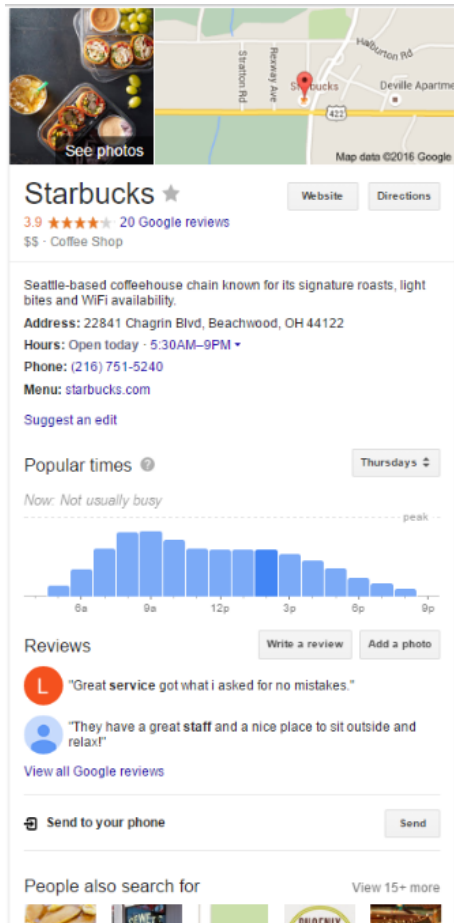


Local Search Claiming & Management

What are local listings?

Local listings are profiles that contain a business's name, address, phone number, photos, business hours, and any other applicable information a user might need to know. Below are two examples of a Starbucks location in Google and Bing:



Starbucks ★
3.9 ★★★★★ 20 Google reviews
\$\$ · Coffee Shop

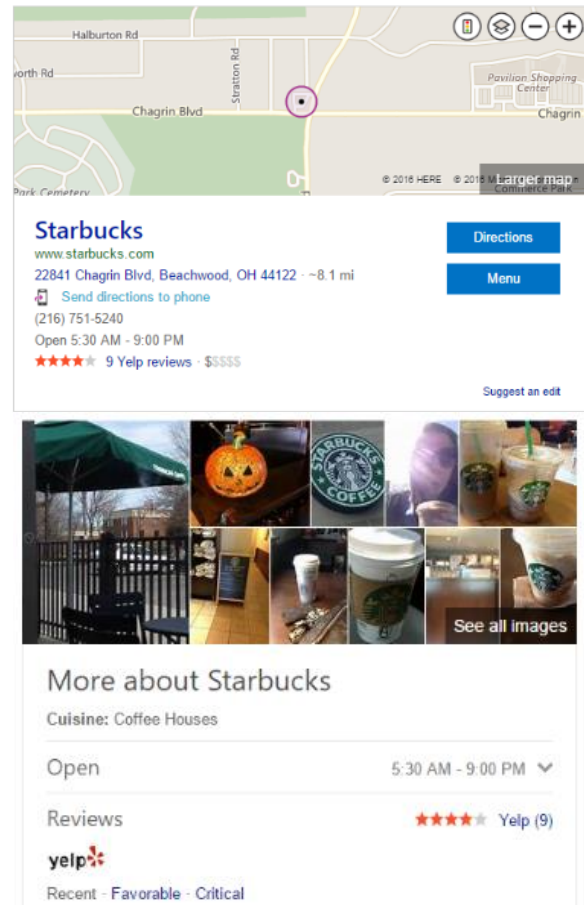
Seattle-based coffeehouse chain known for its signature roasts, light bites and WiFi availability.
Address: 22841 Chagrin Blvd, Beachwood, OH 44122
Hours: Open today · 5:30AM–9PM ▾
Phone: (216) 751-5240
Menu: starbucks.com

Popular times Thursdays ↕
 Now: Not usually busy

Reviews
 "Great service got what i asked for no mistakes."
 "They have a great staff and a nice place to sit outside and relax!"
 View all Google reviews

Send to your phone

People also search for



Starbucks
www.starbucks.com
22841 Chagrin Blvd, Beachwood, OH 44122 · ~8.1 mi
Send directions to phone
(216) 751-5240
Open 5:30 AM - 9:00 PM
★★★★★ 9 Yelp reviews · \$\$\$\$

More about Starbucks
 Cuisine: Coffee Houses
 Open 5:30 AM - 9:00 PM
 Reviews ★★★★★ Yelp (9)
 yelp
 Recent - Favorable - Critical

Why are local listings important?

Incorrect information on a business's local listing can lead to unhappy customers and the loss of potential customers. Users today are impatient. If they have to search for correct information, they're going to go elsewhere. Users rely on information in local listings on a day to day basis.

How do you claim, maintain, and optimize your local listings?

- 1) Claim all of your profiles on [Google My Business](#) and [Bing Places for Business](#). Before you push out the correct data to these search engines, you need to ensure that you only have *one* profile for each phone number and address. Google and Bing often generate these locations, but may not hit on updated information concerning valuable customer insight. Claim and merge those into one listing that you can update with the correct information.
 - a. Claim your listings by searching for your business via keywords, phone number, or address
 - b. Click on “Own this business?” (Google) or “Is this your business?” (Bing)
 - c. Follow the prompted instructions
- 2) Input correct, up-to-date information on the following:
 - a. Business Name
 - b. Website URL
 - c. Address – Ensure that the current and correct location has a pin dropped on the proper spot on a map
 - d. Phone Number – Preferably a local phone number
 - e. Hours of Operation
 - f. Photos – Logo, building, or other relevant photos
 - g. Description of your business and products or services offered
 - h. Specific & Accurate Categories – For example, Pizza Delivery, Health Club, or Coffee Shop
 - i. Social Network URLs
- 3) Actively monitor and engage with reviews and reviewers. This shows customers that you’re staying up-to-date with your information and that you care about your customers. Some examples of sites that you should monitor reviews on are:
 - a. Google+ – These are the reviews that will show up directly on your listing
 - b. Yelp
 - c. TripAdvisor (if applicable)
 - d. Foursquare
 - e. Yahoo! Local Listings
 - f. Better Business Bureau (if applicable)
 - g. Glassdoor (if applicable)
 - h. Facebook
- 4) Update, update, update! If your business switches to seasonal hours, update them. If your logo changes or you paint your storefront door, upload new photos. Any change that could affect a potential or current customers decision to spend time and money at your business, make sure it’s updated on your local profile.

Is it really that simple?

Yes! However, if you have a more robust business with a lot of locations that are constantly changing, it may be beneficial to read up on [Yext](#) or contact an agency to manage your locations for you. To follow SEO best practices, ensure you are delivering the best user experience for your current customers or potential customers.