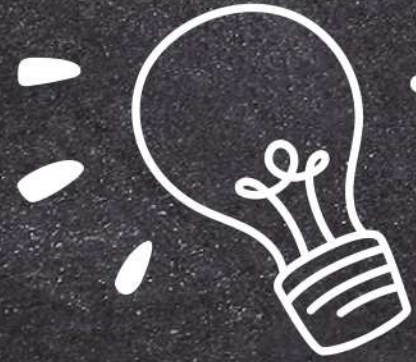


Business Listing



Management

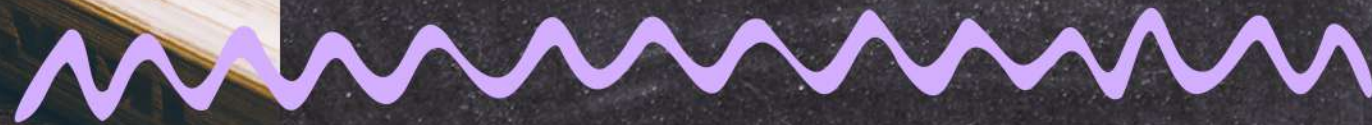


POWER EQUIPMENT TRADE

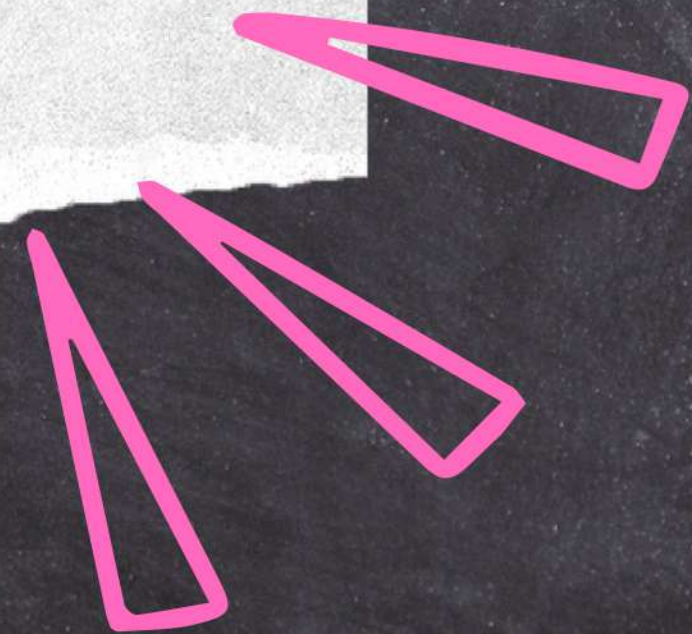
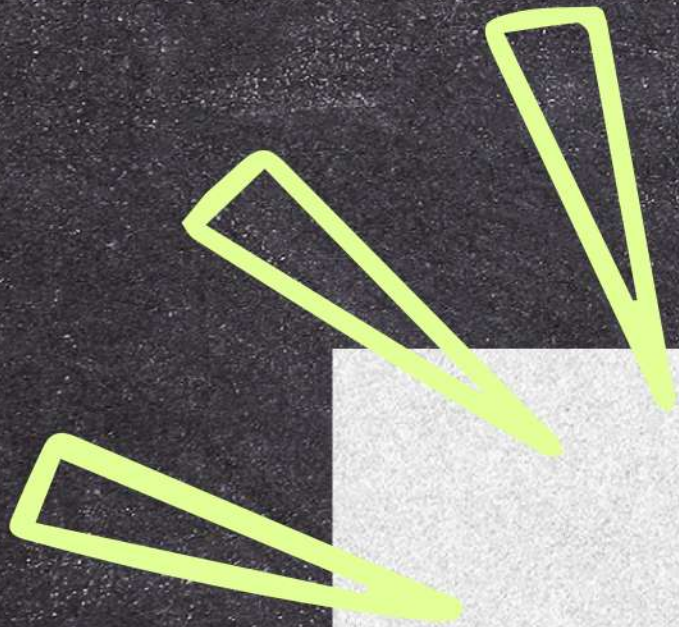


What is Business Listing Management?

Keeping your business listings consistent and correct across the internet is the basis of local SEO. Putting your dealership info on your website is not enough because Google uses multiple directories to cross-check and validate your business name, address, phone number, and other data.



benefits



benefits



1

IMPROVED
VISIBILITY
ONLINE

2

INCREASED
CREDIBILITY
& TRUST



3

HIGHER
SEARCH
ENGINE
RANKINGS



Steps to Manage Business Listings

Step 1 - Check how accurate your business info is across the internet.

- Business Name
- Address
- Phone Number
- Hours
- Photos





Steps to Manage Business Listings

Step 2 - Claim and verify business listings.

- Facebook
- Google Business Profile
- Other directories





Steps to Manage Business Listings

Step 3 - Encourage customer reviews and respond to them (the good and the bad).

- Positive reviews
- Negative reviews





how to find online
directories

tools



1

SEMRUSH

semrush.com



2

SYNUP

synup.com



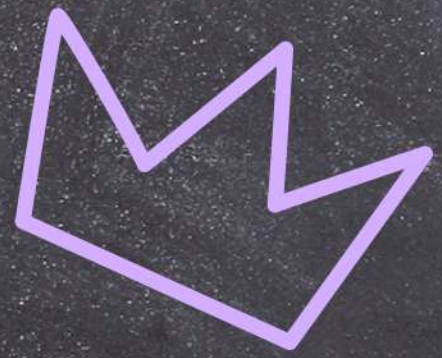
3

MOZ LOCAL

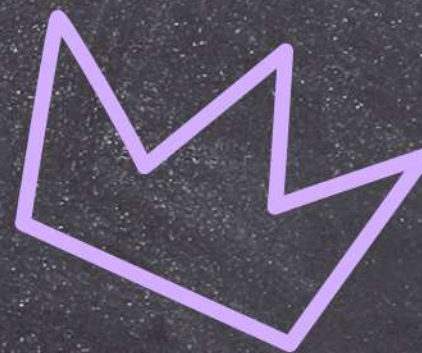
moz.com

THANK

YOU



QUESTIONS?





SHARE YOUR FEEDBACK

