

# Premium Local Listings & Digital Presence Management



# Why you need accurate local listings.

1. Today, 4 in 5 consumers search for local businesses **ONLINE**.
2. 73% of consumers lose trust in a business when the info they find is **INCORRECT**.
3. Inconsistent listings can confuse search engines and hurt your **SEO**.
4. Up to 40% of location information online is **WRONG**.
5. On average, 2 in 3 business listings contain incorrect **INFORMATION**.

**We can HELP!**



# What is the **SOLUTION?**

>> Premium Local Listings **AND** Digital Presence Management <<

Like street signs or billboards do offline, **local listings ensure** that customers online find their way to your business.

Why is so much info incorrect? Because there's **no permanent record** or single source of location data online.

We can help you **take control** of your business' local listings:

- correct listings with bad data
- suppress duplicate listings
- keep your digital presence updated with changed hours, specials, staff, and more
- track performance



# Premium Local LISTINGS

>> 60+ Search Engines, Local Listing Sites, and Mapping Apps <<



# Example Bing LISTING

>> 150 million+ users search Bing for local businesses every month. <<

Core GeoData  
Hours of Operation  
Business Description  
Map of Location  
Photo  
External Links

bing NetSource Media Ocala FL

Web Images Videos Maps News Local Explore

5 Sign in

### NetSource Media

3700 S Pine Ave, Ocala, FL 34471  
(352) 732-7700

Find on: Facebook Twitter

[Website](#) [Directions](#)

Hours  
Mon - Fri 8:30 AM - 5:30 PM

Tips  
**FOURSQUARE**  
Oct 17, 2011 · by Dan H. from Foursquare  
Don't drink the soda from the machine. [Full tip](#)

Feb 23, 2010 · by Brent H. from Foursquare  
Go to NetSource for outstanding website development work and online marketing.Disclaimer: I work here. :-)  
[Full tip](#)

Explore more: [Foursquare](#)

Road Bird's eye  
World • United States • FL • Marion Co.  
500 27 441 27 301 500  
Pine Ave



# Example Yahoo LISTING

>> News, reviews, driving directions, interactive maps, and more – Yahoo! <<

- Core GeoData
- Hours of Operation
- Business Description
- Map of Location
- Photo Gallery
- External Links
- Payments Accepted
- Categories
- Reviews

**YAHOO!** Ocala, FL Search Sign In Mail

Ads  
**Ad Partners** www.AdPartnersAgency.com  
Award-Winning Full Service Agency. Custom Solutions. Proven Results.

**Local Mail Advertising** www.PostcardMania.com  
Get More Business With Direct Mail. Call To Plan Your Campaign Free.

### Netsource Technologies

Electronic Mail  
★★★★★ 0 reviews on Yahoo

Merchant Verified Watch Video

3700 S Pine Ave, Ocala, FL 34471  
Cross Streets: Between SE 17th Ave and Nautilus Mobile Home & RV Park

(877) 950-1127  
netsourceinc.com

Directions Send feedback

Reviews  
Be the first to review Netsource Technologies  
Write a review

Ads  
**Ad Partners** | adpartnersagency.com  
www.AdPartnersAgency.com  
Award-Winning Full Service Agency. Custom Solutions. Proven Results.  
Why Ad Partners? Our Team Our Work Services News Contact Us

**Local Mail Advertising** | postcardmania.com  
www.PostcardMania.com/Advertising ★★★★★ 108 reviews  
Get More Business With Direct Mail. Call To Plan Your Campaign Free.

**Freelancer.com** | freelancer.com  
Freelancer.com advertising Agency  
Finish Your Project for Under \$200. Find an Expert Today For Free!

**Cidewalk Local Ads** | cidewalk.com  
cidewalk.com  
Reach 1,000's of Local Customers on Mobile Starting at Just \$10

Map: A map showing the location of Netsource Technologies at 3700 S Pine Ave, Ocala, FL. The map includes street names like SE 17th Ave and SE Lake Weir Ave, and a red location pin.

Find Nearby: ATMs · Hotels · Night Clubs · Parkings · Movie Theatres · Similar Electronic Mails

Slogan: Leveraging technology to help you grow your business.

About: NetSource Technologies is a web design and e-commerce development company based in Ocala since 1995. Our award winning designs only mean something if they also meet the needs of your business. We're here to make the Internet work for you! We do this by bringing an innovative approach to a variety of services: • Website development • E-commerce solutions • Search engine optimization • Graphic design • Copywriting • Website redesign Visit our website to find out more about what we can do for you. You bring the challenges. We have the web design solutions. We are a Microsoft Certified Partner that takes the time to learn and understand our client's needs and reflect that understanding in the solutions we build. Although we focus on the Ocala area, we serve customers in 47 states. Call NetSource Technologies and put our experience to work for you.

Hours: Sun: Closed - Closed, Mon: 8:30am - 5:00pm, Tue: 8:30am - 5:00pm, Wed: 8:30am - 5:00pm, ... more

Categories: Print Advertising, Internet Marketing, Broadband & DSL, Internet Service, Electronic Mail, Online Service, Internet Access Provider, Computer User Group, Web Service, Business Web Site Hosting, Advertising Agency

Brands: Business Cards & Stationery, Branding, Web Site Hosting, Interactive Marketing Strategy, Interactive Marketing Strategy, E-Commerce, Custom Websites & E-Commerce, Custom Web Site Design, Award Winning Design

Other Contact Info: Email: greg@nsource.com





# Example Yelp LISTING

>> Valuable local business reviews by customers for customers – Yelp. <<

- Core GeoData
- Hours of Operation
- Business Description
- Map of Location
- Photo Gallery
- External Links
- Categories
- Reviews

The screenshot shows a Yelp listing for RVUSA. The header includes the Yelp logo, search bar, and navigation links. The main content area features a map of the business location at 3700 S Pine Ave, Ocala, FL 34471. Below the map is a photo gallery with three images: two women in green shirts, a large 'USA' logo, and the exterior of the building. The listing includes a 'Write a Review' button, 'Add Photo', 'Share', and 'Bookmark' options. A section titled 'From the business' describes their specialties in mobile website design and online inventory management. The 'Meet the Business Owner' section introduces Greg P., the Business Owner, and provides a brief history of the company. The listing also includes an advertisement for Comcast Service Center and a promotional offer for American Express Business credit cards.



# Digital Presence **MANAGEMENT**

>> Accurate Data with Rich Content <<

**Real-Time Updates\*:** We will keep your business listings up-to-date across the network of 60+ sites, and mapping apps covered. This includes your core Geodata (*name, address, hours, etc.*), and rich content (*photos, description, etc.*)

\*Up to 6 updates per year are included at no charge.

**Duplicate Suppression:** Duplicate listings that appear in search results cost your business time, money, and SEO benefit. We will deactivate duplicate listings, so only the accurate listings are shown to consumers.

**Reporting:** See your results in real-time to turn clear insights into actionable results.

When a business' listings are complete with hours, reviews, ratings, photos, and relevant information, consumers are

**197% more likely**

to view that business as  
**a place they can depend on.**





# What to Expect When You **SIGN-UP**

>> Data Collection • Match/Sync/Lock Listings • Tracking & Analytics <<

## Step 1

**Initial meeting** to review and/or collect your basic business information, photos, current inventory list (*brands & models*), and any additional services you'd like to highlight.

## Step 2

**Match, sync, and lock** your listings across the 60 sites and apps. Create listings where needed, push the additional content you'd like to add, and detect and suppress any duplicate listings.

## Step 3

**Tracking and analytics** to show you how consumers are finding your business

- How often you appear in search results
- How often your listings are viewed
- What search terms consumers use to find your business



# Summary of Plan and **PRICING**

- ✓ 60+ Search Engines, Local Listing Sites, and Mapping Apps
- ✓ Up to 6 Changes per Year
- ✓ Duplicate Suppression
- ✓ Ability to add Rich Content
- ✓ Monthly Report Provided via Email
- ✓ Annual Billing
- ✓ 30-Day Notice Prior to Annual Renewal Required for Cancellation

**\$1,199 PER YEAR, PER LOCATION**



# Providing **SOLUTIONS** Since **1995**

**938+**

Websites Launched

**217,477+**

Client Followers Added

**60**

Awards for Excellence



**3**

Team Members Certified  
with  
Google AND Bing

**4.6 out of 5**

Raving Fans

**24**

Full-Time Professionals



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Ready to Get Started?

Call **Cindy Spencer** or **Laura Weaver** today!!

**800-709-3240**



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