

Achieve Online Accuracy with Business Listings Management

The critical first step in creating a successful internet advertising strategy

Current research indicates 80 percent of people searching for a product or service online click on organic results as opposed to paid advertising space. When searchers find your product or service, you have the opportunity to connect with them. But what if your listed phone number or website address is wrong, or they drive to the address and the location is closed? Your online listings must be accurate to ensure customers can find you and to create a solid foundation on which to launch your internet advertising.

Why Business Listings Management?

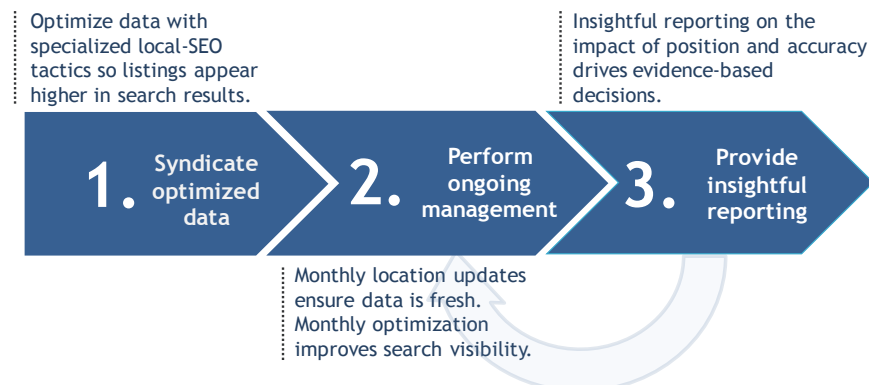
Through Marquette Group's Business Listings Management solution, you will gain visibility in your local marketplace and increase conversion probability among current and potential customers.

Marquette Group offers a turnkey program, handling all of the coordination and administrative functions necessary to proactively submit and manage your structured data content to more than 1,000 Web directories and search engines including Google, Yahoo! and MSN/Bing, achieving enhanced, accurate data with strong rankings on local search. Leverage our volume-based discount pricing to maximize your ROI.

Business Listings Management provides:

- : Increased customer traffic to your website
- : Increased online brand exposure and improved customer experience
- : Maintained accuracy of your business information
- : Increased call and walk-in volume to your local storefronts
- : Improved search engine rankings
- : Initiates engagement with your customers and increases conversions
- : Maximized return on investment

Our three-step process includes:



Why Marquette Group?

- : **Expertise** — We ensure your listings are set up correctly and your content is accurate and robust, so you can get the most visibility out of organic searches.
- : **Ease and Efficiency** — Marquette Group can set up multiple listings at one time and maintain them with on-demand, weekly and monthly updates, which helps sustain high page rank.
- : **Affordability** — We offer competitive pricing to help you build a strong foundation for successful search engine optimization.

Frequently Asked Questions

Why do I need business listings management for my business?

To increase your business' exposure and gain better rankings within local listings and search results. This service will also improve user experience by eliminating bad or incorrect content.

Why do we need a minimum of 50 locations?

Marquette Group requires at least 50 locations to make this service cost effective to manage on behalf of our clients. There are a number of manual processes involved and 50 locations provide the appropriate scale to dedicate resources needed for success.

What search engines and directories receive the data?

We send the business listings content to all major search engines and directories, such as Google, Yahoo!, MSN/Bing, Superpages.com and YP.COM. It also includes 411 directory assistance, mobile, OnStar and GPS navigation devices.

Can I submit my business listing content directly to search engines and online directories?

Yes, in most cases you can submit listing content to many of the search engines and directory sites, but typically this process is confined to single, individual submissions. The process for submission differs greatly from one site to another and can be very labor intensive. Marquette Group's business listings management is a single submission process for all of your locations typically gaining initial results within 45-60 days.