

Listing Distribution

Best Practices



Who's Runnin' the Show

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

Their goal...

...to give good UX

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

Where Does the Data Come From?

High Influential

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

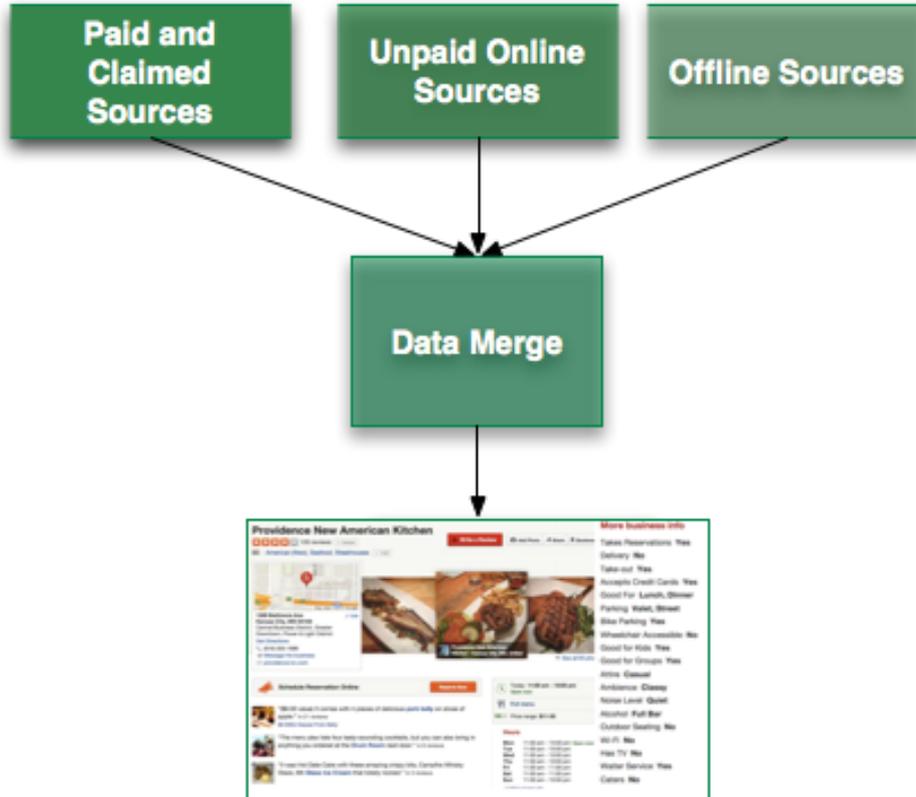
Less Influential

- Unclaimed Free Listings

Offline

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

Listings Sites Have to Choose Data



How to Best Influence Listings

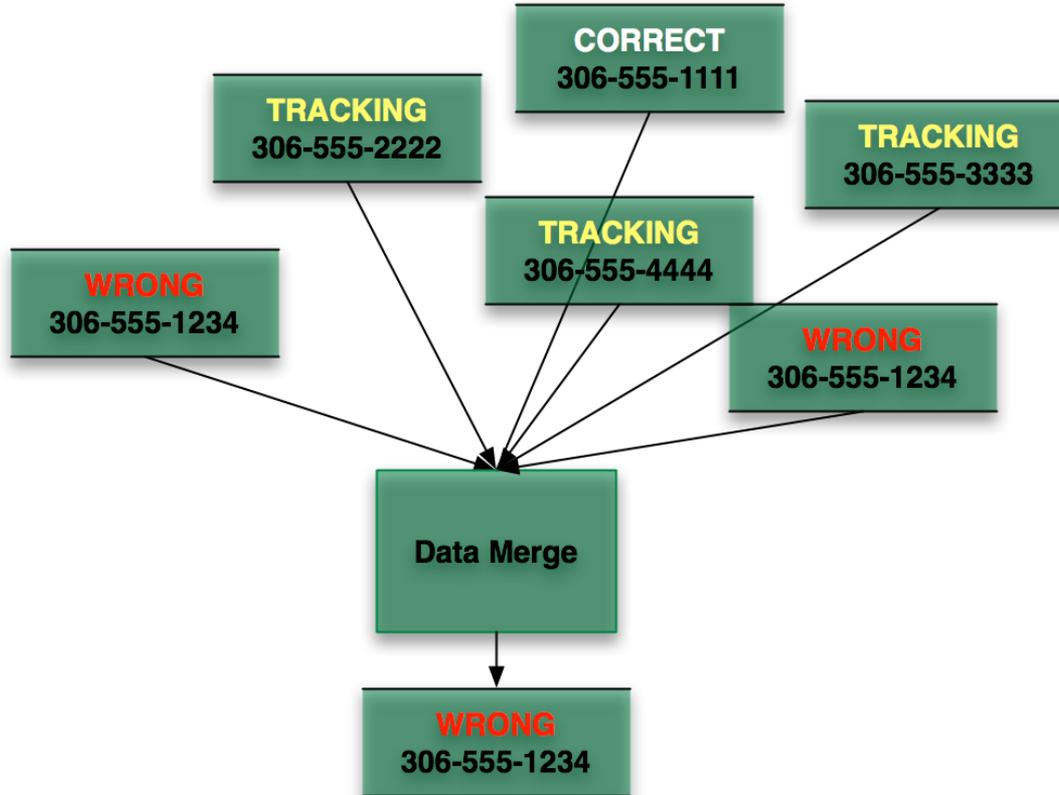
Consistency, consistency, consistency,
consistency, consistency, consistency!

Controlling the Noise

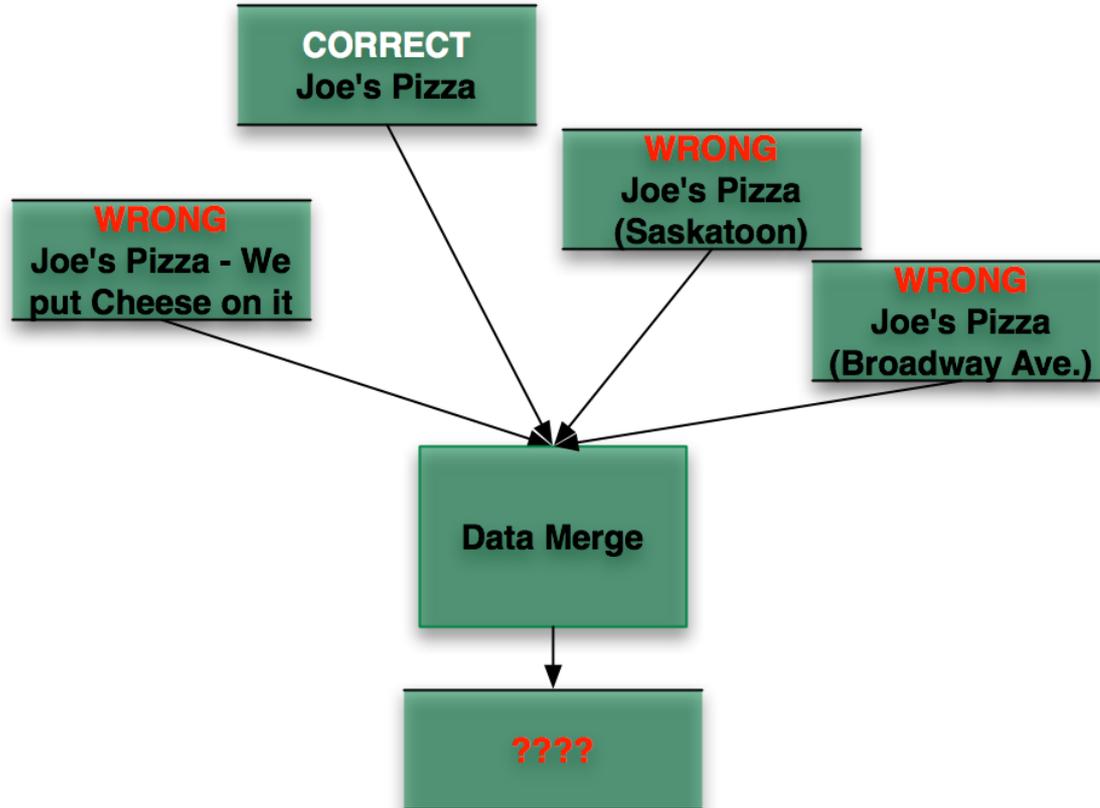
Inconsistencies create bad signals.

- 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**

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 ('))

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

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)

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)

Have questions? Contact support at
support@vendasta.com

