

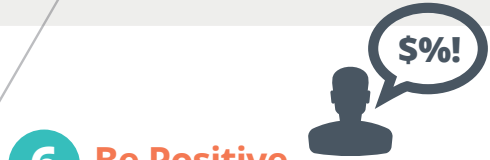
Nine Insider Tips for Managing Business Listings

1 Monitor to Maintain Trust
73% of people lose trust in brands when local listings aren't accurate.
► Rate your listings Moz.com/Local



Bonus Tip
Get a second opinion. Have your listings reviewed by a pro. Request an audit today! bit.ly/NAQVv4

2 Feeder Directories
► Infogroup, Express Update, Localeze, Acxiom and Factual



6 Be Positive

- Do respond and acknowledge
- Don't start a flame war
- Don't slam a competitor

3 Google+ Pages

- Personal
- Business
- Local

7 Yelp's Makeover
► Details at bit.ly/yelp910

4 Schedule

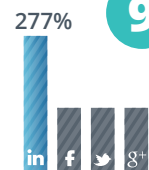
- Use Hootsuite for Twitter, LinkedIn and Google+
- Schedule Facebook on site

► Free at Hootsuite.com



- 8 Photos**
- Bing
 - Citiservi
 - City Search
 - DexKnows
 - Google
 - Hotfrog
 - Insider Pages
 - Kudzu
 - Yahoo
 - Yelp
 - YP
- Deals**
- Citiservi
 - CityGrid
 - Best of the Web
 - Express Update
 - Hotfrog
 - Insiderpages
 - Kudzu
 - Local First Arizona
 - MerchantCircle
 - SuperPages
 - Yellow Pages (YP)

5 Wanted: Reviews
72% of consumers trust online reviews as much as personal recommendations.
► Get Help with Reviews: Customer Lobby, Feedbackworks or Review Buzz



9 Get LinkedIn
LinkedIn has a higher conversion rate than any other social media site.
► Get a step by step company page how to at bit.ly/LI910w