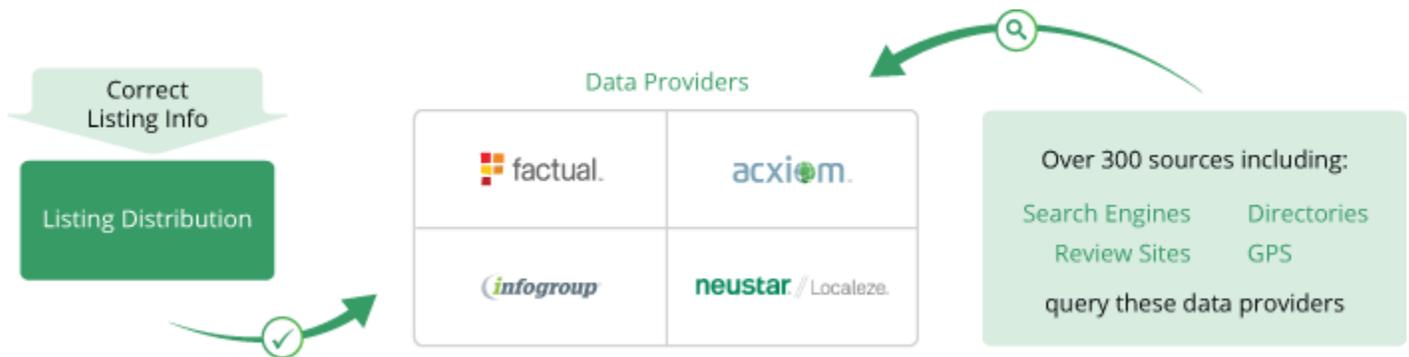


What is Listing Distribution?

Listing Distribution submits business listings to the four major data providers: Factual, Acxiom, Infogroup and Neustar (Localeze). Together, these data providers are referenced by hundreds of online listing directories, search engines, local search platforms and applications, and navigational solutions.



Why do businesses need Listing Distribution?

Listing Distribution ensures that customers can find a business location. We send the correct or preferred listing details to data providers so it is used consistently across major search sites. This improves local search engine optimization (SEO) and saves you and your clients valuable time.

Updated listings is not the main benefit of Listing Distribution though! It also helps build a "Citation Effect". With multiple platforms consuming and using the same consistent business data, two good outcomes occur:

1. Google's WebCrawler finds the same information in multiple places and adds more confidence to their business data, and
2. Good backlinks are created with more referring sources to the business' website creating better SEO.

It's important to recognize that unclaimed listings can be changed by the public, which is impossible to control. Even if you're not seeing a lift in listings or seeing them correct right away, Listing Distribution should be seen as an insurance policy against those counterproductive listing changes.

What is a data provider?

As the name suggests, data providers are entities who gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines, and more. They also power sophisticated modern applications such as Apple's Siri and personal navigation systems.

In North America, four major providers offer this data: Factual, Acxiom, Infogroup, and Neustar Localeze. Between them, they provide data to over 300 online listing sources. Listing Distribution submits listings to all four of these data providers, providing maximum exposure and impact for your business.

How often can I make changes to my business profile?

You can update your business profile as much as you want while your Listing Distribution subscription is active. There's no limit on the number of changes you can make.

How often are listings sent to the data providers?

When a listing is created, or modified in our system, the information is sent to the four data providers within 24 hours. The data providers accept this data and provide us with confirmation within six weeks.

We also keep sending your listing data to these providers once every week to ensure that they always have the most accurate version of your data.

What if a business has duplicate listings -- how does Listing Distribution take care of those?

We submit the listing to the core data providers, and the providers have their own process to eliminate duplicate listings.

How long does Listing Distribution take?

Listing Distribution is a continual process needed to maintain and build your web presence. As soon as you enter your business information, we push it to the four data providers.



It can take 6-8 weeks for the data providers to pick up the listing and ensure it is correct in their own databases. It is then up to the sites and sources to update their information from the Data Providers. They each query them at various intervals — some seek out the information weekly, monthly, etc. Therefore, the timeline for when a source picks up that information will vary greatly depending on their process for updating their data.

Where do listings come from, anyway?

Search engines and other sources get your business information from a huge number of sources, including:

- Business owners enter their own information
- Government sources
- User-generated content (UGC)
- Google sources (MapMaker, Places, etc)
- Data providers

This information is usually compiled in a server cluster, and can be verified by an actual employee. The most importantly weighted information in the US, however, comes from the four major data providers — Neustar/Localeze, Infogroup, Acxiom and Factual. These providers disseminate their listing information to over 300 listings sites — Yelp, YP.com, Judy's Book and many, many others. If their information is wrong, your customers won't be able to find you.