



Online Listings

Positioning

Create a single source of truth for your information—that you control. Help your customers get control of their online presence, save time, and make sure that your customers put out relevant and correct information about their store and leapfrog to the top of the list with our Listings local citation management platform and services.

Features

- Centralized listings management
- Appear in all major directories and apps
- Rank for desktop, mobile and voice SEO
- Duplicate detection and removal
- Connect with Google
- Facebook location pages
- Real-time updates
- Profile protection
- Data cleaning

Supporting Statistics

- 46% of all Google searches are looking for local information.
- 97% of people learn more about a local company online than anywhere else.
- 76% of people who search for something nearby on their smartphone visit a related business within a day.
- 78% of location-based searches result in a purchase at a brick-and-mortar location.
- 92% of searchers will pick businesses on the first page of local search results.
- According to Google there has been a 200%+ growth in mobile searches for 'open' + 'now' + 'near me'.
- 89% of people search for a local business on their phone at least once a week. 76% of those people will visit that business within 24 hours.

Benefits

- You can claim and control local listings to ensure no one else does.
- High quality citation management and local citation building services that move your customers into top search results.
- Correct and remove duplicate listings across the web.
- Amplify your customers' impact in all major listing sites, maps and apps—for online, mobile and voice search.
- Control and manage your customers listings and reputation in the same place.

Real World Results

- RDPQ is able to maintain a **92%** rate of success for getting clients into the top three local results in Google Search.
- BIO Company increased Google clicks by **+56%** with Listings.
- Virgin Holidays increased click to contact their travel agents by **73%** with Listings.
- Carriage Services saw a **426%** increase in clicks on its profiles on Google Search and Maps with Listings.
- Kale Me Crazy saw a **55%** jump in clicks to navigate per month.
- PerTemps saw a **112.8%** increase in clicks to call, YoY

Reviews

Positioning

ENGAGE consolidates reviews and feedback from across the web into one single source of truth for reputation management—allowing your customers to quickly see and respond to customer concerns and increase engagement, loyalty and visits. ENGAGE also provides a centralized location to easily create and share timely and engaging social media content that will boost SEO and increase customer engagement.

Features

- Direct Google And Facebook Integration
- Brand Oversight
- Social postings
- Review Notifications
- Segmented Data Analysis
- Simple, Clear Reporting
- Convenient filter settings
- Real-time review notifications
- Approval workflows
- Google Q&A integration

Supporting Statistics

- Online reviews impact purchasing decision for over 93% of consumers.
- 90% of consumers read online reviews before visiting a business.
- 88% of consumers trust online reviews as much as personal recommendations.
- 82% of customers say the content of a review has convinced them to make a purchase.
- 63% of consumers say they are willing to purchase 15% more for the same product/service if they are assured they'll have a better experience.
- Every one star increase in a Yelp rating means a 5 to 9% increase in revenue.
- 33% of consumers have acted on a promotion on a company's social media page.

Benefits

- Monitor your online reputation across all locations and platforms, including Google, Facebook, Yelp and many directories.
- See and proactively manage all your online customer feedback in real time— both positive and negative.
- Respond to feedback and customer-generated content.
- Gain control of how reviews are managed across locations with multi-level platform management and workflows.
- Gather intel from reviews that can be used to address widespread or location-based issues and resolve them.
- Reach local customers directly with relevant news and offers across platforms, at just the right moment.
- Create personalized content or choose partner templates for all or individual locations, allowing tailored brand communication at a local level.
- Filter settings to focus on what matters most to your business
- Publish location-specific photos, videos and links in real-time, then analyze customer engagement through views, clicks and comments.

Real World Results

- BP saw a 19% rise in growth in five- star reviews.
- Weldom used Engage and Listings to increase website clicks by 47%.
- Hellman saw their average Google rating increase to 4.1 stars.

