



HOW TO MAKE YOUR LOCAL LISTINGS GENERATE MORE REVENUE

What Does a Good Local
Listing Look Like?



Not to go all Charles Dickens on you, but chances are, if you've tried to improve your local listings, you've been through the best of times and the worst of times. Local search is a complex, algorithm-based game. Ignore it, and your business runs the risk of being excluded from search results, having incorrect information on your listings, and losing out on new clients.



Getting local search right means big wins for your business. Getting it wrong can have all kinds of consequences, both intentional and unintentional.

SO, HOW DO YOU KNOW IF YOUR LISTINGS ARE GOOD OR BAD?

Let's pretend you own a medical spa based in New York City called FakeSpa. Note – this is a pretend company.

If you own a company called FakeSpa, we're sorry and kind of confused.

Here's what your listing would look like if it was perfect:



FakeSpa Name

Web- Direc- Good Reviews

★★★★★ 1,840 Google reviews Correct Category

\$\$ - Beauty Salon Address

Address: 123 Fake St. New York, NY 12345 Phone Number

Hours: Open - Closes 7PM ▾

Phone: (123) 456-7890

Questions & answers

Q: Is this how a google listing should look?

A: Yes, this is a great example of how your listing should look.

(10 more answers)

[See all questions \(11\)](#)

Reviews from the web Good Reviews

4.5/5 Facebook 1,200 reviews 5/5 Angie's List 100 reviews

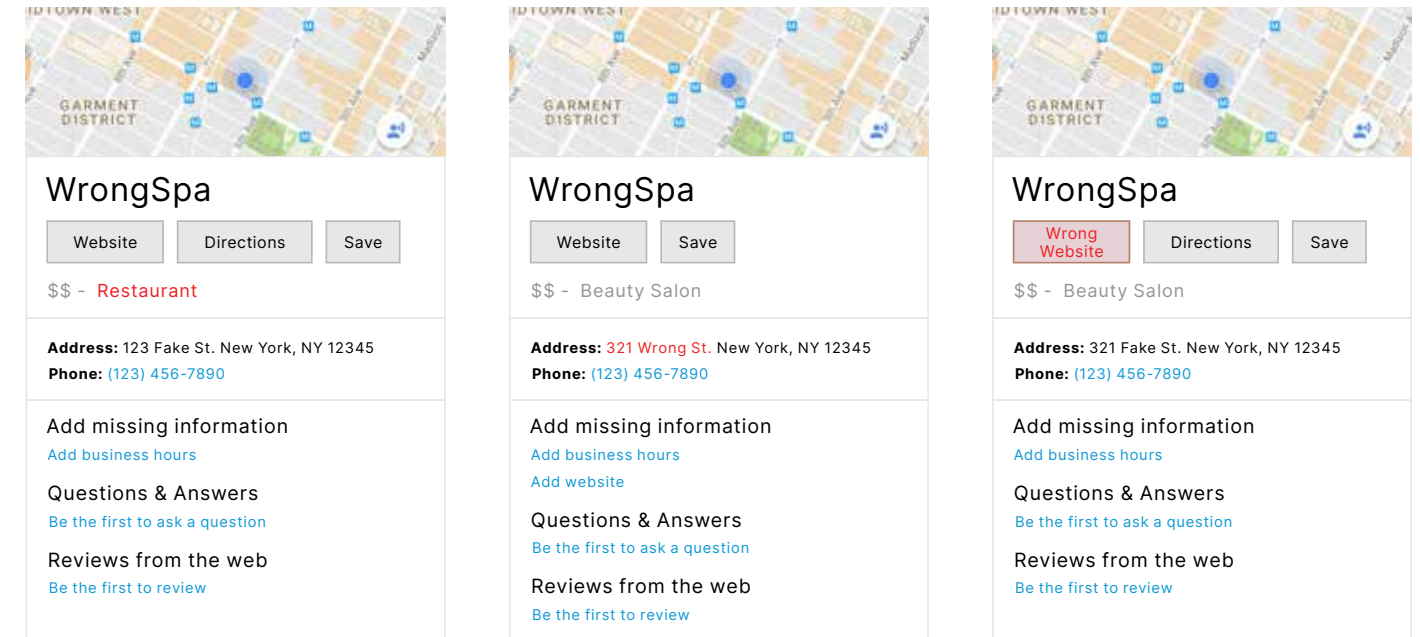
WHY DOES IT MATTER?

Improving the accuracy of your local listings positively impacts your business in ways both obvious and less obvious. Bad listings can have all kinds of unintended consequences. Here are some examples:

Unclaimed listings get weird, fast.

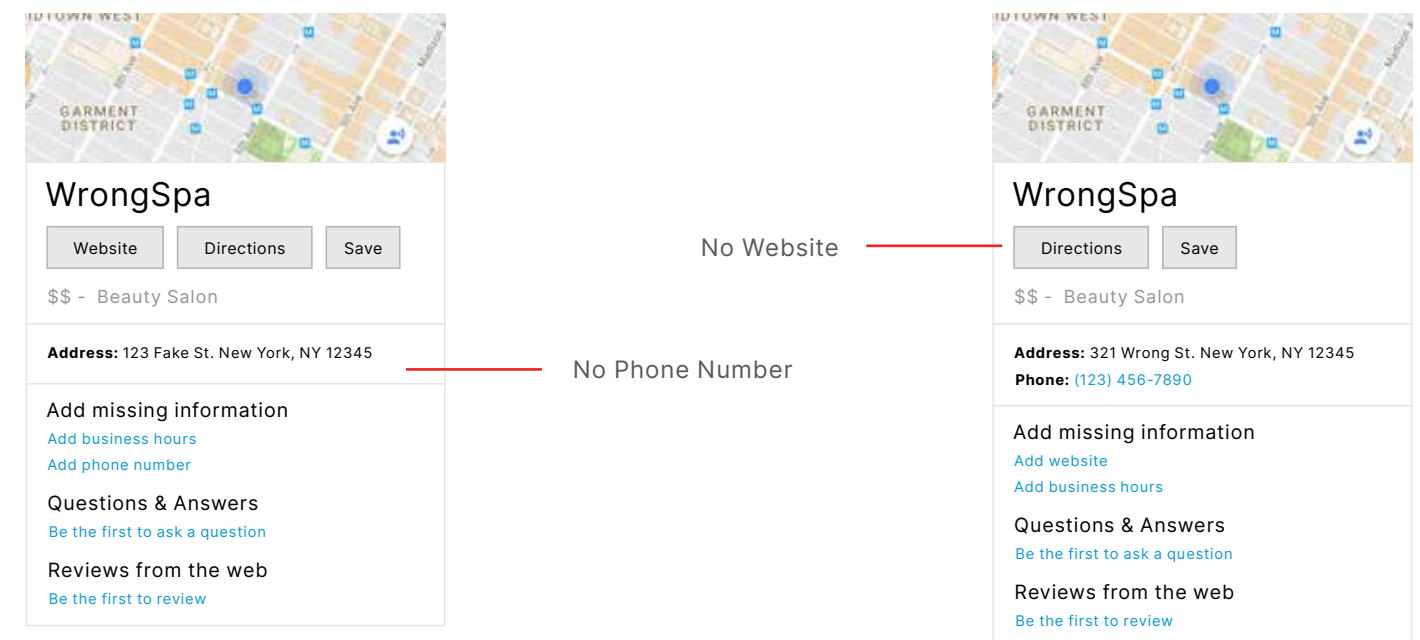
You might think not claiming your business on platforms like Google My Business just means you won't have a profile, but you might be surprised to learn that's not the case. Google's small army of web crawlers will use the powers at its disposal to create a listing based on the information it finds online. This can result in errors.

In the case of our fake spa, here are three examples that might result from unclaimed listings (based on true stories we've seen):



The image shows three examples of unclaimed listings for 'WrongSpa' on a map interface. Each listing includes a map snippet, a title, buttons for 'Website', 'Directions', and 'Save', a price range, an address, and a phone number. The first listing is incorrectly categorized as a 'Restaurant' at '123 Fake St. New York, NY 12345'. The second listing is categorized as a 'Beauty Salon' at '321 Wrong St. New York, NY 12345'. The third listing is also categorized as a 'Beauty Salon' at '321 Fake St. New York, NY 12345'. Each listing has options to 'Add missing information', 'Add business hours', 'Add website', 'Questions & Answers', and 'Reviews from the web'.

Incorrect information isn't the only risk you run with an unclaimed listing. While search platforms will collect all of the information they can find (whether or not it's correct), there's still a good chance your profile won't be complete if you don't claim your listings.



The image shows two examples of unclaimed listings for 'WrongSpa' on a map interface. The first listing is categorized as a 'Beauty Salon' at '123 Fake St. New York, NY 12345' and has buttons for 'Website', 'Directions', and 'Save'. The second listing is categorized as a 'Beauty Salon' at '321 Wrong St. New York, NY 12345' and has buttons for 'Directions' and 'Save'. Red lines point from the text 'No Website' to the missing 'Website' button in the first listing and 'No Phone Number' to the missing phone number in the second listing. Both listings have options to 'Add missing information', 'Add business hours', 'Add website', 'Questions & Answers', and 'Reviews from the web'.



Incorrect listings cost you clients.

If your listing isn't showing up when someone near you searches for what you do, you're missing out on a lot of potential new clients. If your business operates in a highly competitive area, it's even more important to get your listings right. Showing up in a search result with incorrect information can be just as damaging as not showing up at all, and adds a new layer of frustration for users.



IMPROVING YOUR LOCAL SEARCH

So, what can you do to improve your local search?

Claim your listings

Before you do anything else, claim any local listings for your business on platforms like Google My Business, Bing, Yahoo! and Yelp. This is the most important step, as you most likely already have listings that have been generated automatically.

Fix your listings

Once you've claimed them, it's time to audit your business listings and make sure the information collected is correct. Update anything outdated, add missing information, and double-check everything, especially the contact information (including contact forms!).

Optimize your listings

What actually makes your listings "good?"

Beyond the basic NAP information, it's crucial that your listing contains the correct primary and secondary categories. If you're a medical spa, but your business is listed as a pizzeria, you aren't going to show up when someone is looking for botox, but you might show up when they search for buffalo mozzarella. Listing the services you provide, your business attributes, and any other information will help a ton.

Other things to consider are the photos included with your listing, social media links, business hours, answers to any questions, and a link to your website.

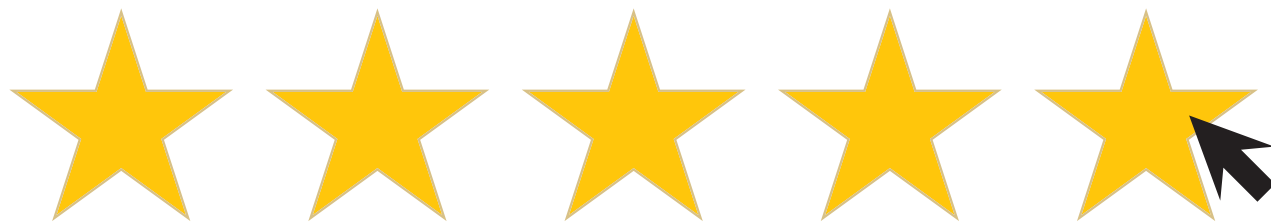
Submit to local online directories

Once you've got your listing dialed in, it's time to submit it to local search engines. It's no secret that Google has the majority of the search market share, but there are still plenty of other places to submit your business listing to. This will largely depend on the industry and location you're in, so careful research is your friend here.



Create a contact page

Creating a page that features all of the information your clients need to know about where you're located and how to contact you helps cut down on incorrect information and customer frustration. This is especially important if you have multiple locations.



Focus on your reviews

Reviews are a huge part of local search. Google is looking for three very specific things when it comes to your reviews:

1. **The number of reviews.** More is more, but generally, 40-50 reviews is a good minimum.
2. **The overall sentiment of the reviews.** Having a majority of your reviews be positive is a good thing, but having exclusively positive reviews is not.
3. **Your responses to negative reviews.** Google and your prospects are both paying attention to how you respond to negative reviews, including how quickly you respond. Don't ignore them!

Monitor your citations

Local search is not a one-and-done thing. Regular monitoring of your listings and mentions of your company on the Internet is important because things can and do change. Regular monitoring of your reviews is important too, due to the importance of responding to negative reviews.

Get help

It's not easy to rock local search. The combination of strategy and time required to really dial in your local listings is sometimes best left in the hands of a capable professional. That's why we created Local Power, our local listing tool that helps optimize and monitor your local listings without you having to lift a finger. Oh yeah, and did we mention it pays for itself with just one new conversion per month? Our users see all kinds of success with this tool (seriously, we have the stats). If that sounds like you, contact us to get started.





More clients.
Fewer headaches.



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