

5 THINGS TO CONSIDER BEFORE PURCHASING A LOCAL LISTINGS SOLUTION



INSIDE THIS GUIDE

What are Local Listings and Why Are They Important?

- 1 The Ability to Claim Listings at Scale
- 2 Lead Generation Tracking
- 3 Partnerships With Directories
- 4 A Local Focus
- 5 Consolidation Opportunities

How SOCi Can Help You Manage Local Listings

What are Local Listings and Why Are They Important?

Forty-six percent of all Google searches are linked to something local. When a consumer searches for your business, your local listing often appears within the search results.

Local business listings are online portfolios that contain information about your business, such as your name, address, phone number, and other relevant information. You'll find local listings in directories like Google, Yelp, Bing, Apple, and more!

Rather than going to your locations' website or local pages and searching for your hours of operation or contact information, consumers should be able to find everything they need to know about your business within its local listings. With so many options available, finding the local listing solution best suited for your multi-location business can seem overwhelming. Let's dive into what to consider when purchasing a local listing solution.



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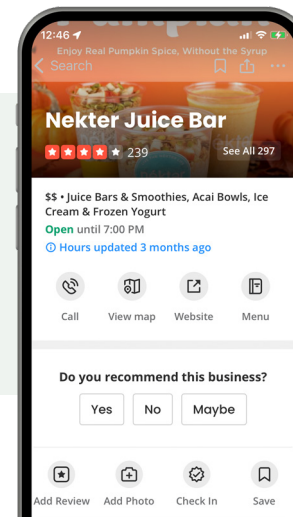
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The Ability to Claim Listings at Scale

As a multi-location business, one of the first things you should consider when choosing a local listing solution is whether it can scale your listings across multiple business locations. With 100s or even 1,000s of business locations, a solution requiring your marketing team to create and update each listing individually is out of the question. Scalability and the ability to streamline updates are crucial.

While claiming your local listings is something to consider, you should also determine whether or not it's possible to remove duplicate listings. Finding a solution that will remove duplicate listings is an added benefit that will save your business time and effort.

While this piece focuses on what to consider when purchasing a local listing solution, if you need insight on how to claim and optimize your listings, our [blog on the topic](#) can help!



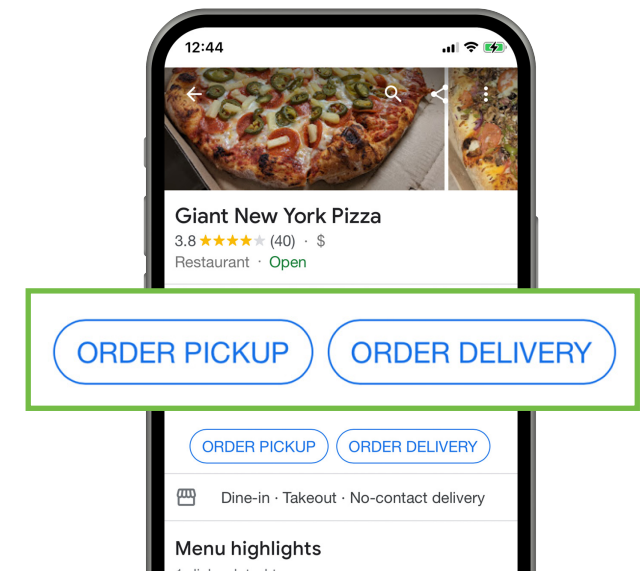
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Lead Generation Tracking

Adding calls-to-action (CTAs) and implementing lead generation tracking is something else to look for in a local listing solution for your multi-location business. Including a CTA helps convert potential customers without leaving the listing platform. CTAs also help to collect new leads.

For instance, if you're a fitness brand and allow members to register online for a membership for your gym, including a "Sign Up Today!" or "Request More Information" CTA is helpful for both your business and the potential customer.

Once the CTA is added, it's essential to make sure you can track the leads you receive from it. Some listing solutions allow lead generation tracking through phone numbers and UTM codes to help your business track revenue growth. If your business doesn't include and track CTAs on your local listings, consider all the opportunities and data you're missing out on.



03

Partnerships With Directories

Another item to remember when purchasing a listing solution for your multi-location business is which directories they partner with. While listings on platforms like Google Business Profile (GBP) and Facebook are essential, it's vital to ensure the solution you're choosing can create listings on other platforms.

For instance, does the solution have a partnership with Yelp that allows you to create Yelp listings? Are platforms such as Bing, Foursquare, and Apple Maps supported?

A listing solution developed for multi-location businesses should be able to do most, if not all, of these things. Finding a solution that allows you to create and manage listings across various directories ensures that you get complete online coverage, increasing your visibility among your target audience.

04

A Local Focus

While coverage across numerous directories is essential, a local focus is also critical. Your business should have local listings for each business location, not just for your corporate office. As mentioned previously, the ability to scale your listings across business locations is necessary, but the ability to include local business information is just as important.

While finding a solution that allows you to add basic business information should go without saying, finding a local listing solution that allows your business to include as much local information as possible is vital.

For instance, can you add high-quality local photos of your business? Do you have the opportunity to highlight whether your local business offers curbside or takeout? What about additional local information? These are things to consider when choosing a local listing solution.

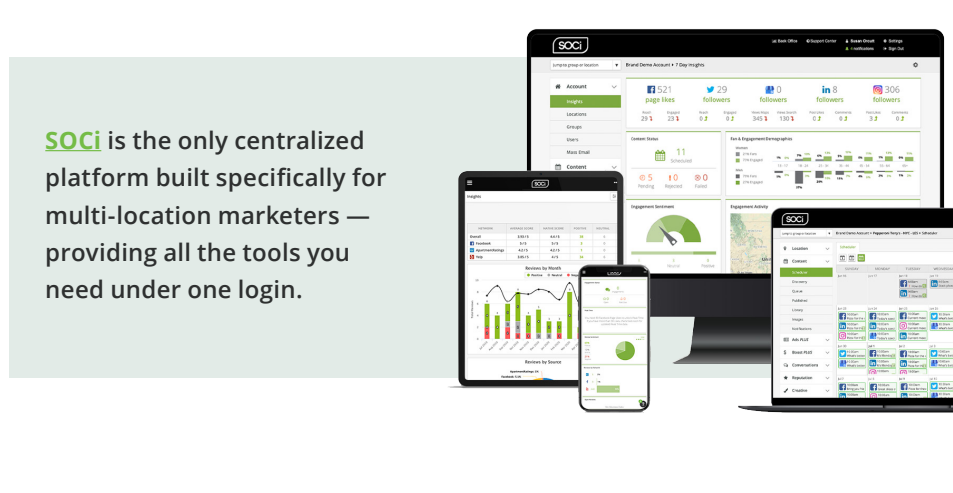
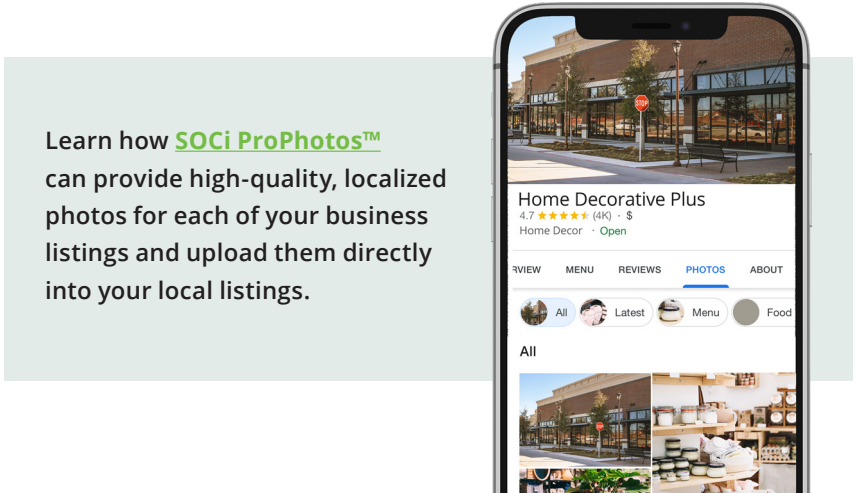
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Consolidation Opportunities

Last but not least, when choosing a listing solution, you should consider whether the platform can solve any of your other localized marketing needs. Many local teams don't have the time to log into various marketing platforms, learn how they work, and think about the strategy behind the marketing efforts.

A consolidated platform that allows you to manage all aspects of your localized marketing strategy within a single login is key. It's also a great way to get buy-in from local teams.

When choosing a local listing solution, consider whether it can support your business's local social strategy or online reputation management efforts. The less time and energy teams have to spend tinkering with multiple different marketing tech platforms and how they fit into their localized marketing strategy, the better.

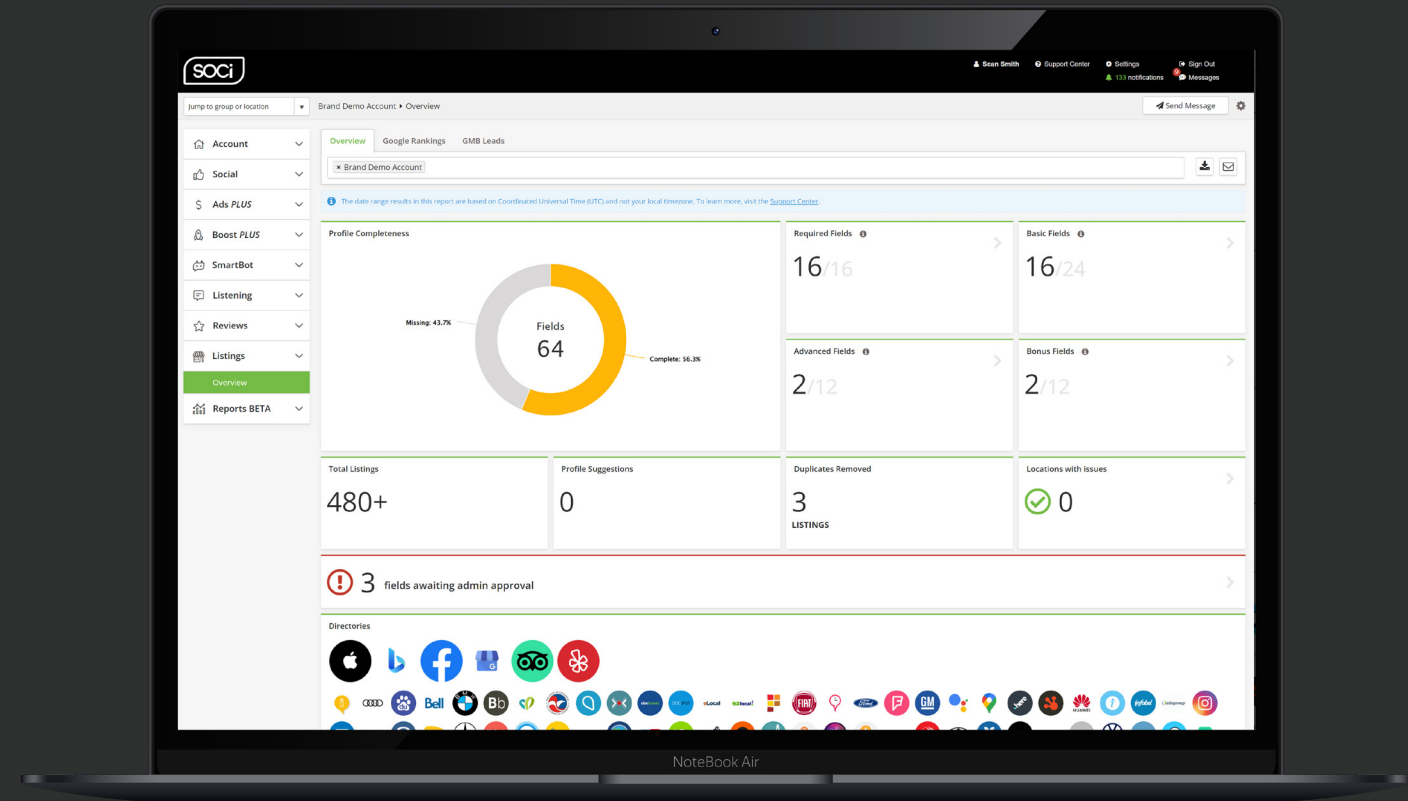


How SOCi Can Help You Manage Local Listings

Now that you have the information to select the best local listing solution for your multi-location business, it's time to start. If you don't know where to begin when looking for listings solutions, consider [SOCi Listings](#)

SOCi empowers you to manage your business listings at scale and optimize your online presence and local search rankings effectively. From syncing, updating, and managing your local listings to custom audits, profile recommendations, and lead generation tracking, [SOCi Listings](#) covers every step of the process to propel your listings to the top of search results.

When managed effectively and at scale, local business listings can open up many doors for your multi-location brand. What're you waiting for? [Request a demo](#) to learn more about SOCi Listings today!



DISCOVER WHAT SOCi CAN DO FOR YOU

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