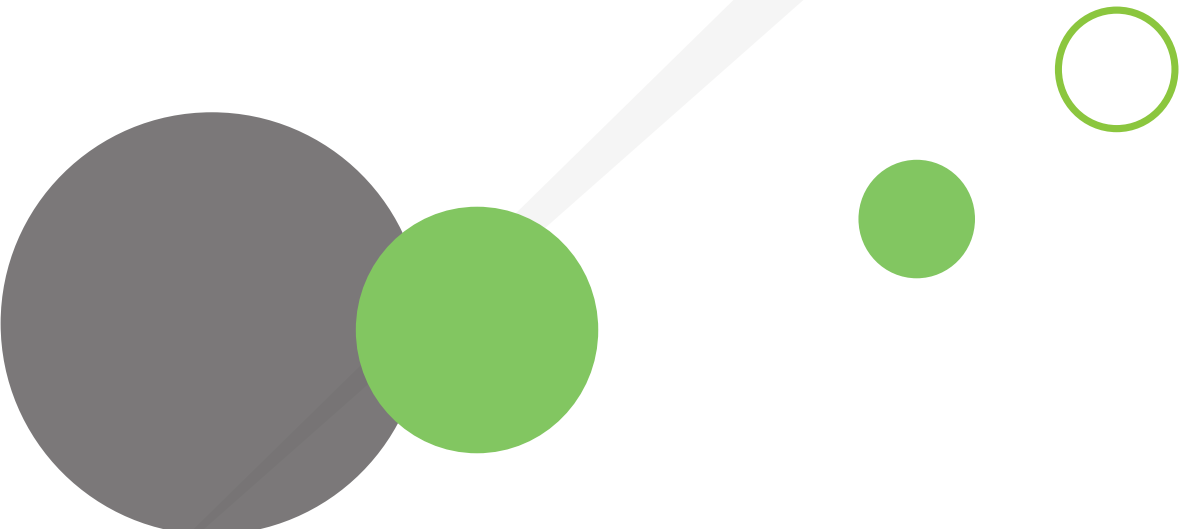
**88%**

of local businesses searches on a mobile device either call or visit the business within **24** hours.

TAP LOCAL

# Contents

# Introduction

## Why you need to manage your online listings

If you do a simple online search of your business and notice listings that you never created, you are probably confused, frustrated, and, ultimately, worried. Odds are that you probably went online and created a few listings when you first started your business and forgot about them. Unfortunately, many online directories automatically pull information from larger directories and create a listing for you, which explains any unidentified listings that you may see.

Allowing smaller directories to simply pull information from larger directories may sound convenient. However, you'll notice these smaller directories gathering conflicting information from one another over time. Before you know it, your business' information is out of control. This is why it's important to monitor and regularly update your business' listings or find a solution that locks them in place.

**Getting Noticed**
By listing your business online, consumers will be able to find your business when searching for a product or service you offer

**The Power Of Accurate Listings**
Nothing is more frustrating for a consumer than receiving the wrong information. One in-accurate listing alone harms your credibility

**Making Your Listings Work For You**
Consistent information helps your search engine ranking, which in-creases the likelihood of users finding your listings

**Painting A Full Picture**
In addition to your NAP, add your business' special attributes in order to differentiate yourself from competitors

**Staying On Top Of Your Listings**
Monitor and manage your listings so that there are no inaccuracies and be sure to update your information as needed

# Getting Noticed

## It's a piece of cake when your business is listed on 60+ online directories

### Local Search
Local business directories aren't like traditional phonebooks. These directories allow a user to filter his or her search based on a desired outcome. With that being said, listing your business on directories is simply not enough to get noticed by potential customers. The data gathered on a product-based search is significantly higher than the traditional broad-based search query. Therefore, you must also list your products, services, and special attributes.

### Drive Sales
Let's be honest. As a business owner, the largest force behind your decision-making process is the relation your efforts have to driving sales, which is why showing up on a large number of online directories is so important.

•As you may know, Google searches are influenced by directories. In addition, 46% of searches on Google seek local information and 18% of local searches lead to a purchase within 24 hours. Therefore, your online listings could be the most impactful initiatives you take to driving sales for your SMB.

### Word Of Mouth Advertising
The golden egg of marketing is word of mouth. However, if you're not listed on sites that allow your customers to leave a review, you're limiting yourself to offline word of mouth, which is less accessible to the general public than online reviews. In addition, 84% of people trust online reviews as much as personal recommendations, which is evidence of their necessity

### Drive Your Brand
We already covered that your main goals is to drive sales. However, by simply showing up on someone's search (even if they do not visit your business that day), you're increasing brand awareness of your business. This is important because, whether they know it or not, you're now in the user's head forever. In turn, you have increased the likelihood of future engagement opportunities. The user may even refer your business.



### MAIN GOAL-Show up on Google's first page
Not to be confused with paid advertising or SEO (which both can cost a fortune), showing up on these directories can increase the potential for your business to organically show up on Google's first page of search results. A majority of these business directories have existed for quite some time and developed a trusting relationship with Google. Therefore, you should leverage their power to gain exposure for your business. After all, that was your reason for listing your business online in the first place.

# The Power Of Accurate Listings

## It's a matter of trust

### Trust

Let's face it. People don't want to call your business to find out your address, hours, or other basic information. On the contrary, consumers rely on online directories to give them the information that they require to make purchasing decisions. As a result, they expect the information they receive to be accurate. In fact, 73% of consumers lose trust in a business when they find out the information presented by a business' listing is inaccurate.

Therefore, you must ensure that the information you provide is accurate. When a customer receives accurate or inaccurate information, he or she assumes it was because of you.

### Competition

You've spent a lot of time and money trying to show up on the searches of potential customers. What's the worst that can happen? The information given to your potential customer is WRONG.

In addition to losing trust in your business, your customer will most likely move onto the next business' listing, which 9 times out of 10 is one of your competitors. In a sense, you're unintentionally recommending your competition to a potential customer you could have won by repelling potential customers with inaccurate or incomplete listings.

TRUST

# Making Your Listings Work For You

## Optimization is key

Consistency is one of the most important factors in your listings. One inaccuracy can throw off a number of directories. Details as small as apostrophes, ampersands, or address abbreviations can lead to inconsistencies that lead to the confusion of potential customers in the future.

Online directories include categories and subcategories so that users can narrow their searches. Therefore, you need to ensure that you're consistently categorizing your business. As a result, the directories will better understand the products and services you offer, which in turn helps them deliver you in relevant searches.

When using descriptions to help consumers understand your business, it's important to keep it as simple as possible. A standard practice is to describe your business as your customers would to their friends and family. By doing so, potential customers will have an easier time understanding your business' core values as well as the general ambiance of your place of business.

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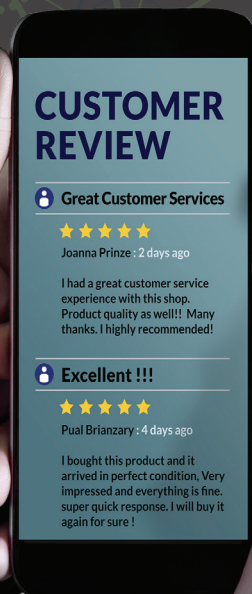
# Painting A Full Picture

## You're more than a name

Just getting your company up on these sites may not be enough. Different directories find various types of information more powerful than others. In fact, a large majority of them say that business hours weigh heavily on their search result algorithms. This makes sense because it's difficult for someone to do business with you when you're closed right?

The point is to make sure that YOU (or a trusted agent) provide all the information that a directory prompts you to list. In order to do so, having one centralized platform to manage this vital information is important.

Some customers won't read anything provided by these online directories. Instead, they'll rely on your listing's visual resource to make a decision. With that said, providing good looking, high quality photos, logos, or other collateral is important. Also, displaying your correct website URL will have two outcomes. For one, your website will give them a visual understanding of your business. In addition, the url will generate traffic to your domain, which increases your domain's authority and relevance score.

## CUSTOMER REVIEW

**Great Customer Services**

★ ★ ★ ★ ★

Joanna Prinze : 2 days ago

I had a great customer service experience with this shop. Product quality as well!! Many thanks. I highly recommended!

**Excellent !!!**

★ ★ ★ ★ ★

Pual Brianzary : 4 days ago

I bought this product and it arrived in perfect condition, Very impressed and everything is fine. super quick response. I will buy it again for sure !

# 77%
## of consumers say they would write a review if asked.

# Staying On Top Of Your Listings

## Set your listings in stone so they don't get out of hand

You've done a great job of updating all of your information on these 60+ sites and directories. Now, how do you make sure that your information doesn't change?

You could try creating a running spreadsheet and monitoring them on a daily, weekly, or monthly basis. This type of systematic approach can be done but requires quite a bit of legwork, which takes up your time.

In addition, updating your information across various platforms has its own struggles. When updating your business' information, you may have to go through unnecessary vetting processes to ensure that the information you're providing is better than the information to which it changed.

As the owner, this can be frustrating. You may ask yourself, "Who changed my info in the first place?". More often than not, it was a customer who was prompted by the directory to make suggestions for your business' information. Unfortunately, even as the business owner, it's difficult to recover your information. Many of these online directories have loyalty to the users and assume that the information provided by your customers is the most accurate.

As you can see, managing your online listings is a constant struggle for business owners like you. However, avoiding inconsistencies will make matters worse. Similarly, not listing your business at all will harm your business' ability to be found by potential customers online.

# Thanks For Reading!

**Don't worry. We've got you covered.**

With TAPLocal Listings, you get a fully integrated tool for your online listings that allows you to monitor, update, and LOCK your information into place. Everything covered in this eBook can be accomplished through one simple online dashboard. This way a task as daunting as managing 60+ online listings doesn't have to be so difficult after all.

**We focus on the how so you can focus on the now!**

TAPLOCAL•)))

[ **Start Bulding Your Online
Reputation Today!** ]