

Business listings and reputation



We measure the online performance of your brick-and-mortar store! Our proprietary web crawlers scan millions of relevant sites to provide you with the most comprehensive representation of your local search performance. We monitor your brand, your stores, your industry, and your competitors – providing you with powerful data and analytics.

Harness the power of local search

We optimize your business listings on top 50+ search and directory sites impacting local search, sites like Google, Yahoo, Bing, Yelp, Foursquare, MapQuest and more. We also provide 24/7 monitoring and protection for your most valuable asset – your online reputation! Real-time alerts let you know of positive/negative comments and provide best practices for how to respond. Monthly reporting tells you how your local visibility has improved overall.

Know how you rank:

We provide you with the following analytical data:

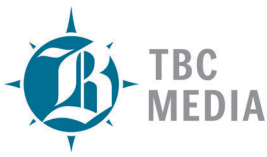
- Local listing optimization
- Review performance overtime
- Keyword rank performance
- How you are doing in comparison to your competitor

You will get access to a dashboard to see any of the above information in real time as well as monthly generate reports.

What we do:

- Correct NAP
- Correct hours of operation
- Correct contact info
- Listing on GPS apps
- SEO optimized business description
- SEO optimized categories
- Correct pin placement on Google maps
- Real-time review monitoring





Thank you for taking the time to provide the best and most complete information, as this will help your Local SEO campaign move as quickly and efficiently as possible!

Sales rep name: _____

Sales rep phone number: _____

Sales rep email address: _____

BUSINESS INFORMATION (REQUIRED):

Business name: _____

Registered DBA name (if different): _____

Business address to be listed: _____

City: _____ Zip code: _____

Hours of operation: _____

Business local phone number to be listed: _____

Business 800 phone number (if available): _____

Business website URL: _____

Business email (such as info@_____.com): _____

Contact name for customer: _____

Contact person's phone number: _____

Contact person's email address: _____

Business logo: Please attach file or provide URL of high quality / high resolution logo.
(Acceptable file types: .pdf, .psd, .ai, .eps)

MARKETING/PROMOTIONAL BACKGROUND (REQUIRED):

Please indicate if you have an existing business account on the following social networks. Please provide all URLs for existing accounts

Facebook _____

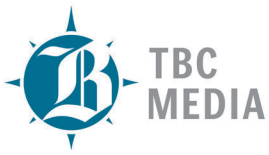
Twitter _____

Google+ _____

YouTube Channel _____

Please provide a list of 5-10 keywords that you think would be applicable to your business.

Tip: Think about how you envision your customers searching for what you have to offer. What would they type into the search engine?



What areas does your business service? This could include cities, towns, or areas.

Tip: Think about how you would search for a product or service in your area.

What is your competitive advantage (*Unique selling point*)?

List, in order of importance, the best attributes of your business that you would like to emphasize.

What are you aiming to achieve through your online marketing?

Desired perception (*how you would like your customers to see your business?*)

Describe your typical customer:

Do you have any other websites or blogs?

Do you have an up-to-date company bio that you can share with us?

Products / services offered:

Brands offered:

Professional associations:



LOCAL LISTING INFORMATION

How would you categorize your business?

Tip: Think about how you envision your customers searching for what you have to offer. What would they type into the search engine?

If your Google+ local listing is claimed, please provide us with the login information:

Username: _____

Password: _____

We'll need this login in order to optimize and update your Bing listing.

Please check which services your client has ordered:

- Listing distribution
- Visibility premium
- Review monitoring

Please use this space to notify us of any special instructions:

CLIENT RESPONSIBILITIES

- Provide the Digital Agent access to a Gmail account that is associated with your business.
- Provide contact information of an individual who will be able to answer verification phone calls at the business phone number.

24-48 HOURS

Initial onboarding call during the onboarding call, we will:

- Confirm your business information
- Go over the services that you ordered
- Discuss the status of your listings
- Claim available listings (you will need to be at the business location)
- Get credentials for the listings you already have access to
- Discuss the next steps
- Go through reporting
- Answer any questions that you might have for us

30-60 BUSINESS DAYS

- Verify & correct your primary listings
- Obtain access to listing sites
- Follow up on claiming calls or postcards
- Provide the monthly task report within the first week of every

MONTH

After the onboard call is complete, we may contact you to:

- Obtain access to listing sites
- Follow up on claiming calls or postcards
- Provide the monthly task report within the first week of every month

LOCAL CLAIMING

What to expect next...

