

Increase Your Click-Through-Rate in Local Organic Search Results

Eighty percent of local customers click on organic listings, as opposed to paid ads, making it more important than ever for your business to have a robust and accurate organic local presence.

Customers use hundreds of different online sites for local information. Each local search portal has its own database of listings that stores your business information. This means there are hundreds of databases, and they are all disconnected from each other. If changes occur such as a new location opens or closes, or business hours change, individual local portals don't make these updates unless you contact them directly and tell them to make the change. To make things worse, search engines crawl Internet data and can find incorrect information and serve it to a searcher on another site, growing inaccuracy exponentially. Your brand and business information becomes incorrect across various sites and the result is frustrated customers who click and land on inaccurate information as they search for your products and services.



Marquette Group offers PowerListings, a powerful technology platform to help you achieve and maintain listing accuracy; increase overall local organic visibility; and improve rank to drive lead generation.

PowerListings connects directly with the database of each network partner to automatically monitor and correct each listing.



Partner Network

Yahoo! • MapQuest • Superpages • Yellowbook • CitySearch • Yelp • Whitepages • Local • Foursquare • MerchantCircle • EZlocal • GetFave • Local Database • ShowMeLocal • Topix • ZipLocal • CitySquares • LocalPages • MojoPages • Yellowise • YellowMoxie • Tupalo • YellowBot • Avantar • Co-Pilot • Cricket • HopStop • MetroPCS • Navmii • Where To?

Maximize Your Volume of Search Impressions with a Verified Presence

We make sure your listings are present with the correct information on the top local search sites on desktop, mobile and navigation devices. PowerListings automatically adds missing listings and updates critical fields like name, address, phone number and categories across the partner network. As your business information changes, we can update across the partner network immediately through PowerListings.

Stand Out and Increase Conversions with Enhanced Listings

It's not enough to simply show up in searches. Accurate listings with optimized keywords, descriptions and categories maximize your impressions and improve your rank. In order to increase your click-through rate, a 50-character line of customizable text can be used for brand or seasonal messaging, allowing you to respond to market conditions, competitors and local events. PowerListings can customize this information all the way down to the local level, so you can run store-specific promotions. We increase conversions by enhancing your listings with photos, videos, promotions, new product information and announcements, making them attractive and enticing to searchers.

Your enhanced listings appearing throughout the PowerListings network of partners are also crawled by other search engines, including Google, as they look for the best and most relevant results.

Track Performance with Full Analytics

PowerListings track impressions and profile views at the location level with full analytics to give visibility into your local search performance. You can also see and evaluate the performance of special messages that you run based on traffic and the positive impact generated from adding rich content to a listing. Statistics can be organized by day and time, by partner site and by location.

Why Marquette Group?

- : **Expertise** — We ensure your listings are set-up correctly and your content is accurate and robust, so you can increase your visibility and get the most out of organic searches. We monitor and scrutinize each listing and ensure it is integrated and live within 24 hours, and remain accurate.
- : **Intelligent Optimization** — Marquette Group identifies opportunities to improve your performance across all partner sites based on the analytics and performance metrics exclusively available on the PowerListings

platform. We optimize profile keywords, descriptions, categories and enhanced content like the customizable promotional text that appears with your listing in the search results.

- : **Multi-Location Management** — Marquette Group can set-up your business listings for all your locations. You don't have to spend hours managing dozens of individual accounts for each site.

Frequently Asked Questions

Why are PowerListings a must for my business?

Four out of five people make a decision via the organic results, leaving businesses no option but to hope the ranking algorithm keeps them toward the top and does it with accurate listings data. PowerListings solve these problems by creating the first-ever platform to exist in the organic search results across leading local search sites, while at the same time ensuring your information is listed properly.

How will I know PowerListings is working?

Each partner site offers traffic analytics including clicks and impressions by day and time, and business listings audits, updates, feeds and reviews, all in real time.

How much will highlighting my listings with PowerListings increase my business?

The PowerListings customizable text allows you to highlight promotions, photos, video, special hours or services, qualifications and more. The customer response ratio can increase as much as 40 percent.

How does PowerListings manage my brand?

Managing multiple listings across local search sites and ensuring your brand message and differentiation is executed both nationally and locally is a complex, complicated and time consuming activity. Marquette Group will make sure your information is up-to-date and robust for every listing, so that your brand communicates credibility to current and potential customers.

What can this new product do for my business if I already have business listings management?

Having accurate and optimized information online for your business is one of many variables of a local search strategy. A comprehensive local search campaign uses an integrated strategy involving map listings, pay-per-click advertising, search engine optimization and social media efforts to convert these solid leads into new customers. Reviews can have a very strong effect on the visibility of your business. PowerListings tags give you the option to stand out in searches to help boost organic rank. Overall, this new product offers your business a local search solution that for the first time ever, gives you access and control over what shows up across the Internet.