Listing Distribution

Best Practices

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Who's Runnin' the Show

The **Listing Sites** (Yelp, Google, Bing, Yahoo!...) decide what data to accept.

Their goal...

...to give good UX

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It's All About the User Experience

Publishers are the intermediary between the customer and the local businesses. Their business depends on traffic.

Bad user experiences:

➔ Sending the user to the wrong address
➔ Causing the user to call the wrong number
➔ Directing the user to the wrong website
➔ Intermediating scams

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Where Does the Data Come From?

High Influential

- Business Owner
- Paid *Aggregators* & Listings
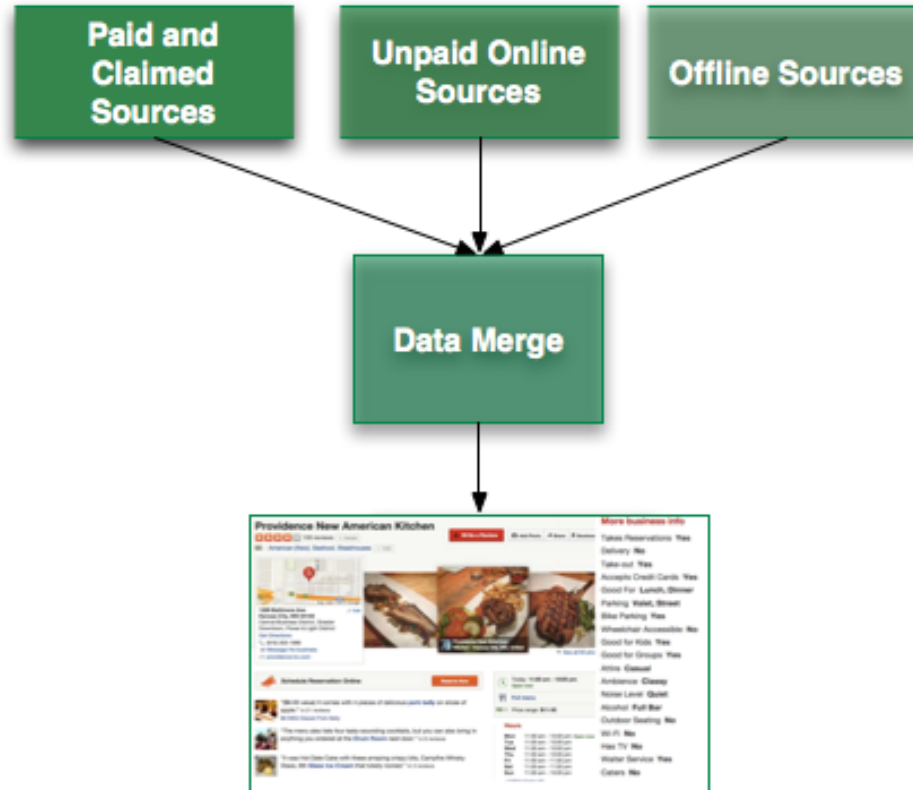- Claimed Listings
- Company Website

Less Influential

- Unclaimed Free Listings

Offline

- Government Sources
- Public Company Filings
- Utility Information
- Phone Books
- Yellow Pages

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Listings Sites Have to Choose Data

How to Best Influence Listings

Consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency, consistency!
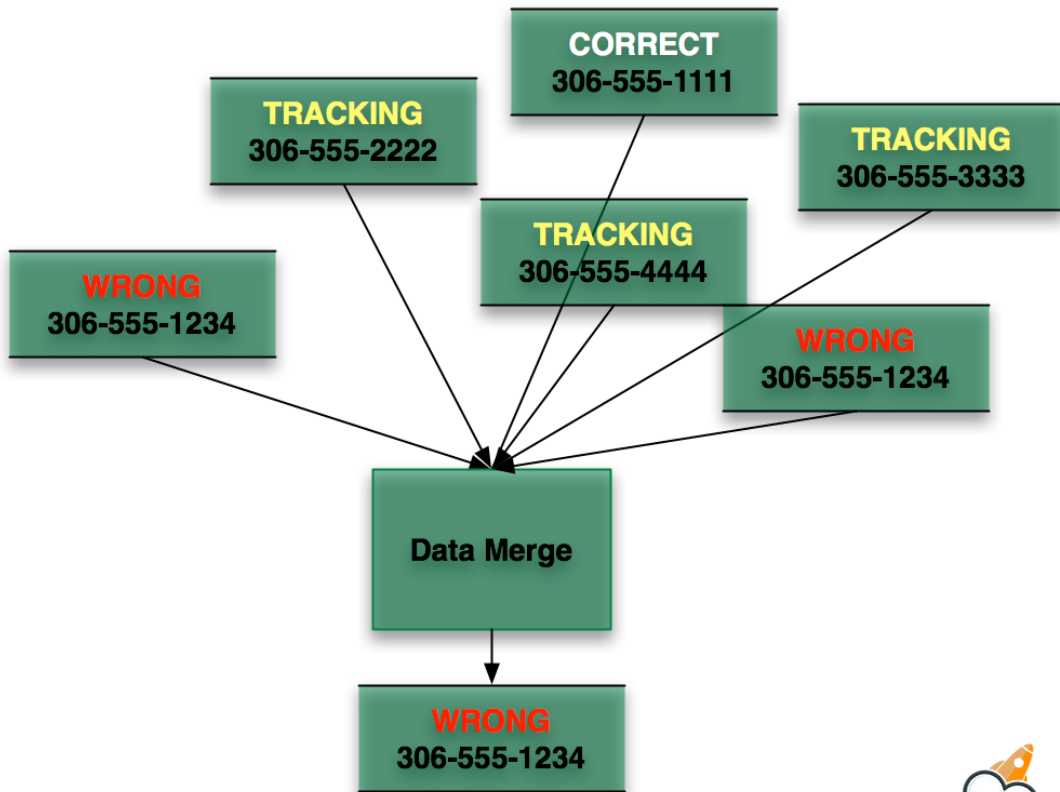
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Controlling the Noise
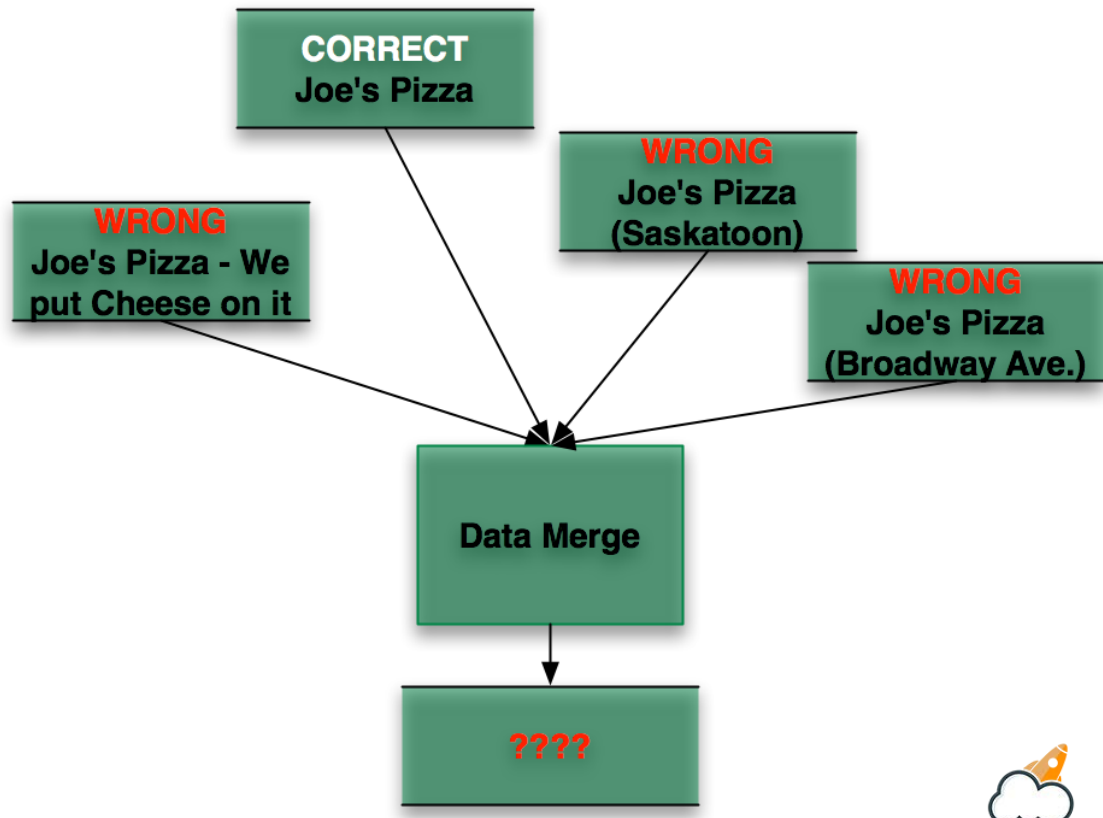
Inconsistencies create bad signals.

- Mixture of local, 800, call-tracking numbers

- Inconsistent addresses (220 3rd Ave. S., 3rd and 21st, Midtown Mall)

- Inconsistent names: Joe's Pizza, Joe's Pizza - We Put Cheese on It

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Inconsistencies Allow Bad Data to Propagate

Inconsistencies Reduce Control

Company Name

Should

- Be the exact name of the business
- Mirror the store front signage
- Be consistent across the web
- Be in proper case (vs. All Caps)

Should Not

- Be the legal name of the business (unless the legal name is the exact same as the name on signage – use Alternative Name for legal name)
- Include any of the following: Location of the business
- Keywords
- Marketing taglines
- Store Numbers
- Special Characters (the following are ok: ampersand (&), slash (/), dash (-), colon (:), dollar sign ($), decimal (.), apostrophe ('))

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Address

Should
- Represent the location address of the business
- Be submitted along with a Suite Number, if necessary
- Be consistent across the web

Should Not
- Represent the mailing address of the business (unless the business receives mail at the location address)
- Be the landmark address for the business (i.e. the name of a host business)
- Be a cross street or service area
- Be suppressed, unless absolutely necessary

Location Phone

Should

- Be the local phone number for the business
- Be consistent across the web

Should Not

- Be a toll free number
- Be a call tracking number
- Direct dialer to a call center
- Be shared with other business locations

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Business Categories

Should

- Represent how the business is likely to be searched for
- Reflect the main lines of business for the company
- Be concise (don't select non-relevant categories just to fill slots)

Should Not

- Fall in Manufacturing or Wholesale industries if the business represents a retail location
- Replace keywords, products, or services
- Be redundant (don't select a specific SIC and a more general SIC that both essentially represent the same thing)

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Website

Should

- Be the website for the **specified business location**
- Mirror the information submitted to data providers (Company Name, Address, Phone, Hours, Payment Methods, etc)

Should Not

- Be the main website for all locations, when pages for individual locations exist
- Be a tracking URL
- Be a social media link (Facebook, Myspace, Twitter, LinkedIn, Youtube, etc)

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Have questions? Contact support at support@rocketdriver.com