

**22.1%**  
Lift in  
Accuracy

## Business Listings Management Successfully Elevates Long-Tenured Client

Clients' listings accuracy increased by 22.1 percent, and their listings appeared in top positions of search results 50 percent of the time, improving their exposure by 300 percent on search engines.

### Background

Our client of nearly 50 years, a leading insurance provider, was concerned about the state of agent listings appearing in local searches on the Internet. Listings were lacking brand compliance and were inaccurate and inconsistently positioned. Oftentimes, agents didn't appear at all or the content was incomplete. Overall accuracy was only 69.6 percent. Furthermore, no process existed to measure and track success.

The client turned to its proven, trusted partner, Marquette Group, for best-in-class Business Listings Management (BLM) solutions.

### Solution

A sample of agents across the country was identified to participate in a six-month BLM test. We began by auditing the local search results for each participant before the solution was implemented, creating a benchmark.

Our three-phase BLM program began with implementation. Data was optimized with specialized local-SEO tactics to drive each listing to the top of organic search result pages. We structured and distributed data content to all relevant local channels, mobile devices, directories, data providers and search engines— more than 70 sites influencing approximately 1,000 URLs in the U.S. and Canada.

Next, monthly location optimization ensured data remained fresh, improving its appeal to users and search engines. Search engines occasionally change their algorithms causing listings to be deleted, condensed and made inaccurate in a number of ways.

Marquette Group provided insightful monthly reporting on the impact of position and accuracy to drive evidence-based decisions. Reporting included an analysis of overall listing performance; Google Analytics that measure specific goals; position reports that rank individual locations before and after; examples of the program both before and after to demonstrate improvements; and measured the accuracy of input data against live search results.

## Results

Marquette Group's BLM solution delivered significant achievements and gains.

**Accuracy increased 22.1 percent.** Before implementation, overall listing accuracy across the Internet was only 69.9 percent. When listing accuracy was measured five months later, it had increased to 92 percent.

**Low cost-per-lead drives value.** Accurate and relevant data drives well-qualified leads. Participating agents lowered their cost-per-lead to an average of \$2.21 while the average insurance industry SEM cost-per-click (CPC) approached \$10.

**Increased exposure and visibility.** Overall, exposure increased 300 percent on Google and Yahoo! search engines for participating agents.

**Top-of-page placement.** Listings appeared in the first position at the top of the organic search results page more than 50 percent of the time, improving listing visibility.