

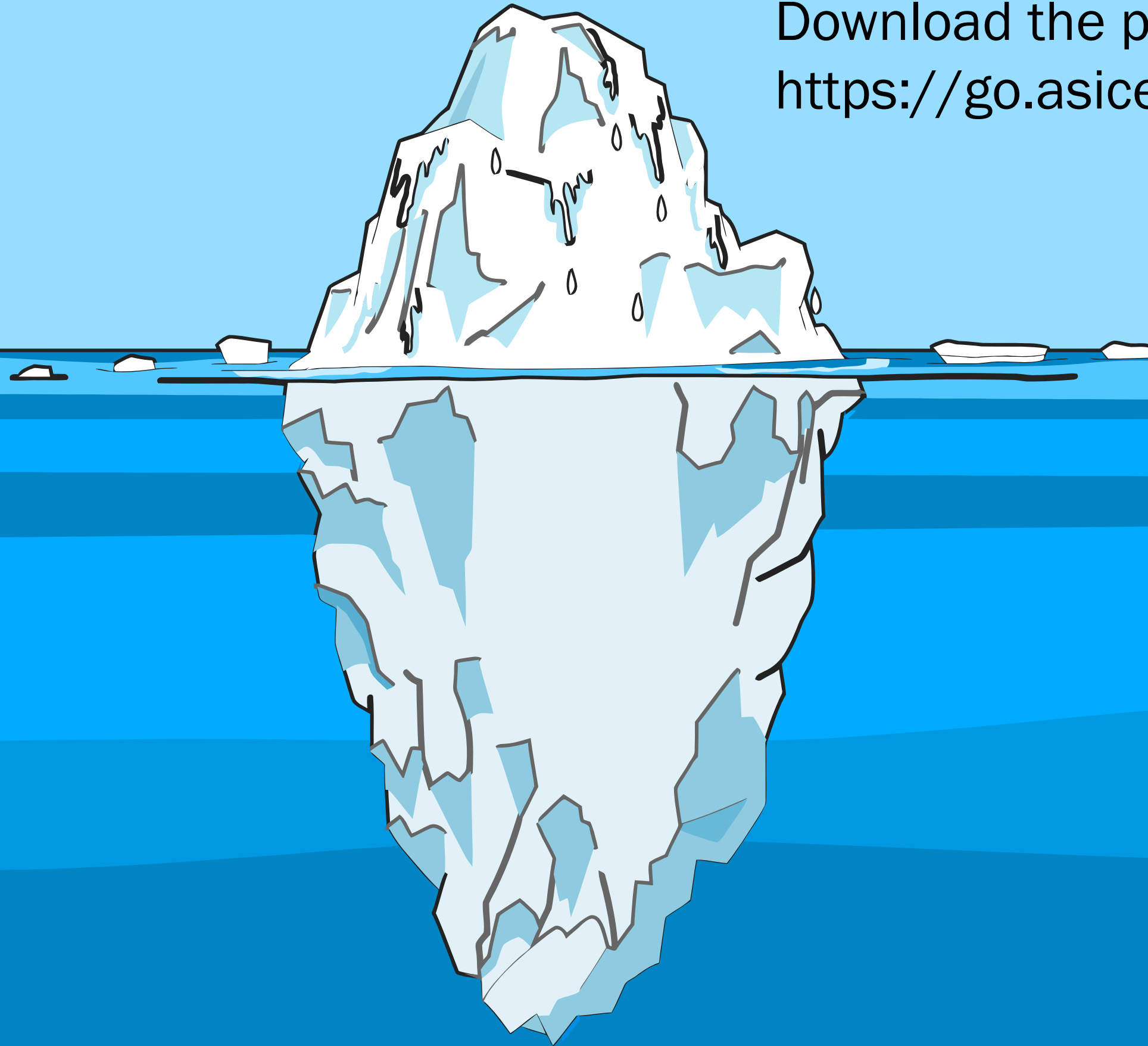
How to Capture **Online Buyers in Your Local Market**

Dan Brown
Advertising Specialty Institute
dbrown@asicentral.com

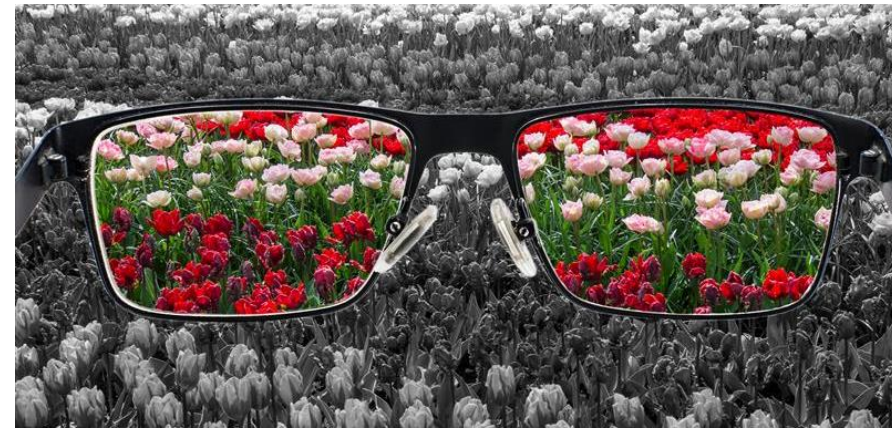
Download the presentation slides:
<https://go.asicentral.com/listings22>



Download the presentation slides:
<https://go.asicentral.com/listings22>



AGENDA



01. Why Local Search Optimization?



02. Google's Local Algorithm



03. Name Address Phone



04. Google Business Profile

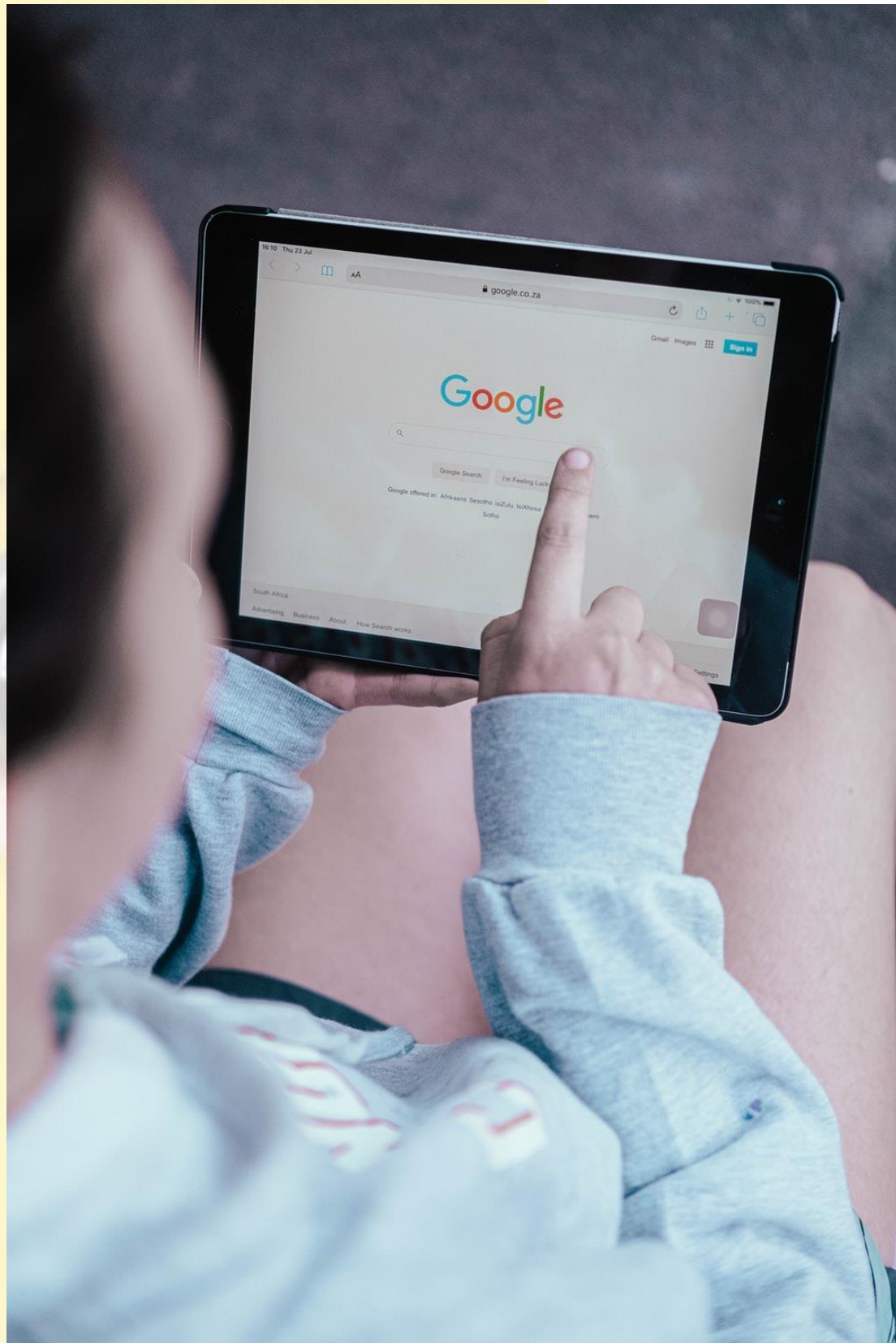


05. Online Directories & Listings Management



Why Local Search Optimization?





46%
of searches have
a local intent

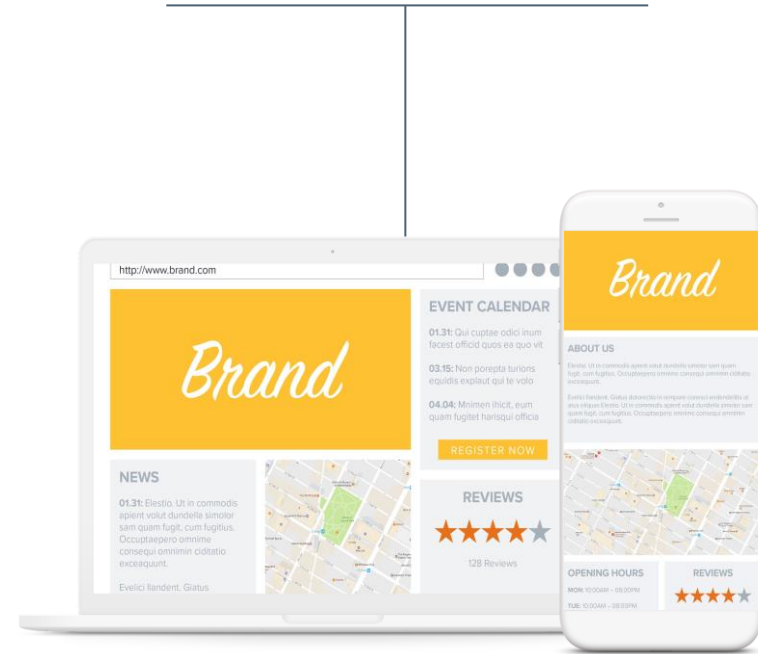


Q: Why Local Search Optimization?

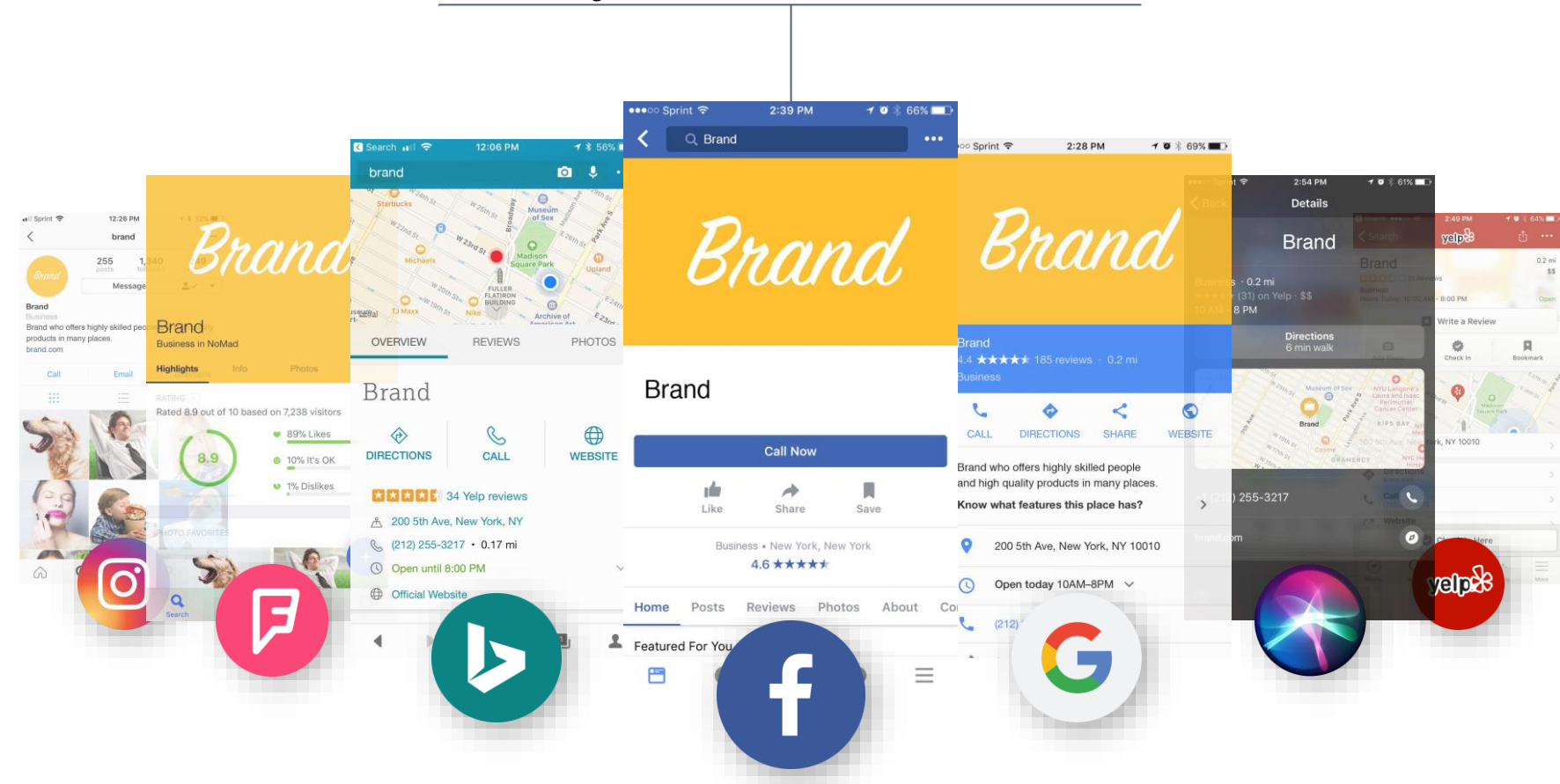
A: Critical if you want your business to stay relevant.

Bigger Channel for Customer Engagement

Website & Mobile Website

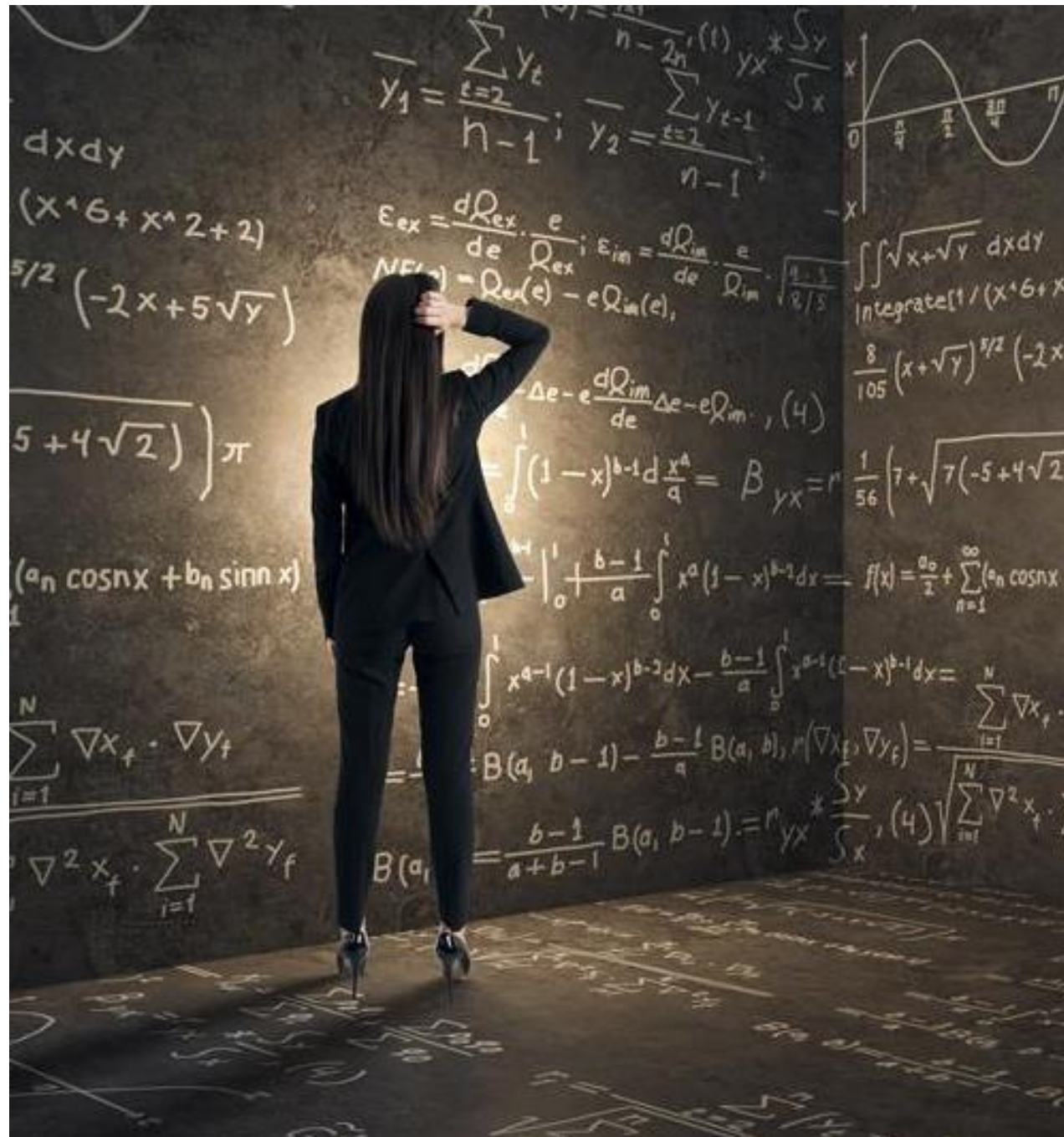


Search, Maps, Directories, Voice, Chat



73% of high-intent traffic
is coming from these sites

Google's Local Algorithm



where can i buy logo stickers near mccormick place cl

424,000 results (0.84 seconds)

Ad - <https://www.uline.com/custom-labels>
Custom Logo Stickers - Promote Your Logo & Brand - ULINE.com
 Standard, high res, weatherproof, laser printing, static cling & asset labels available.
 Custom Retail Bags - Custom Labels - Custom Mats - Custom Tape - Custom Tubes

Ad - <https://www.uprinting.com/custom-labels>
Ships in 24 hours - Prints As Fast As 1 Day - UPrinting.com
 Choose From Cut-To-Size or Roll. Create Your Own Labels. Waterproof Labels Available. Step Up Your Product Packaging With Bold and Vibrant Custom Labels. Order Now. Premium Quality Materials. 25 to 100,000 qty. Cut-to-Size / Roll Labels.
 ★★★★★ Rating for uprinting.com: 4.2 - 2,777 reviews
 Product Labels - Packaging Labels - Hand Sanitizer Labels - Water Bottle Labels
 Cut to Size, Square - from \$12.94 - 2" x 2" Size - More +

Ad - <https://www.makestickers.com/logo-stickers> (800) 347-2744
Custom Logo Stickers - 2 Day Turnaround - MakeStickers.com
 Available in Matte & Glossy Finish to Match Your Style. Order 1 Sticker or Thousands.
 18621 81st Ave, Tinley Park, IL - Closing soon - 8:00 AM - 4:30 PM +

Ad - <https://www.printplace.com/> (833) 651-6859
3000 Just \$0.02 Each - Create Your Design in Minutes
 Custom Labels on Paper, Vinyl or Clear. 1000+ custom combinations. Order online now!

Advertising Agencies

KOGUT & WILSON
 SpeedPro Chicago Loop
 5.0 ★★★★★ (83) Sign shop
 2028 S Michigan Ave - In The iCAN Collective - (312) 940-...
 Open - Closes 6PM
 In-store shopping - Curbside pickup - Delivery

your event. Contact us for a quote today.
 MOZ DA: 43/100 (-7%) Ref Dom: 3.32K Ref Links: 224.06K Spam Score: 1%

<https://www.speedpro.com/chicago-loop/floor-grap...> **Traf/mo** (us) - /19.10K - Kw (us) - /9112
Floor Graphics in Chicago - SpeedPro Chicago Loop
 SpeedPro Chicago can help you create custom floor and stair graphics. ... Fantastic for your next show at McCormick Place, Merchandise Mart, hotel exhibit ...
 MOZ DA: 43/100 (-7%) Ref Dom: 3.32K Ref Links: 224.06K Spam Score: 1%

<https://www.mccormickplace.com> **Traf/mo** (us) - 12.30K/15.60K - Kw (us) - 900/1302
Home | McCormick Place Convention Center Chicago
 The premier convention facility in North America. With over 2.6 million square feet of exhibit space, McCormick Place is the largest and most flexible use ...
 Missing: stickers | Must include: stickers
 MOZ DA: 55/100 (-4%) Ref Dom: 3.8K Ref Links: 25.88K Spam Score: 1%

<https://www.mccormickplace.com/amenities> **Traf/mo** (us) - 0/15.60K - Kw (us) - 1/1302
Amenities - McCormick Place
 ATM Machines. Cash machines are available in each building: South Level 2.5 in the Convenience Center; North Level 2, near McDonald's; West Level 1 ...
 MOZ DA: 55/100 (-4%) Ref Dom: 3.8K Ref Links: 25.88K Spam Score: 1%

People also ask

- Who is McCormick Place named after?
- When was McCormick Place built?
- How big is the McCormick Place in Chicago?
- Is McCormick Place in Chicago Safe?

<https://www.pizanoschicago.com/locations/by-mcco...> **Traf/mo** (us) - 58/13.50K - Kw (us) - 19
Pizano's by McCormick Place
 Pizano's by McCormick Place ; Address: 2106 S. Indiana
 Chicago, IL, 60616 ; Phone: 312-842-0777 ; Working Hours:
 MOZ DA: 52/100 (-2%) Ref Dom: 164 Ref Links: 989 Spam Score: 1%

<https://www.chicityclerk.com/sticker/find-location> **Traf/mo** (us) - 890/28.80K - Kw (us) - 133/31
City Sticker Locations | City Clerk of Chicago
 Mar 11, 2020 - City Sticker Locations - 103rd And Halsted Currency Exchange - 103rd And Western Currency Exchange - 110th And Halsted Currency Exchange - 175 W ...
 MOZ DA: 51/100 (+0%) Ref Dom: 2.63K Ref Links: 200.43K Spam Score: 1%

Ad - <https://www.4imprint.com/stickers/custom>
Promotional Stickers - Add Your Logo or Message
 We Make Ordering Easy. Give Us a Try Today! Shop Online From Our 840+ Sticker Options. Show Off Your Company's Logo With Ease & Get Your Brand Message Out to the Public.
 Kid's Stickers - Permanent Stickers - Sticker Rolls - Foil Stickers

Ad - <https://www.stickergiant.com/>
Custom Printed Stickers - High Quality - 1 Day Printing
 The only thing better than our customer service is the free shipping. Free Shipping. Fast Turnaround. Every Sticker Has A Story. Quality, Durable Products. Types: Die Cut Stickers, Custom Product Labels, Clear Stickers, Static Clings, Paper Labels.
 Custom Stickers - Custom Die Cut Stickers - Clear Stickers - Bumper Stickers - Jobs

Ad - <https://www.nextdayflyers.com/> (833) 684-0188
Overnight Custom Stickers - Printed in 24 Hours

Google Results Page

Google search results for "where can i buy logo stickers near mccormick place cl". The page shows several paid advertisements for custom logo stickers, including ULINE.com, UPrinting.com, and MakeStickers.com. A red oval highlights the top three ads.

Google
where can i buy logo stickers near mccormick place cl

Shopping Maps Images News More Tools

About 424,000 results (0.84 seconds)

Ad · <https://www.uline.com/custom-labels>
Custom Logo Stickers - Promote Your Logo & Brand - ULINE.com
Standard, high quality, weatherproof, laser printing, static cling & asset labels available.
Custom Retail Bags · Custom Labels · Custom Mats · Custom Tape · Custom Tubes

Ad · <https://www.uprinting.com/custom-labels>
Ships in 24 Hours - Prints As Fast As 1 Day - UPrinting.com
Choose From Cut-To-Size or Roll. Create Your Own Labels. Waterproof Labels Available. Step Up Your Product Packaging With Bold and Vibrant Custom Labels. Order Now. Premium Quality Material / 25 to 100,000 qty. Cut-to-Size / Roll Labels.
★★★★★ Rating for uprinting.com: 4.2 - 2,777 reviews
Product Labels · Packaging Labels · Hand Sanitizer Labels · Water Bottle Labels
Cut to Size, Square - from \$12.94 - 2" x 2" Size · More ▾

Ad · <https://www.makestickers.com/logo-stickers> · (800) 347-2744
Custom Logo Stickers - 2 Day Turnaround - MakeStickers.com
Available in Matte & Glossy Finish to Match Your Style. Order 1 **Sticker** or Thousands.
📍 18621 81st Ave, Tinley Park, IL - Closing soon · 8:00 AM – 4:30 PM ▾

Ad · <https://www.printplace.com/> · (833) 651-6859
Order 3000 Just \$0.02 Each - Create Your Design in Minutes
Customize labels. Paper, Vinyl or Clear. 1000+ custom combinations. Order online now!

Google Results Page – Paid Keyword Ads

Pizano's by McCormick Place
Pizano's by McCormick Place ; Address: 2106 S. Indiana
Chicago, IL, 60616 ; Phone: 312-842-0777 ; Working Hours:
MOZ DA: 52/100 (-2%) Ref Dom: 164 Ref Links: 989 Spam Score: 1%

<https://www.chicityclerk.com/sticker/find-location> · Traf/mo (us): 890/28.80K · Kw (us): 133/31
City Sticker Locations | City Clerk of Chicago
Mar 11, 2020 – City Sticker Locations - 103rd And Halsted Currency Exchange - 103rd And Western Currency Exchange - 110th And Halsted Currency Exchange - 175 W ...
MOZ DA: 51/100 (+0%) Ref Dom: 2.63K Ref Links: 200.43K Spam Score: 1%

Ad · <https://www.4imprint.com/stickers/custom>
Promotional Stickers - Add Your Logo or Message
We Make Ordering Easy. Give Us a Try Today! Shop Online From Our 840+ Sticker Options. Show Off Your Company's Logo With Ease & Get Your Brand Message Out to the Public.
Kid's Stickers · Permanent Stickers · Sticker Rolls · Foil Stickers

Ad · <https://www.stickergiant.com/>
Custom Printed Stickers - High Quality - 1 Day Printing
The only thing better than our customer service is the free shipping. Free Shipping. Fast Turnaround. Every Sticker Has A Story. Quality, Durable Products. Types: Die Cut Stickers, Custom Product Labels, Clear Stickers, Static Clings, Paper Labels.
Custom Stickers · Custom Die Cut Stickers · Clear Stickers · Bumper Stickers · Jobs

Ad · <https://www.nextdayflyers.com/> · (833) 664-0188
Overnight Custom Stickers - Printed in 24 Hours

marriott marquis chicago events
mccormick place events may 2022
how to get to mccormick place
jewelry show mccormick place

Per page: All 1-8 of 8

Long-Tail Keywords Copy Export

KEYWORD Load Metrics (uses 2 credits)

where can i buy logo stickers near mccormick place
chicago il
where can i buy logo stickers near mccormick place
chicago illinois

Per page: All 1-2 of 2

Buy credits to view search volumes for keywords above
OR earn free credits using our referral program

Google search results for "where can i buy logo stickers near mccormick place cl".

Search results include:

- Ad - https://www.uline.com/custom-labels**: Custom Logo Stickers - Promote Your Logo & Brand - ULINE.com. Standard, high res, weatherproof, laser printing, static cling & asset labels available.
- Ad - https://www.uptprinting.com/custom-labels**: Ships in 24 hours - Prints As Fast As 1 Day - UPrinting.com. Choose From Cut-To-Size or Roll. Create Your Own Labels. Waterproof Labels Available.
- Ad - https://www.makestickers.com/logo-stickers**: Custom Logo Stickers - 2 Day Turnaround - MakeStickers.com.

Advertising Agencies

Rating Hours



SpeedPro Chicago Loop
 5.0 ★★★★★ (83) · Sign shop
 2028 S Michigan Ave · In The iCAN Collective · (312) 940-...
 Open · Closes 6PM
 In-store shopping · Curbside pickup · Delivery

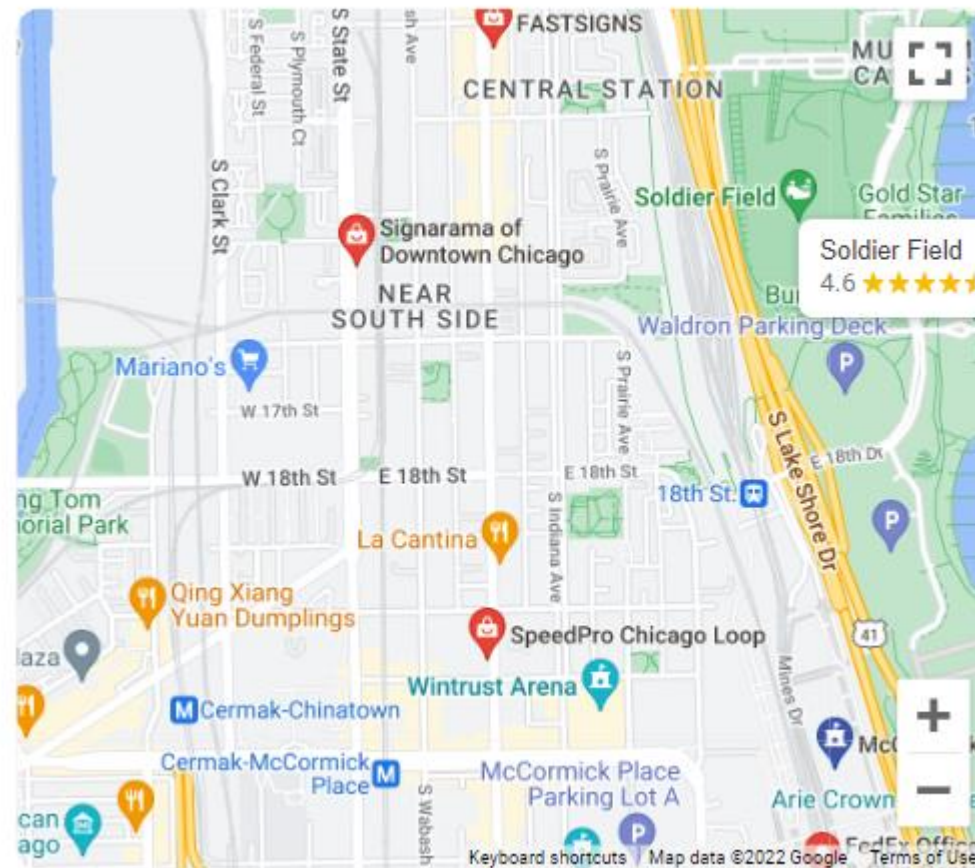


Signarama of Downtown Chicago
 4.8 ★★★★★ (88) · \$\$ · Sign shop
 1513 S State St · (312) 922-0509
 Open · Closes 6PM
 "We ordered Bumper Sticker."



FedEx Office Print & Ship Center
 3.1 ★★★★★ (7) · \$\$ · Shipping and mailing service
 2301 S Martin Luther King Dr · In McCormick Place · (312) ...
 Open · Closes 5PM
 Delivery

More places →



Google Results Page - Local Results

Pizano's by McCormick Place ; Address: 2106 S. Indiana Chicago, IL, 60616 ; Phone: 312-842-0777 ; Working Hours:

MOZ DA: 52/100 (-2%) Ref Dom: 164 Ref Links: 989 Spam Score: 1%

https://www.chicityclerk.com/sticker/find-location | Traf/mo (us) 890/28.80K - Kw (us) 133/31
 City Sticker Locations | City Clerk of Chicago
 Mar 11, 2020 - City Sticker Locations - 103rd And Halsted Currency Exchange - 103rd And Western Currency Exchange - 110th And Halsted Currency Exchange - 175 W ...
 MOZ DA: 51/100 (+0%) Ref Dom: 2.63K Ref Links: 200.43K Spam Score: 1%

Ad - https://www.4imprint.com/stickers/custom
 Promotional Stickers - Add Your Logo or Message
 We Make Ordering Easy. Give Us a Try Today! Shop Online From Our 840+ Sticker Options. Show Off Your Company's Logo With Ease & Get Your Brand Message Out to the Public. Kid's Stickers · Permanent Stickers · Sticker Rolls · Foil Stickers

Ad - https://www.stickergiant.com/
 Custom Printed Stickers - High Quality - 1 Day Printing
 The only thing better than our customer service is the free shipping. Free Shipping. Fast Turnaround. Every Sticker Has A Story. Quality, Durable Products. Types: Die Cut Stickers, Custom Product Labels, Clear Stickers, Static Clings, Paper Labels.
 Custom Stickers · Custom Die Cut Stickers · Clear Stickers · Bumper Stickers · Jobs

Ad - https://www.nextdayflyers.com/ (833) 664-0188
 Overnight Custom Stickers - Printed in 24 Hours

how to get to mccormick place jewelry show mccormick place

Per page: All 1-8 of 8

Long-Tail Keywords Copy Export

KEYWORD Load Metrics (uses 2 credits)

where can i buy logo stickers near mccormick place chicago il
 where can i buy logo stickers near mccormick place chicago illinois

Per page: All 1-2 of 2

Buy credits to view search volumes for keywords above OR earn free credits using our referral program

Google Results Page - Local Results

The screenshot shows a Google search results page for the query "where can i buy logo stickers near mccormick place ch...". The search bar at the top shows the query and search tools. The results are categorized into "About 424,000 results (0.84 seconds)".

Search Results:

- Ad - https://www.uline.com/...** Custom Logo Stickers - ULINE.com. Standard, high res, weatherproof printing, etc.cling & asset labels available.
- Ad - https://www.uptime.com/...** Ships in 24 hours - Print As Fast As A Day - UPrinting.com. Choose From Cut-To-Size or Roll Labels. Waterproof Labels Available. Step Up Your Product Packaging With Custom Labels. Order Now. Premium Quality Materials. 25 to 100,000 Cut-To-Size Labels.
- Ad - https://www.makestickers.com/...** Custom Logo Stickers - 1 Day Turnaround - MakeStickers.com. Available in Matte & Glossy Finishes. Order 1 Sticker or Thousands.
- Ad - https://www.printplace.com/...** Order 3000 Just \$0.02 Each - Create Your Design in Minutes. Customized labels. Paper, Vinyl, etc. 1000+ combinations. Order online now!

Advertising Agencies:

- KOGUT & WILSON** SpeedPro Chicago Loop. 5.0 stars. 2028 S Michigan Ave - In The Loop Collective - (312) 940-... Open - Closed PM. In-store shipping - Curbside pickup - Delivery.

Map: A map showing the location of McCormick Place in Chicago, with a red arrow pointing to the search results.

Ads - Shop where can I buy log...:

\$38.70	\$26.00	\$5.56
UPrinting.com	StickerApp	Vistaprint
★★★★ (1k+)	Free by 7...	★★★★ (1k+)

\$0.01	\$26.00	\$40.95
Custom Stic...	StickerApp	48HourPrint
Free shipping	Free by 7...	★★★★ (7)

People also ask:

- Who is McCormick Place named after?
- When was McCormick Place built?
- How big is the McCormick Place in Chicago?
- Is McCormick Place in Chicago Safe?

Related Keywords:

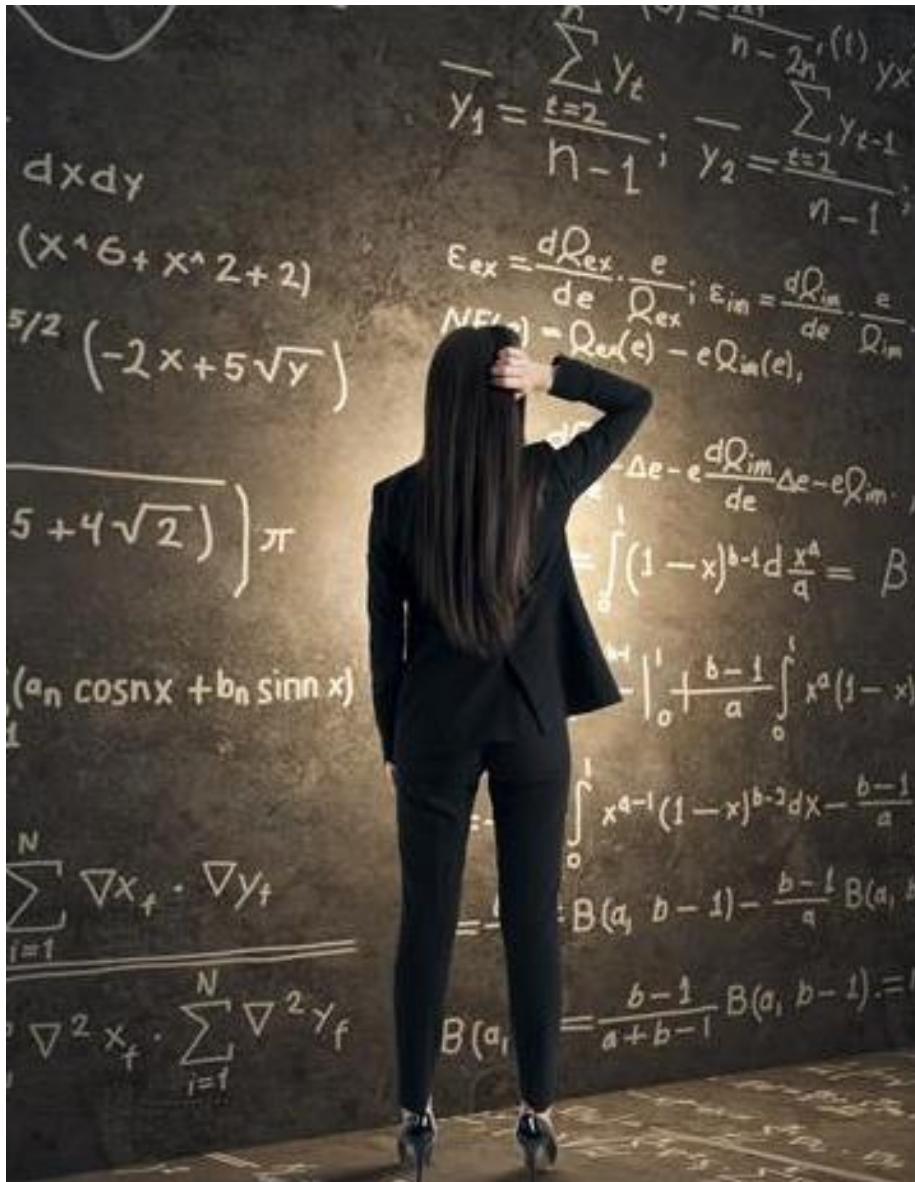
- mccormick place gift shop
- 2301 s lake shore dr chicago il
- mccormick place floor plans
- mccormick place basketball tournament
- mariott marquis chicago events
- mccormick place events may 2022
- how to get to mccormick place
- jewelry show mccormick place

Long-Tail Keywords:

- where can i buy logo stickers near mccormick place chicago il
- where can i buy logo stickers near mccormick place chicago illinois

Search Results (circled in red, orange, and blue):

- Pizano's by McCormick Place**
Pizano's by McCormick Place ; Address: 2106 S. Indiana Chicago, IL, 60616 ; Phone: 312-842-0777 ; Working Hours:
MOZ DA: 52/100 (-2%) Ref Dom: 164 Ref Links: 989 Spam Score: 1%
- City Sticker Locations | City Clerk of Chicago**
Mar 11, 2020 - City Sticker Locations - 103rd And Halsted Currency Exchange - 103rd And Halsted Currency Exchange - 175 W ...
MOZ DA: 2.63K Ref Links: 200.43K Spam Score: 1%
- Promotional Stickers - Add Your Logo or Message**
We Make Ordering Easy. Give Us a Try Today! Shop Online From Our 840+ Sticker Options. Show Off Your Company's Logo With Ease & Get Your Brand Message Out to the Public. Kid's Stickers - Permanent Stickers - Sticker Rolls - Foil Stickers
- Custom Printed Stickers - High Quality - 1 Day Printing**
The only thing better than our customer service is the free shipping. Free Shipping. Fast Turnaround. Every Sticker Has A Story. Quality, Durable Products. Types: Die Cut Stickers, Custom Product Labels, Clear Stickers, Static Clings, Paper Labels. Custom Stickers - Custom Die Cut Stickers - Clear Stickers - Bumper Stickers - Jobs
- Overnight Custom Stickers - Printed in 24 Hours**



Google's Local Algorithm



We do our best to keep the search algorithm details confidential, to make the ranking system as fair as possible for everyone.

TOP SECRET

Source: Google Business Profile
(<https://support.google.com/business/answer/7091>)

HOW GOOGLE DETERMINES LOCAL RANKING



Relevance

How well a local Business Profile matches what someone is searching for.



Distance

How far each potential search result is from the location term used in a search.



Prominence

How well known a business is

RELEVANCE



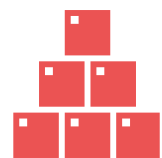
How well a local Business Profile matches what someone is searching for



Hours



Services



Products



Brands



Add complete and detailed business information to your profile...

DISTANCE



How far each potential result is from the location term used in a search

- “marketing giveaways near me”
- “team sports uniform store in 19053”
- “custom employee gifts closest to Philadelphia”



If a user doesn't specify a location in their search, we'll calculate distance based on what we do know about their location.

PROMINENCE



How well known a business is.



Links



Directory Listings



Articles



Review Count & Score



...based on information that Google has about a business, from across the web, like links, articles, and directories. Google review count and review score factor in...



Name Address Phone

Top Tip

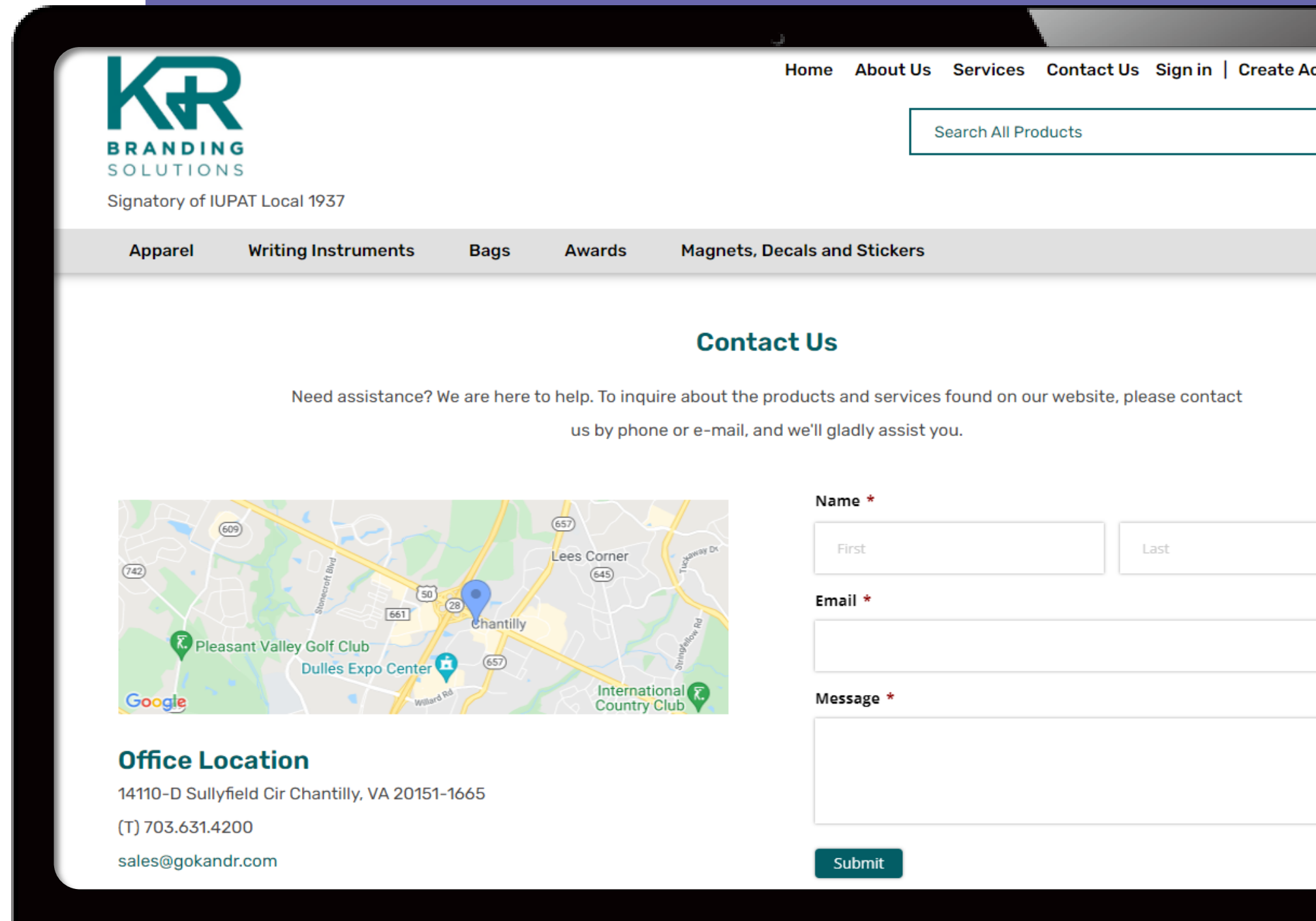
Check your Name, Address, Phone (NAP)

Check for consistency, update your website

Promo Shop, Inc.
110 Main St, #2
Philadelphia, PA 19001

vs.

Promo Shop
110 Main Street, Suite 2
Philadelphia, PA 19001-1234

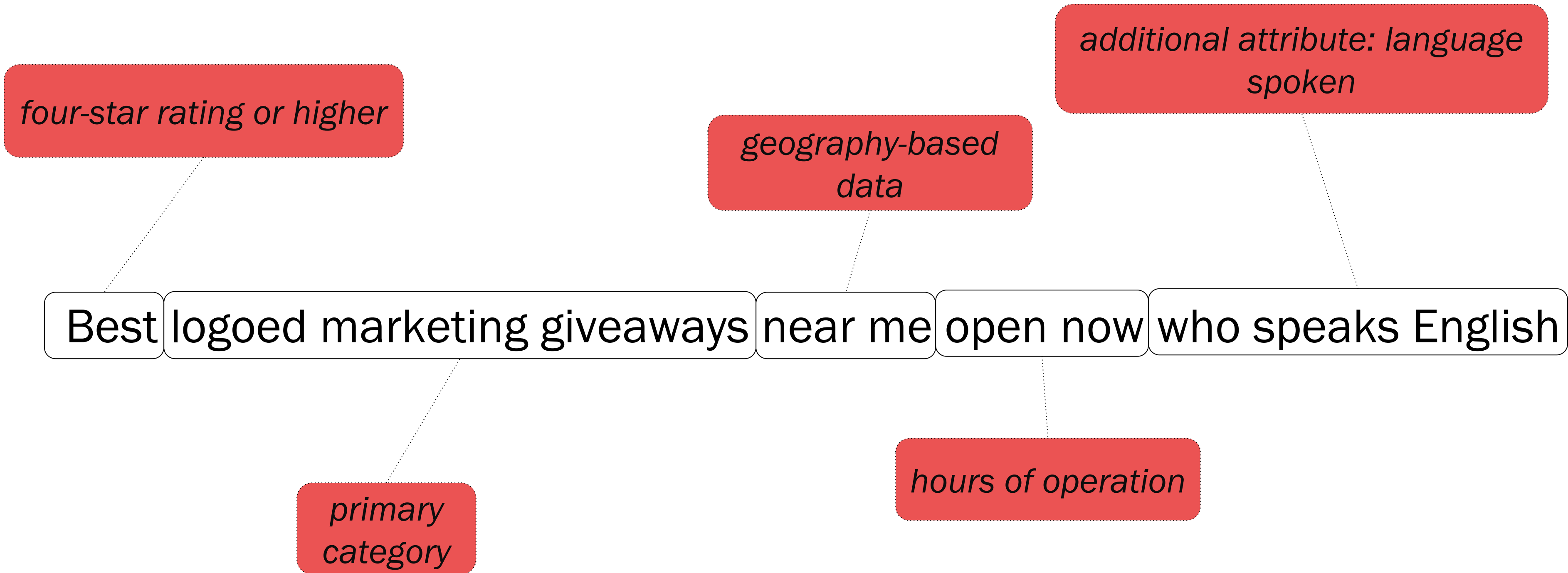


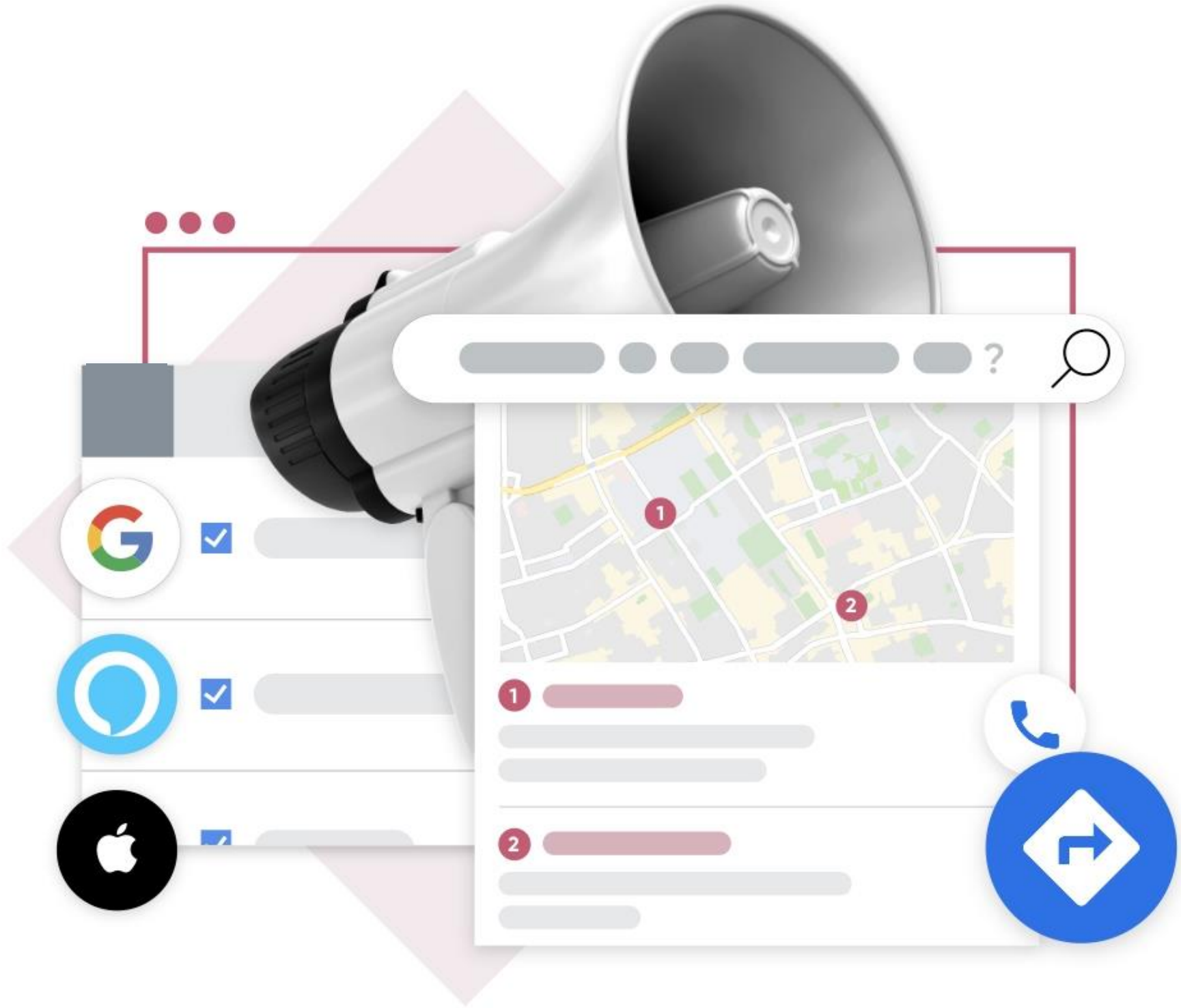
The screenshot shows the contact page for K&R Branding Solutions. The header includes the company logo, navigation links (Home, About Us, Services, Contact Us, Sign in, Create Account), and a search bar. A secondary navigation bar lists product categories: Apparel, Writing Instruments, Bags, Awards, and Magnets, Decals and Stickers. The main content area is titled "Contact Us" and contains a message: "Need assistance? We are here to help. To inquire about the products and services found on our website, please contact us by phone or e-mail, and we'll gladly assist you." Below this is a Google Map showing the office location in Chantilly, VA, with a blue pin. To the right of the map is a contact form with fields for Name (First and Last), Email, and Message, and a Submit button. The "Office Location" section provides the address: 14110-D Sullyfield Cir Chantilly, VA 20151-1665, phone number (T) 703.631.4200, and email sales@gokandr.com.

Data Ecosystem is Ever-Evolving



Anatomy of a Question

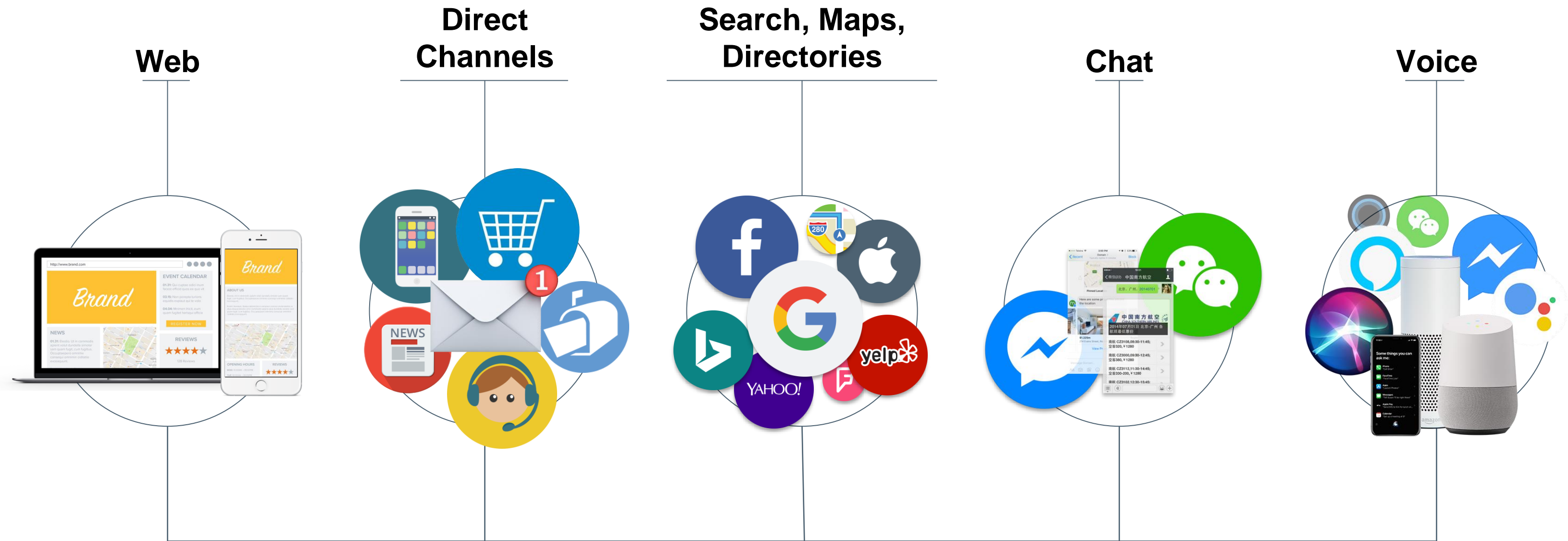




KNOWLEDGE GRAPH

Speak the Language of
Search Engines

What is a Knowledge Graph?



Knowledge Graph



Google Business Profile



Improving Your Local Ranking

Google search results for "what's the best place near me to get marketing giveaway item:"

Map showing locations in Bensalem, PA: PromoHippo, Barnes & Noble, ShopRite of Bensalem.

Filters: Rating, Hours

Walmart
3.8 ★★★★★ (4.7K) · \$ · Department store

PromoHippo
5.0 ★★★★★ (5) · Promotional products supplier
Morrisville, PA · (215) 485-6628
Open · Closes 7PM
"Bill has always been easy to work with great pricing and has offered ..."

Barnes & Noble
4.5 ★★★★★ (1.9K) · \$\$ · Book store
300 Neshaminy Mall · In the Neshaminy Mall · (215) 364-4235
Open · Closes 9PM
In-store shopping · Curbside pickup

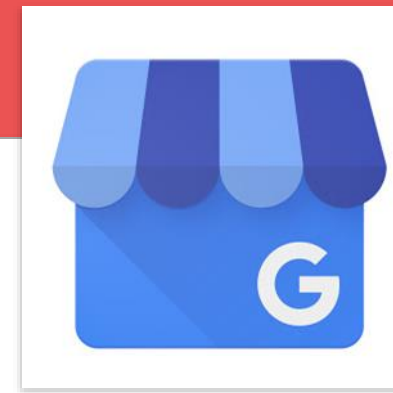


To improve your business's local ranking, use Google Business Profile to claim and update your business information.

Top Tip

Claim & Optimize Your Business Profile

- Claim & optimize your business listing on Google Business Profile
- Free
- One of the simplest ways to gain traffic and, ultimately, customers
- Go to google.com/business and follow the steps



Show the best of your business

Reach more customers in three simple steps, with your free Business Profile.

1

Claim

Create a Business Profile, or manage an existing profile on Search and Maps

2

Personalize

Add hours, photos, and other details and get discovered by customers near you

3

Manage

Share updates, respond to reviews, and connect with customers on Google

Manage now

THE END.

You created your Google Business Profile. You're all done!

Sorry... wrong!

It's not that easy.



Online Directories & Listings Management

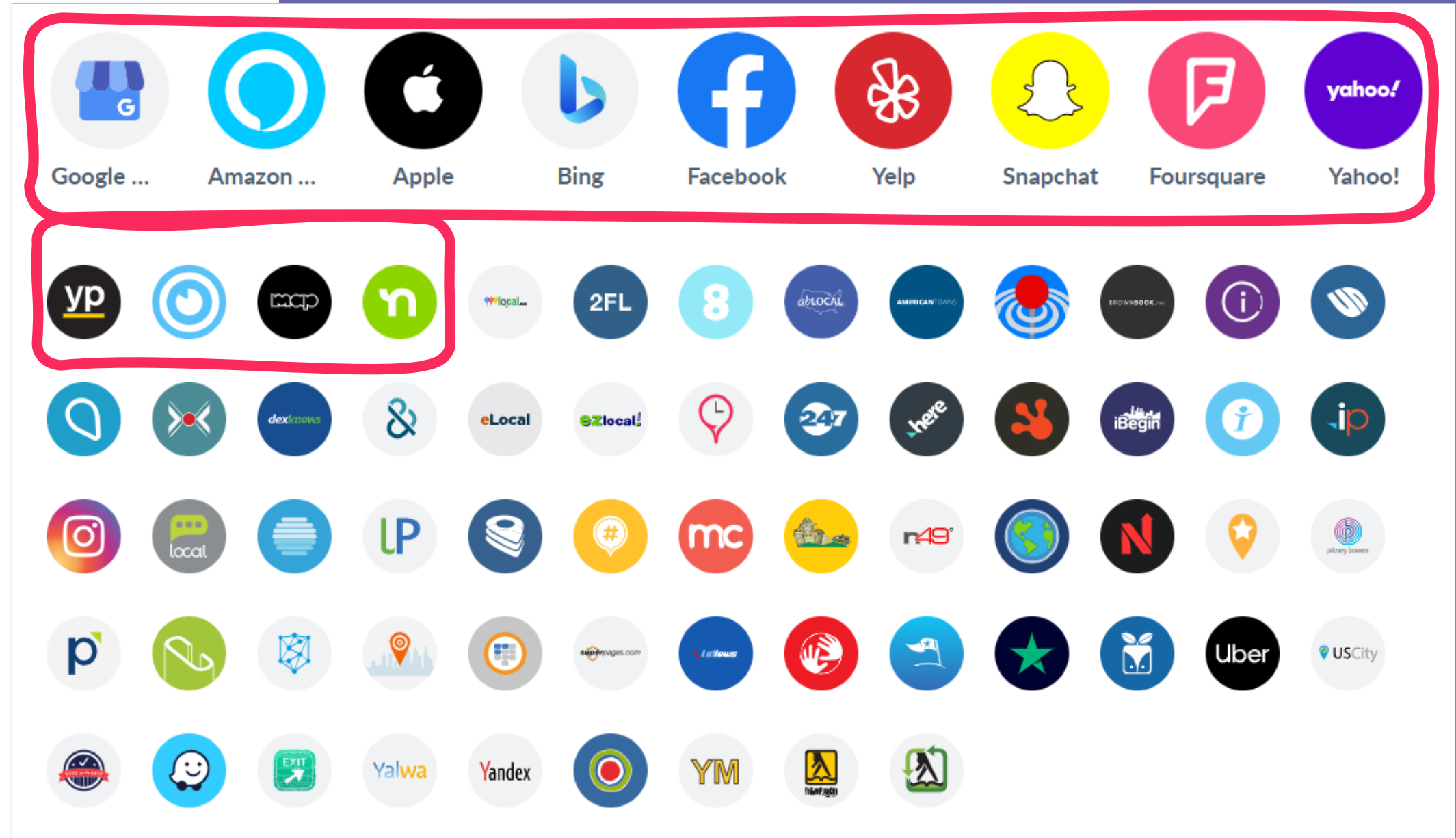


Businesses with complete, optimized location listings receive 52% more clicks from local search

Top Tip:

Make Your Knowledge Graph

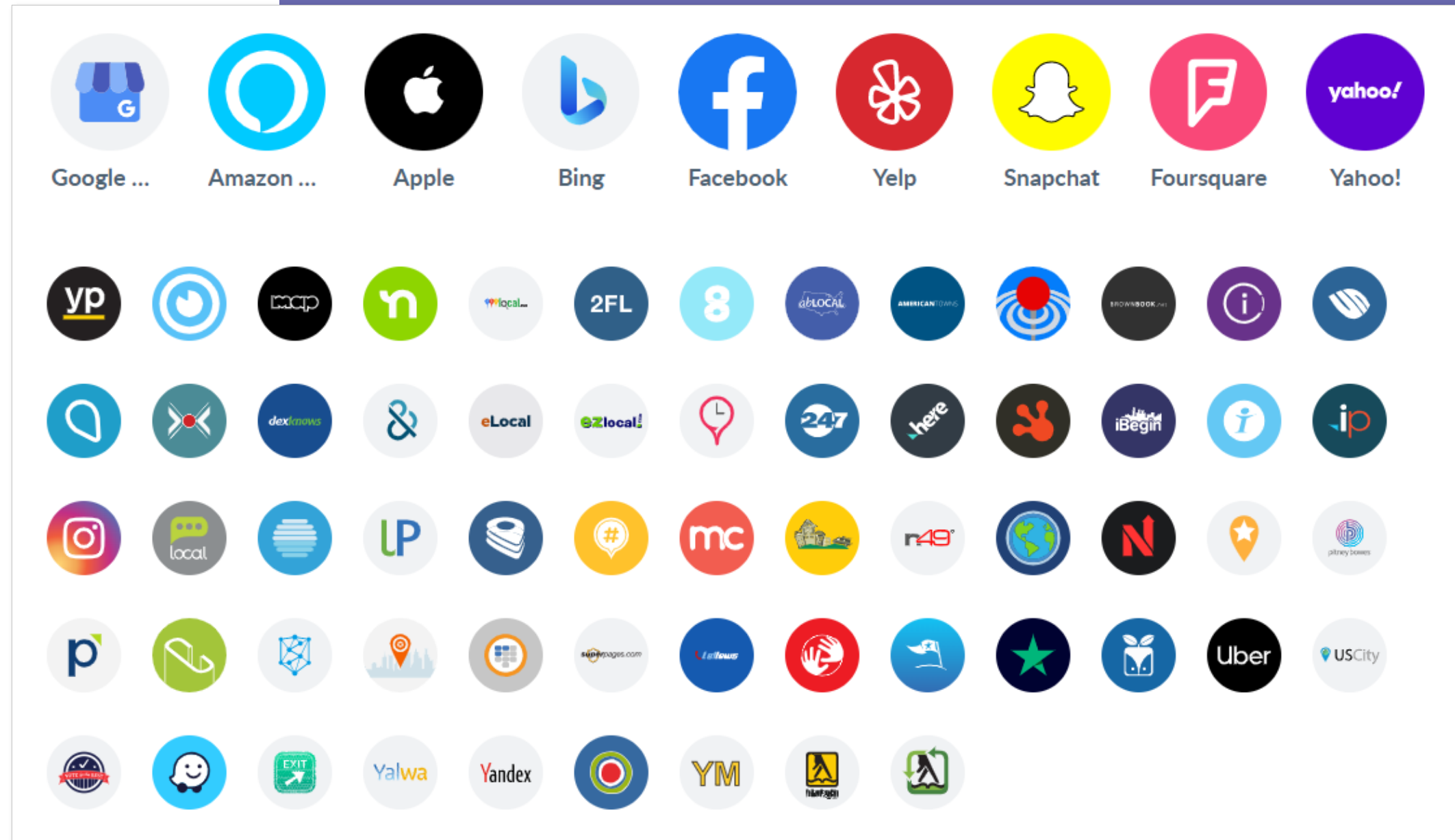
- Manual
 - Focus on top 13 directories →
 - Ensure information is accurate & consistent across all sites
 - Name
 - Address
 - Phone
 - Hours
 - Payment Methods Accepted
 - Website
 - Brands, Services, Products



Top Tip

Automate Your Knowledge Graph

- Automated
 - Choose a platform
 - ASI Local Listings – visit us in the booth
 - Complete as many fields as possible
 - Connect GBP and Facebook



PROS & CONS: AUTOMATED

Pros

- All major listings in a single dashboard
- Automatically detects and gives you ability to resolve harmful duplicate listings
- Alerts you to incoming reviews
- Extremely easy to make changes to your business information whenever necessary, across multiple listings/directories

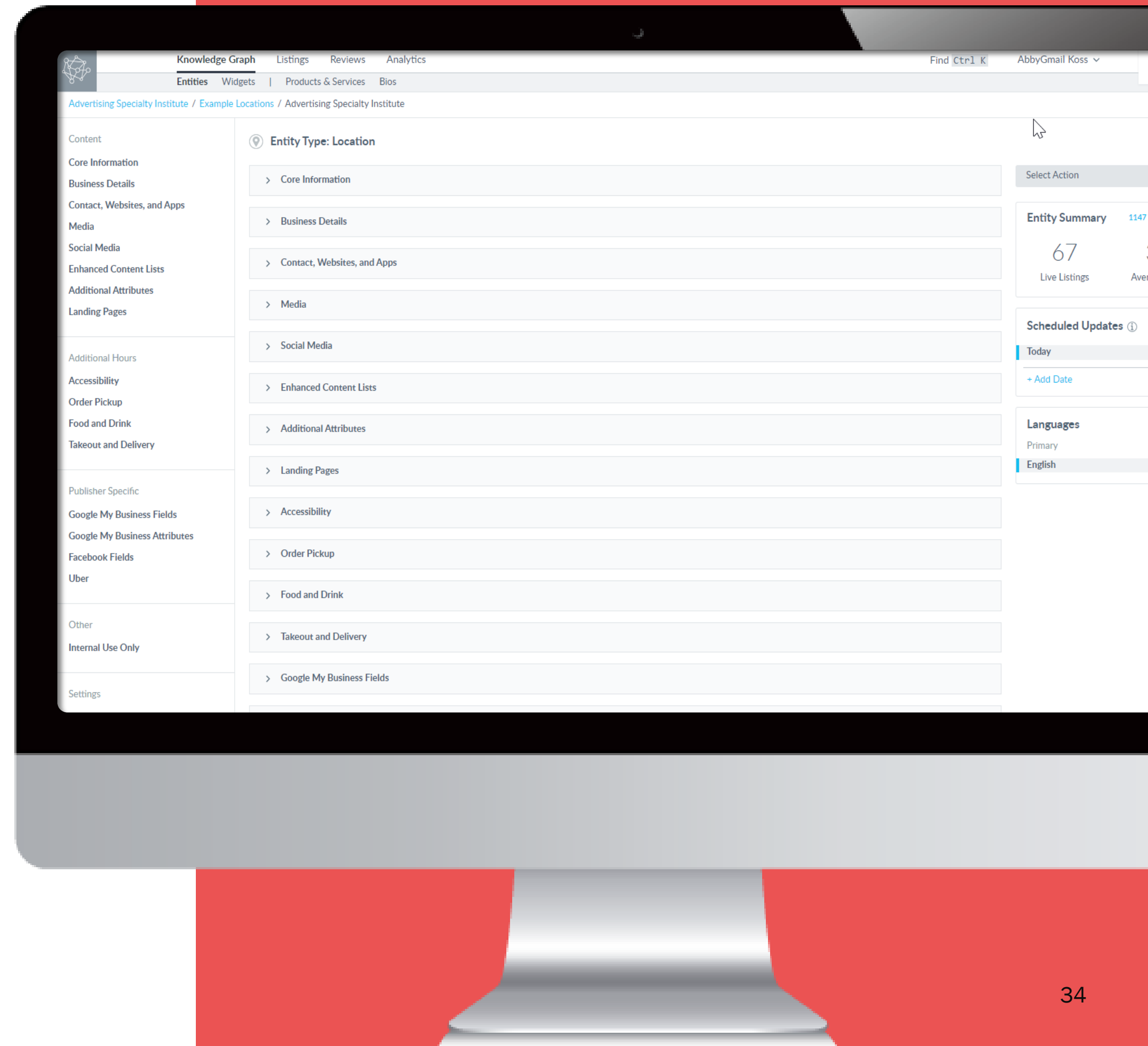
Cons

- Paying a fee in exchange for the lightening of your manual workload (reasonable business expense?)
- Not all software is of equal value

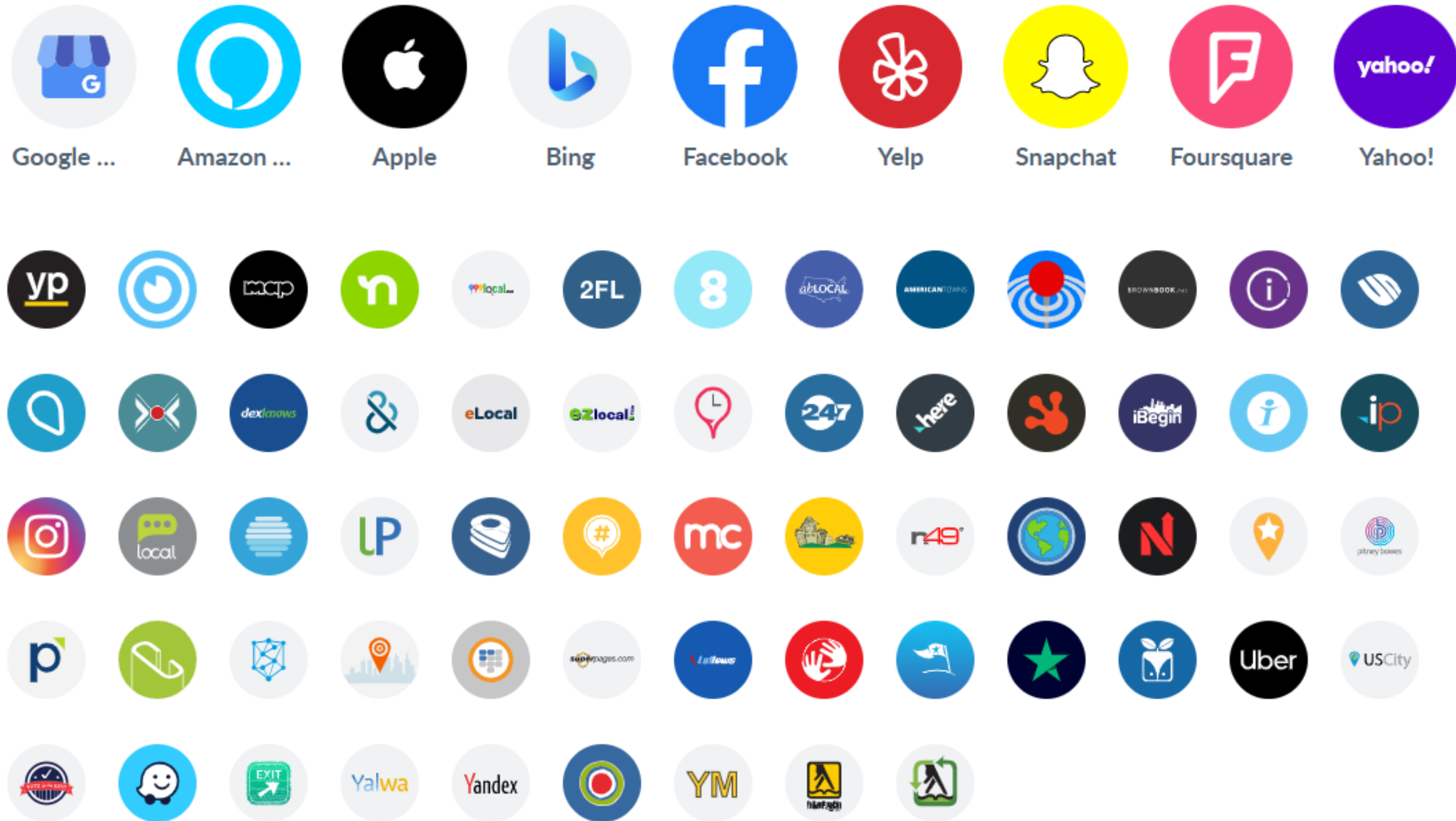


Knowledge Graph

- Wide variety of supported fields
 - Address/Service Area
 - Phone
 - Payment Methods
 - Holiday Hours
 - Product Lists
- Save time by automating updates
- Consolidate all your data



Update One Time, Sync to Network

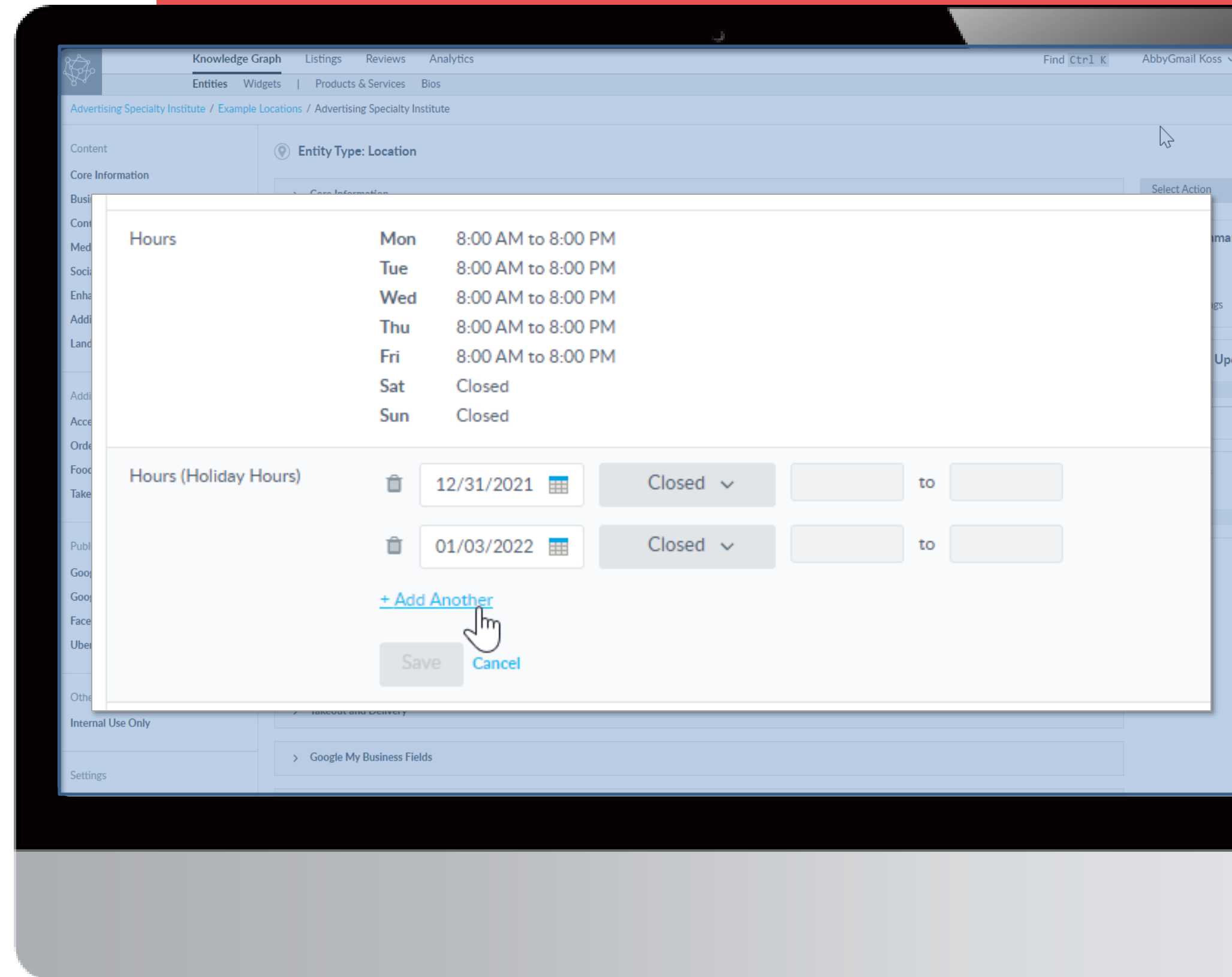


Includes 70 publishers in the US

Knowledge Graph: Practical Applications

Periodic changes to your business information – think in terms of marketing.

- Featured promotions
- Seasonal products
- Specialty brands
- Holiday hours
- Social posts
- Product photos
- Services offered



Listings Monitoring

The screenshot shows a web application interface for 'Listings Monitoring'. The top navigation bar includes 'Knowledge Graph', 'Listings', 'Reviews', and 'Analytics'. A search bar contains 'Find Ctrl K' and a user profile 'AbbyGmail Koss'. Below the navigation, there are tabs for 'Overview', 'Locations', 'Duplicates', 'Post', and 'Google User Photos'. The main content area features three summary cards: 'Location Attributes' with a value of 0, 'Location Changes' with a value of 56, and 'Live Location Listings' with a value of 67. Below these are four action panels: 'Fix Your Data' showing a location with 3 issues, 'Get Live' with a green checkmark and 'All Locations Synced', 'Review Suggestions' with a green checkmark and 'No Suggestions to Review', and 'Suppress Duplicate Listings' with 2 suppressed listings and 12 additional possible duplicates, including a 'Suppress Listings' button being clicked.

Knowledge Graph Listings Reviews Analytics Find Ctrl K AbbyGmail Koss

Overview Locations Duplicates Post Google User Photos

All Entities

0 Location Attributes

56 Location Changes

67 Live Location Listings

Fix Your Data

Get Live

Review Suggestions

Suppress Duplicate Listings

Advertising Specialty Institute
4800 E Street Rd
Feasterville-Treose, PA 19053
3 Issues

All Locations Synced

No Suggestions to Review

2 Total Suppressed Listings
12 Additional Possible Duplicates

Suppress Listings

Listings Monitoring: Duplicates

Suppress
Duplicates

Knowledge Graph Listings Reviews Analytics Find Ctrl K AbbyGmail Koss

Overview Locations Duplicates Post Google User Photos

All Entities

0 Location Attributes 56 Location Changes 67 Live Location Listings

Fix Your Data Get Live Review Suggestions Suppress Duplicate Listings

Advertising Specialty Institute
4800 E Street Rd
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3 Issues

All Locations Synced

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2 Total Suppressed Listings
12 Additional Possible Duplicates

Suppress Listings

Listings Monitoring: Suggestions

Suggestions

Knowledge Graph Listings Reviews Analytics Find Ctrl K AbbyGmail Koss

Overview Locations Duplicates Post Google User Photos

All Entities

0 Location Attributes 56 Location Changes 67 Live Location Listings

Fix Your Data Get Live Review Suggestions Suppress Duplicate Listings


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12 Additional Possible Duplicates
Suppress Listings

Reviews

Knowledge Graph Listings **Reviews** Analytics
Find **Ctrl K** AbbyGmail Koss


Monitoring

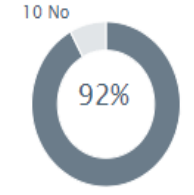
Filters: All Review Dates All Sites All Ratings Status is any of 2 + Add Filter

Note: Only the 3 most relevant Yelp reviews are available per location.

137

Total Reviews

10 No



92%

116 Yes

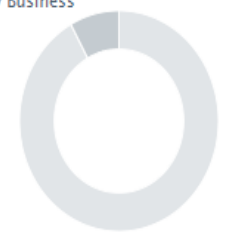
Recommended via Facebook

3.8

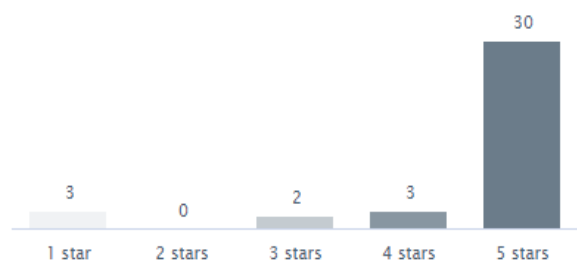
★★★★☆

Average Rating

11 Google My Business









126 Facebook



More Actions ▼ 🔔
Columns ▼ Show 25 ▼ 1 - 25 of 137 < >

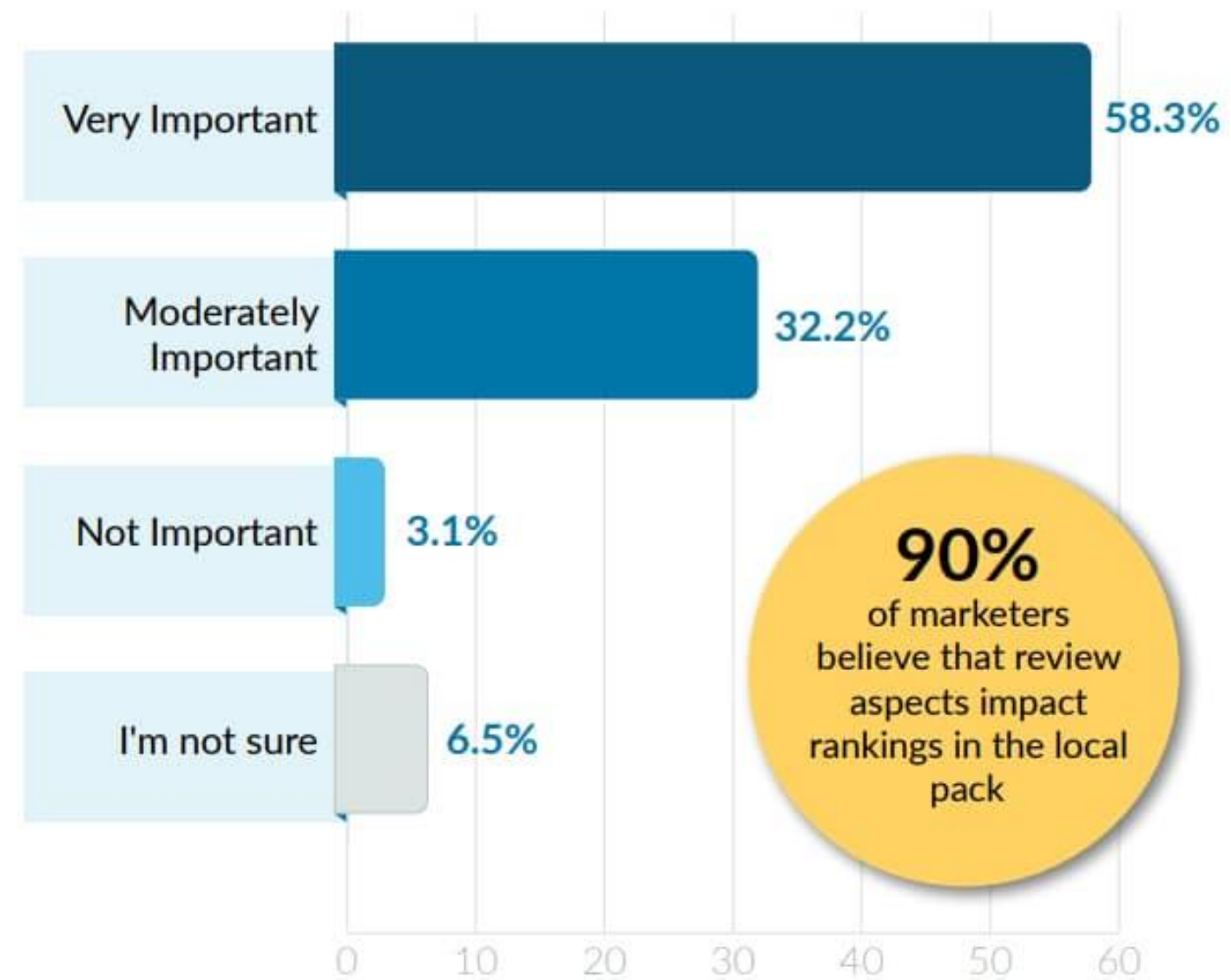
Search Search

<input type="checkbox"/>	Date ▼	Site	Rating	Review	Entity	Status	
<input type="checkbox"/>	Wed, 12/01/21 5:25 PM		★★★★★	<p>Yelp Review</p> <p>Diane V. 12/1/21</p> <p>I recently started using Company Name for a few printing jobs and was so impressed with their customer service, prices and print quality. I was using...</p>	<p> Company Name 123 Main Street Anytown, PA 19053</p>	✓ Live	View ▼
<input type="checkbox"/>	Fri, 11/19/21 5:31 PM		★★★★★	<p>Google My Business Review</p> <p>Michael Parson 11/1/21</p> <p>I was very satisfied with the service provided by Company Name. Will 100% recommend this company.</p>	<p> Company Name 123 Main Street Anytown, PA 19053</p>	✓ Live	View ▼
<input type="checkbox"/>	Thu, 11/18/21 1:20 PM		★★★★★	<p>Yelp Review</p> <p>Kevin O. 11/18/21</p> <p>I had a package that I needed to be delivered in 2 days. The price from UPS and FedEx was over \$100. The new owner found me an option with USPS which could...</p>	<p> Company Name 123 Main Street Anytown, PA 19053</p>	✓ Live	View ▼

Reviews: Why are they important?

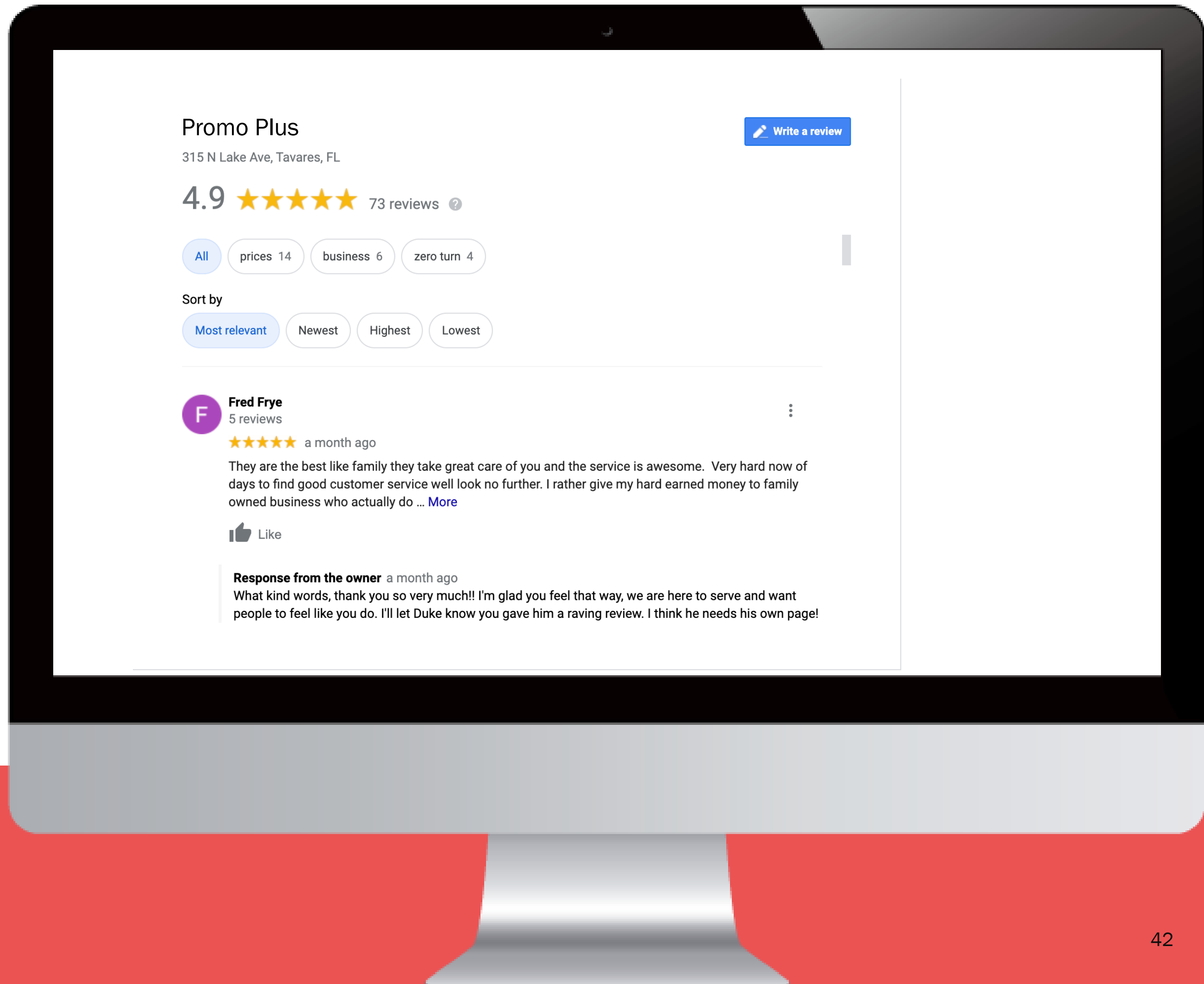
- Reviews impact local rankings and conversions (Prominence)
- Increase brand trust and exposure
- Improve click-through-rate to your website

How important are aspects of reviews in determining local pack rankings?

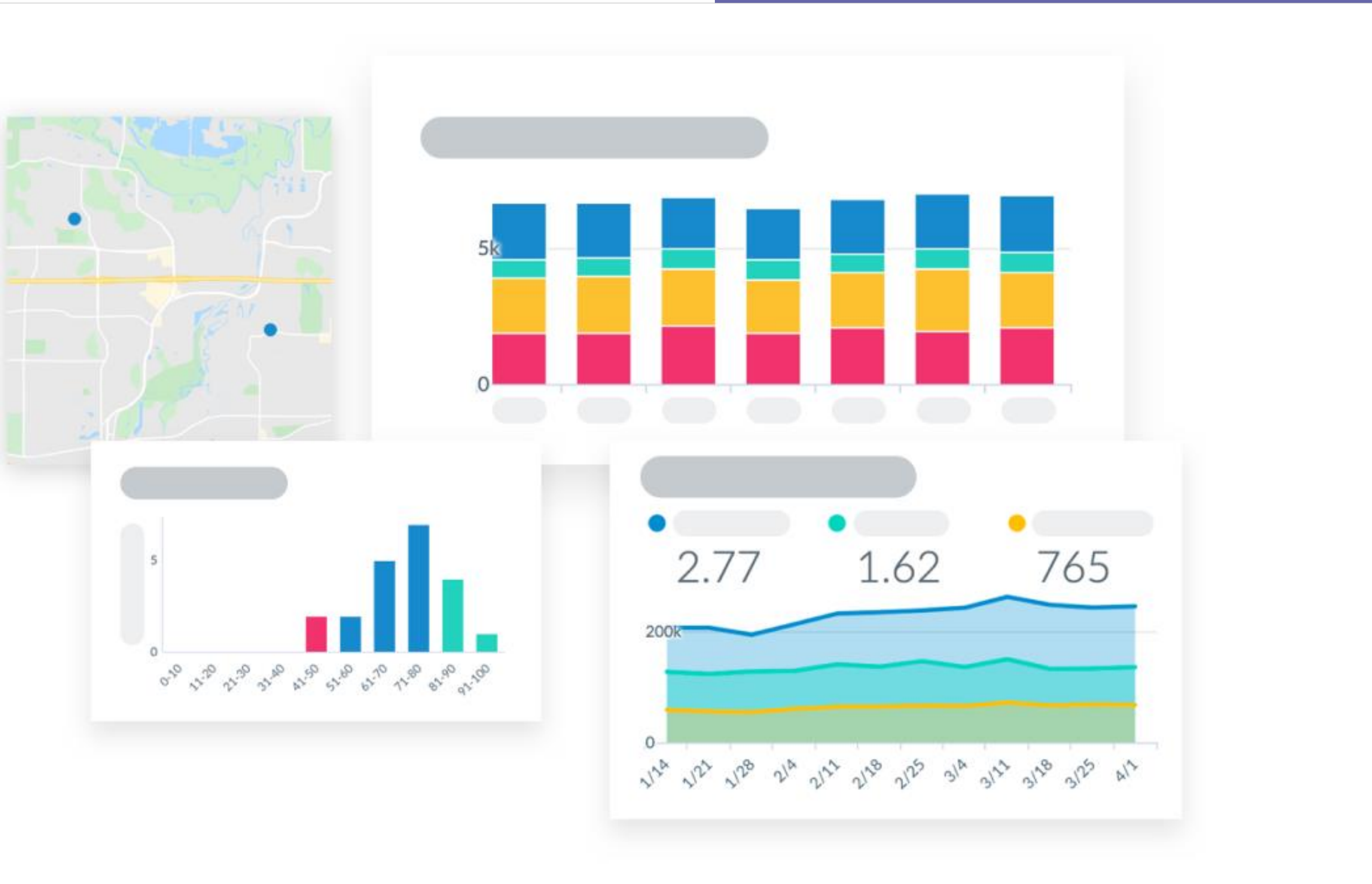


Reviews: Best Practices

- Invite customers to review your business
- Respond to both positive and negative reviews
- Analyze reviews for feedback to make business decisions
- Monitor reviews for spam and report it where possible

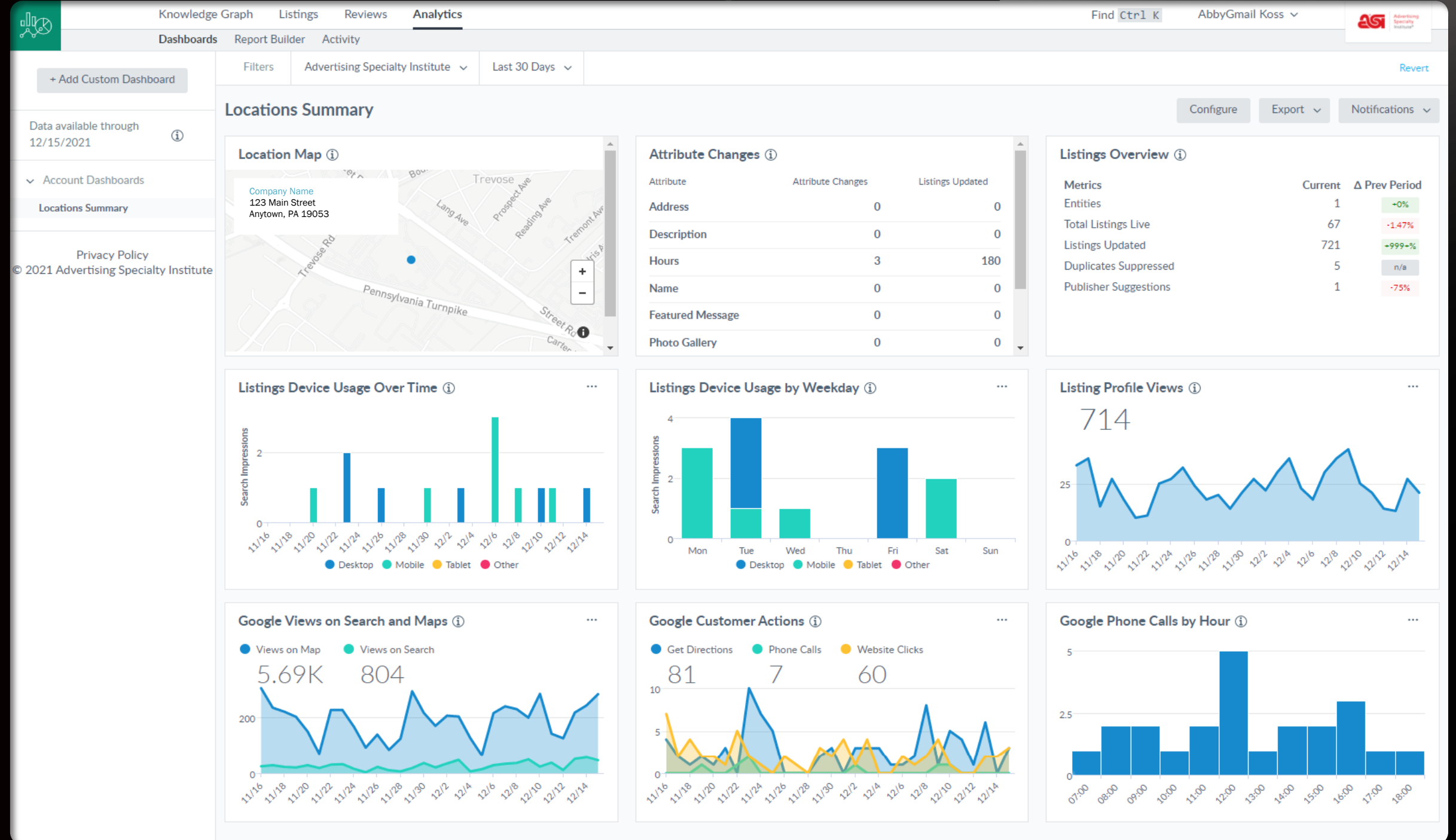


Analytics



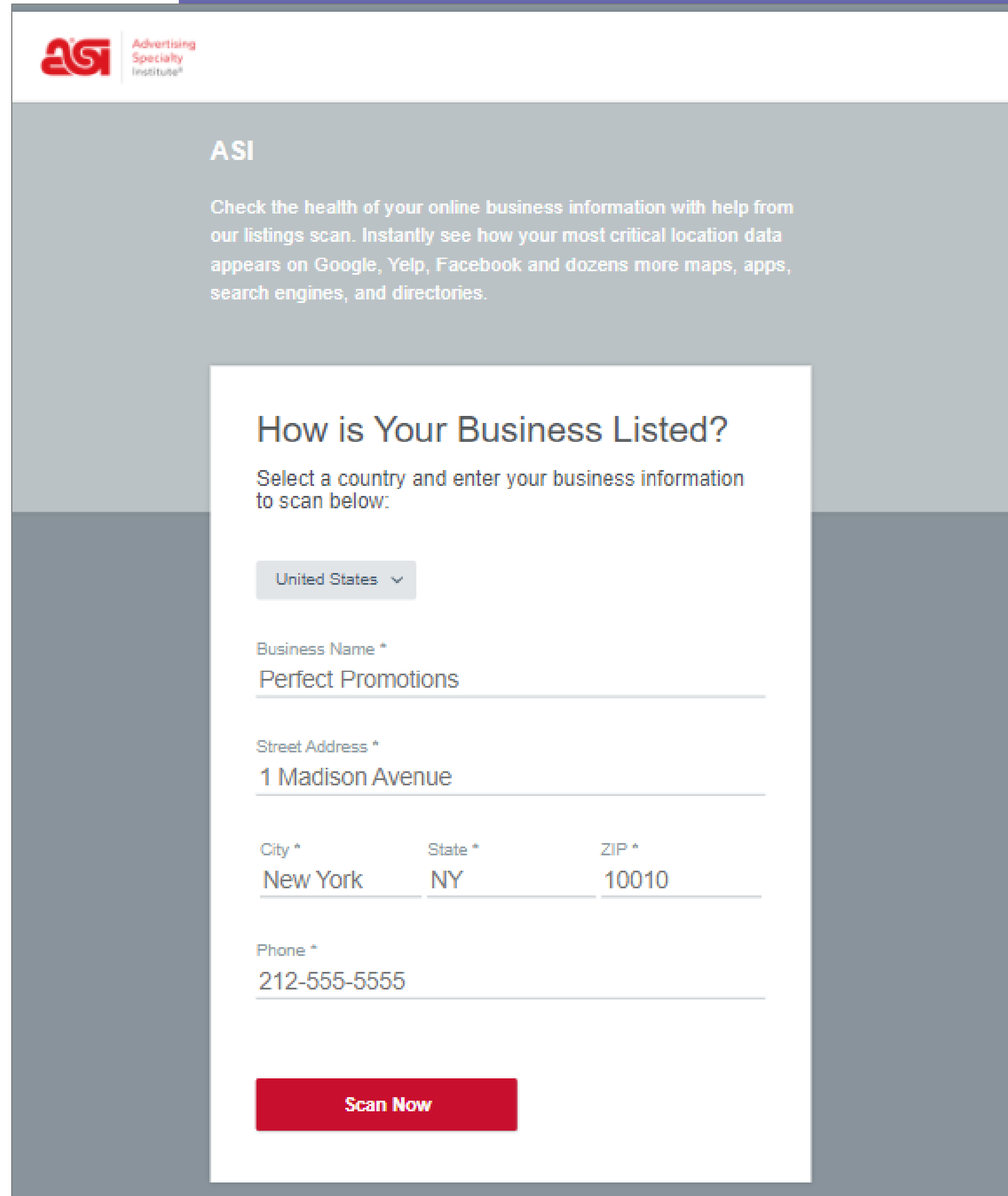
Analytics

Robust dashboard with insights from directory listings and Google Business Profile



Curious? Listing Scan

<https://go.asicentral.com/RunAListingScan>



The screenshot shows the ASI Advertising Specialty Institute website interface. At the top left is the ASI logo and the text "Advertising Specialty Institute". Below this, the heading "ASI" is displayed. A paragraph explains the service: "Check the health of your online business information with help from our listings scan. Instantly see how your most critical location data appears on Google, Yelp, Facebook and dozens more maps, apps, search engines, and directories." The main content area is a white box titled "How is Your Business Listed?". It prompts the user to "Select a country and enter your business information to scan below:". A dropdown menu shows "United States" with a downward arrow. Below are several input fields: "Business Name *" with the text "Perfect Promotions"; "Street Address *" with "1 Madison Avenue"; "City *" with "New York", "State *" with "NY", and "ZIP *" with "10010"; and "Phone *" with "212-555-5555". At the bottom of the form is a red button labeled "Scan Now".

RECAP



Optimize for Local Search so you can be found!



Google's Local Algorithm – Relevance, Prominence, Distance



Consistent Name Address Phone (NAP)



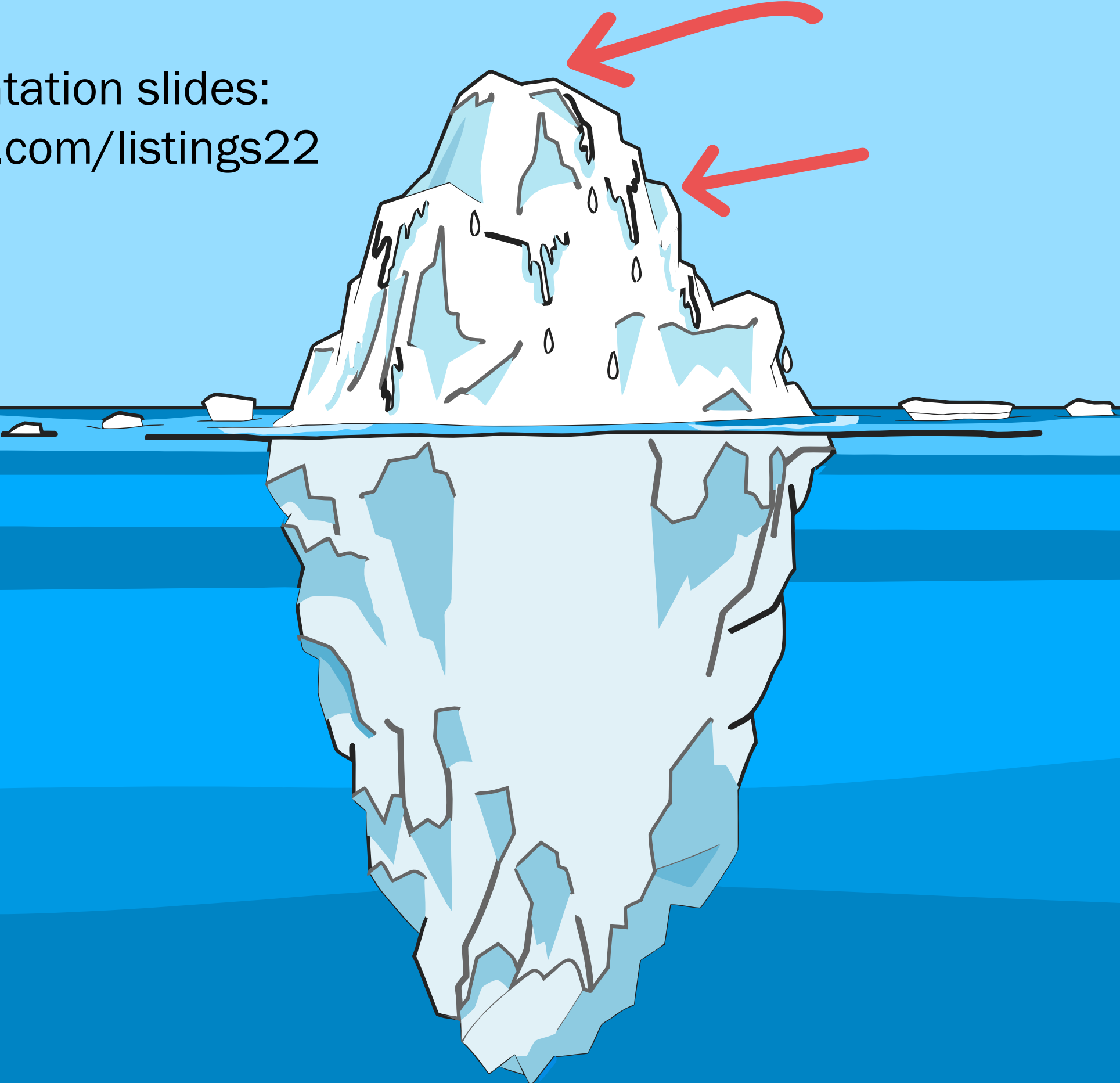
Google Business Profile



Online Directories & Listings Management

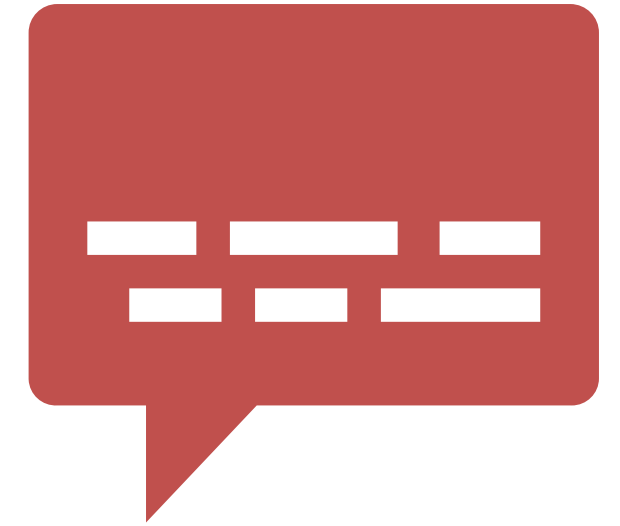
- Push your information from the Knowledge Graph out to 70 directories
- Accurate information, locked
- Consolidate reviews for easy monitoring
- Robust dashboard with insights, monthly report

Download the presentation slides:
<https://go.asicentral.com/listings22>



Feedback, Please

The ASI Show wants to hear from you!



1. Paper Form

Fill out and submit as you exit.

2. QR Code

Use your phone camera to scan the QR code or go to the URL at the bottom of the form:

SurveyMonkey.com/r/CH_22

3. App

ASI Show App

QUESTIONS?

Thank You



 ASI booth #630 in the Exhibit Hall

 Account Manager (800) 546-1350

 distmarketing@asicentral.com

Download the presentation slides:
<https://go.asicentral.com/listings22>