

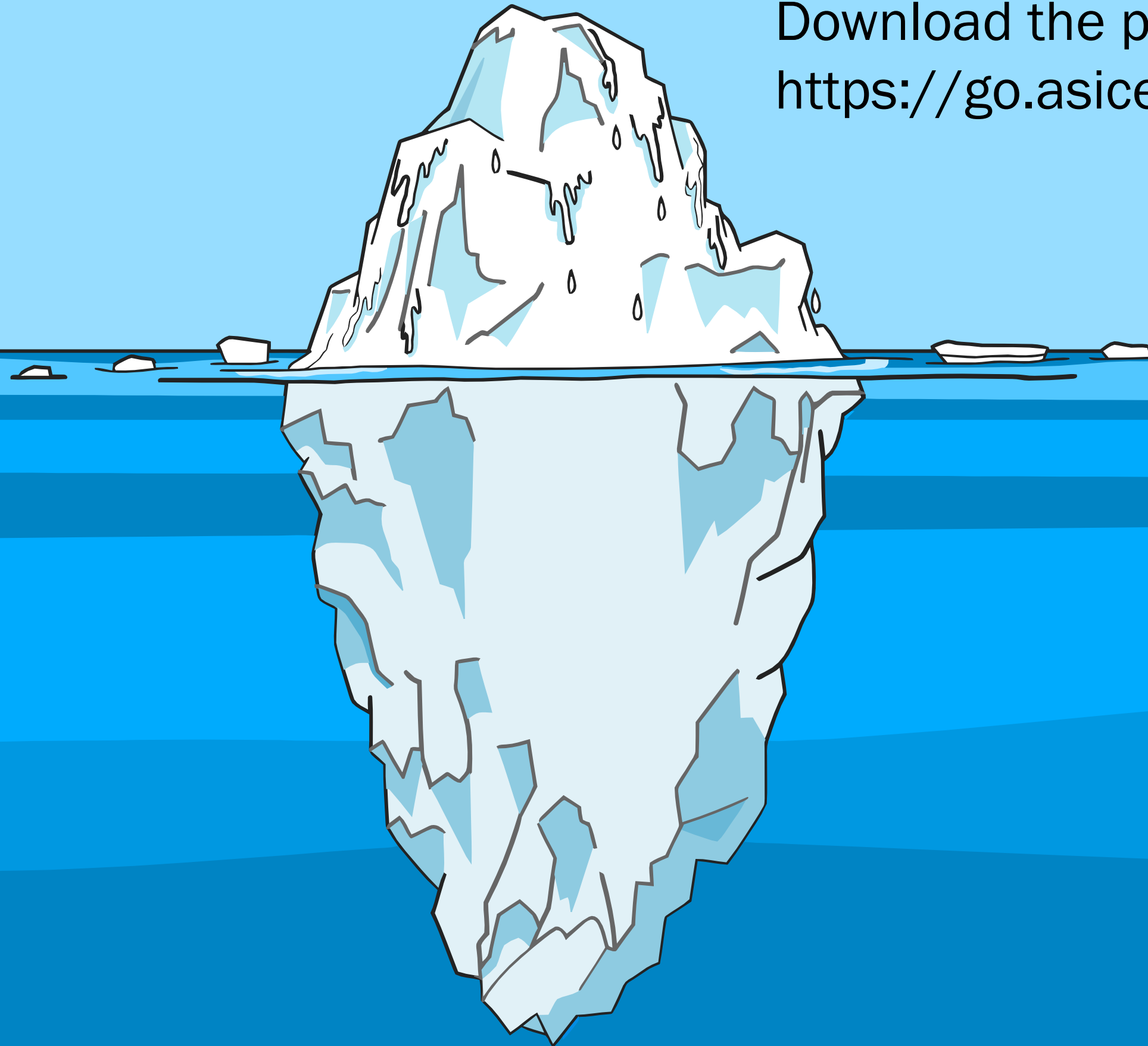
A Beginners Guide to **ASI Local Listings and Google Business Profile**

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Advertising Specialty Institute
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Download the presentation slides:
<https://go.asicentral.com/listings22>



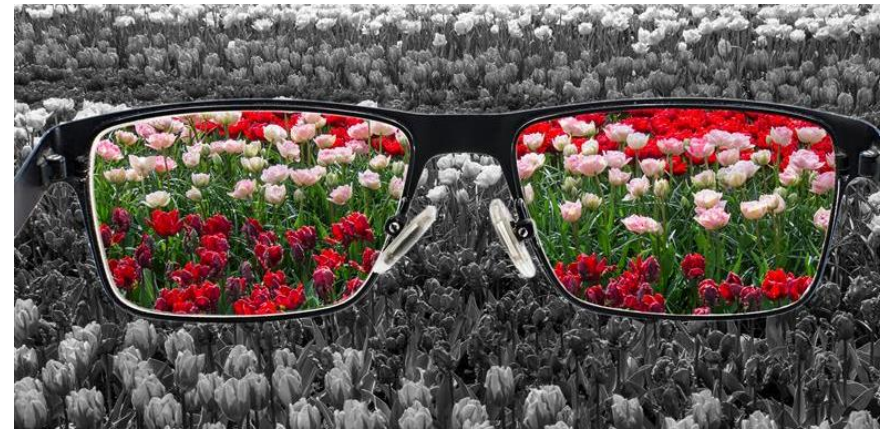
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<https://go.asicentral.com/listings22>



AGENDA



01. Evolution of Search & Listings



02. Local Search Optimization



03. Google's Local Algorithm



04. Going Beyond Google



05. Reach More Local Searchers

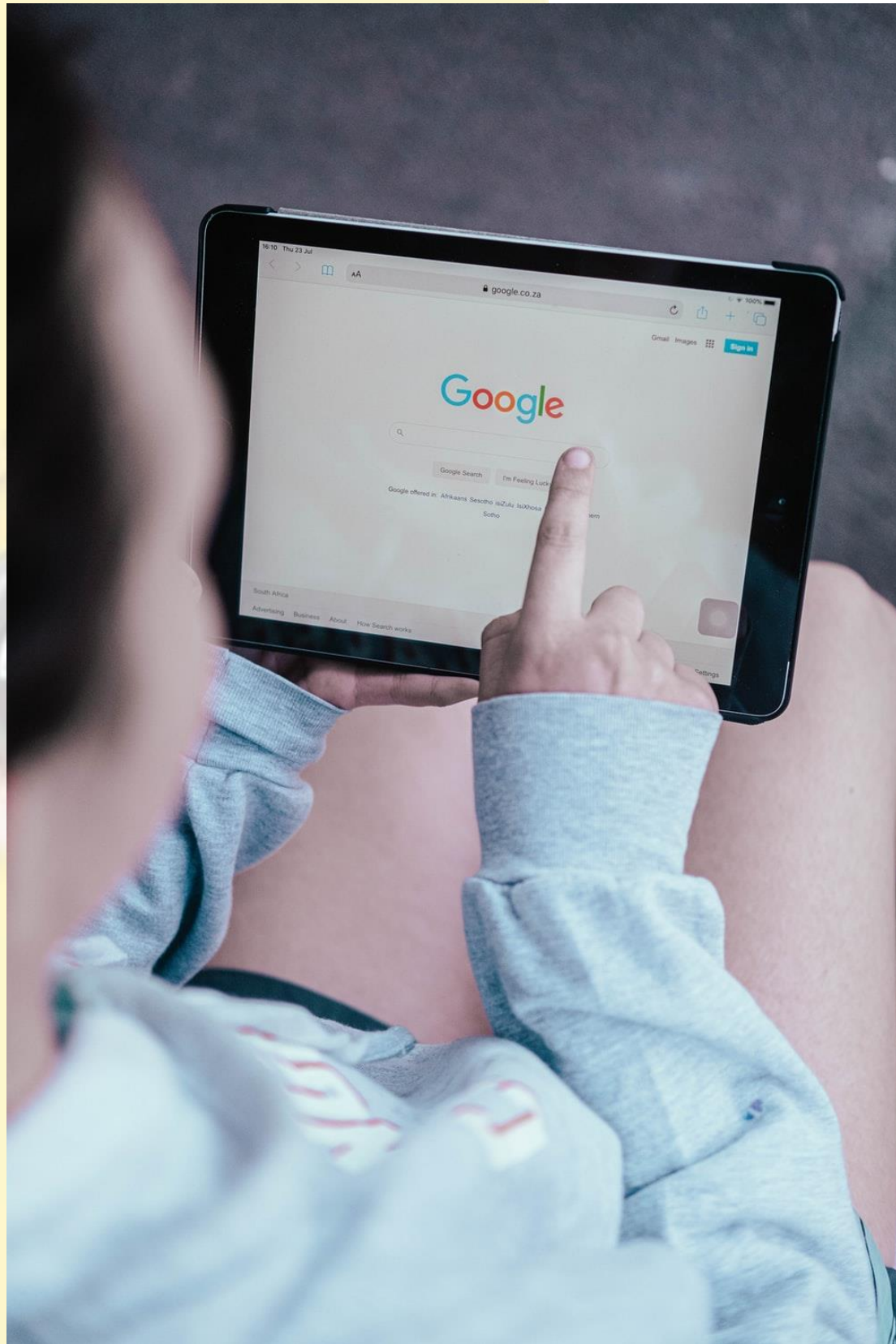


06. Listings Management



Evolution of Search & Listings

A Brief History

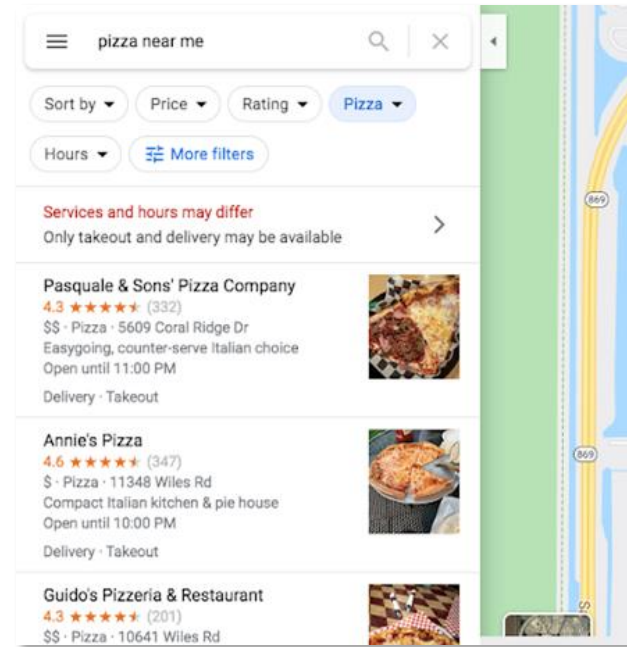


46%
of searches have
a local intent

Location Listings have Evolved



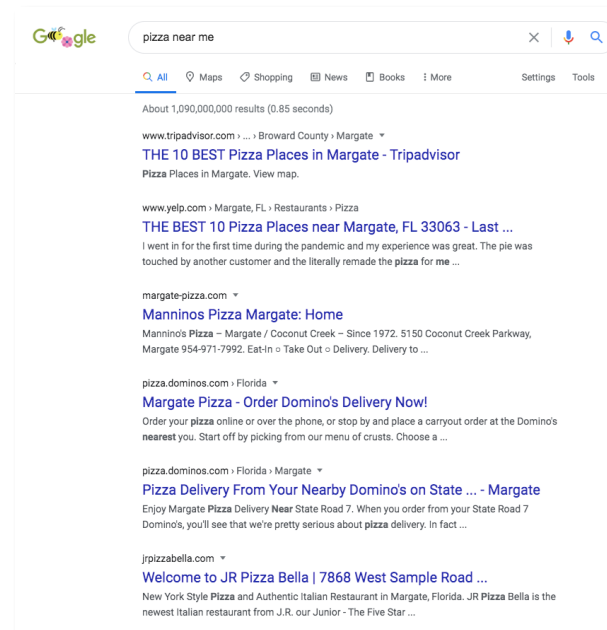
Search Engines



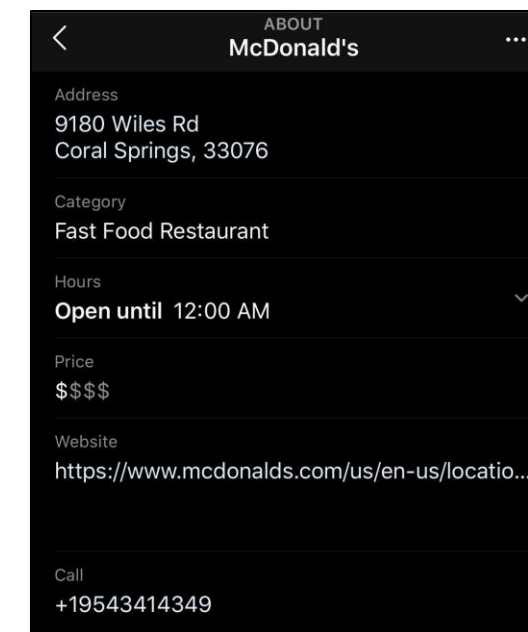
Social



Classic "listings" sites



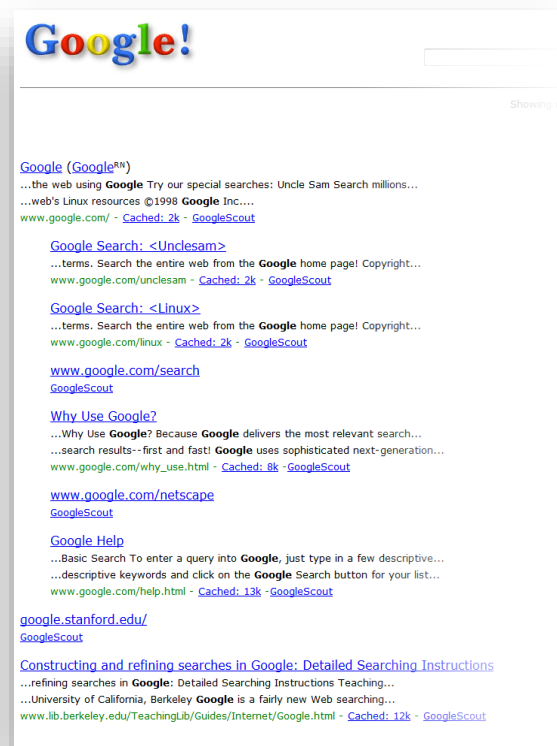
Maps, GPS



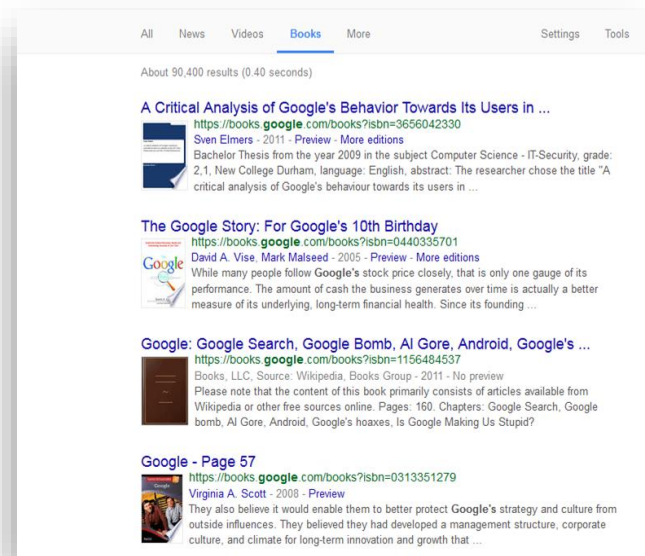
AI & Voice Assistants

Consumer Search Changes

1998



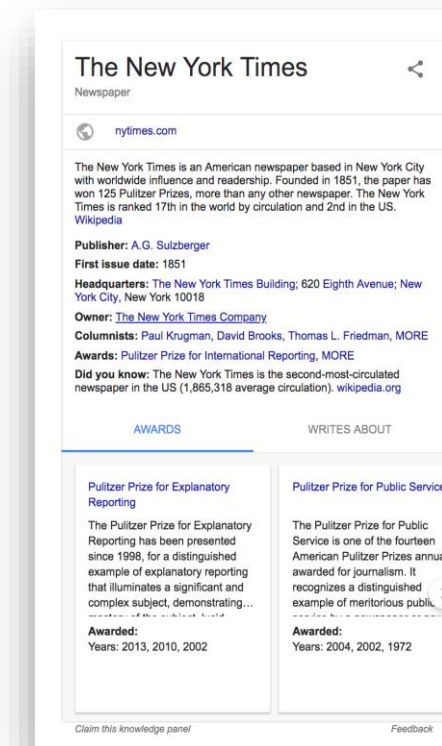
2001



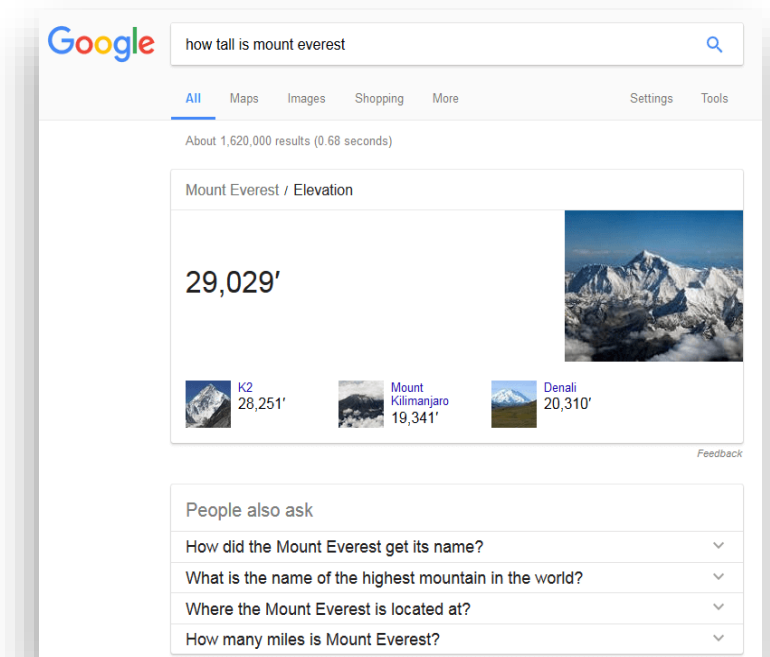
2008



2015



TODAY



LINKS → ANSWERS

in 20 years

SEARCH IN THE FUTURE



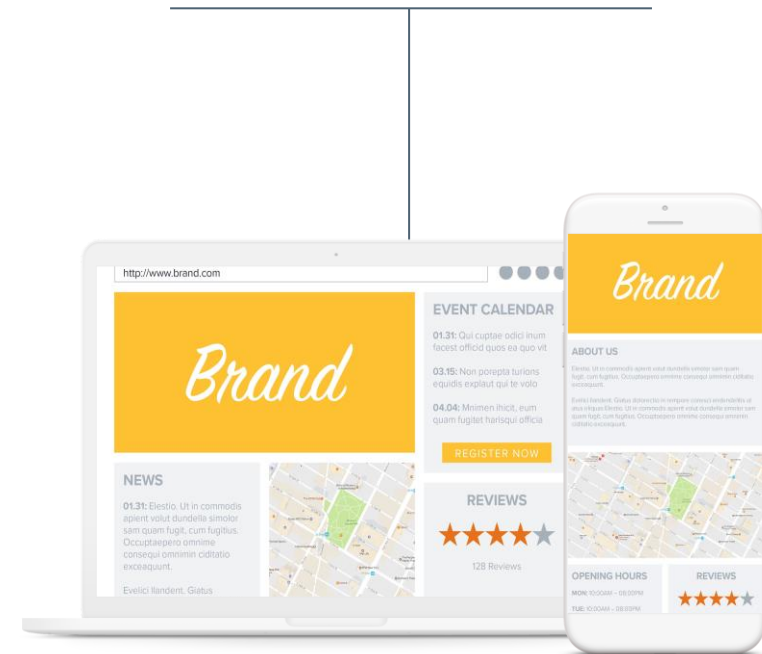


Importance of Local Search Optimization

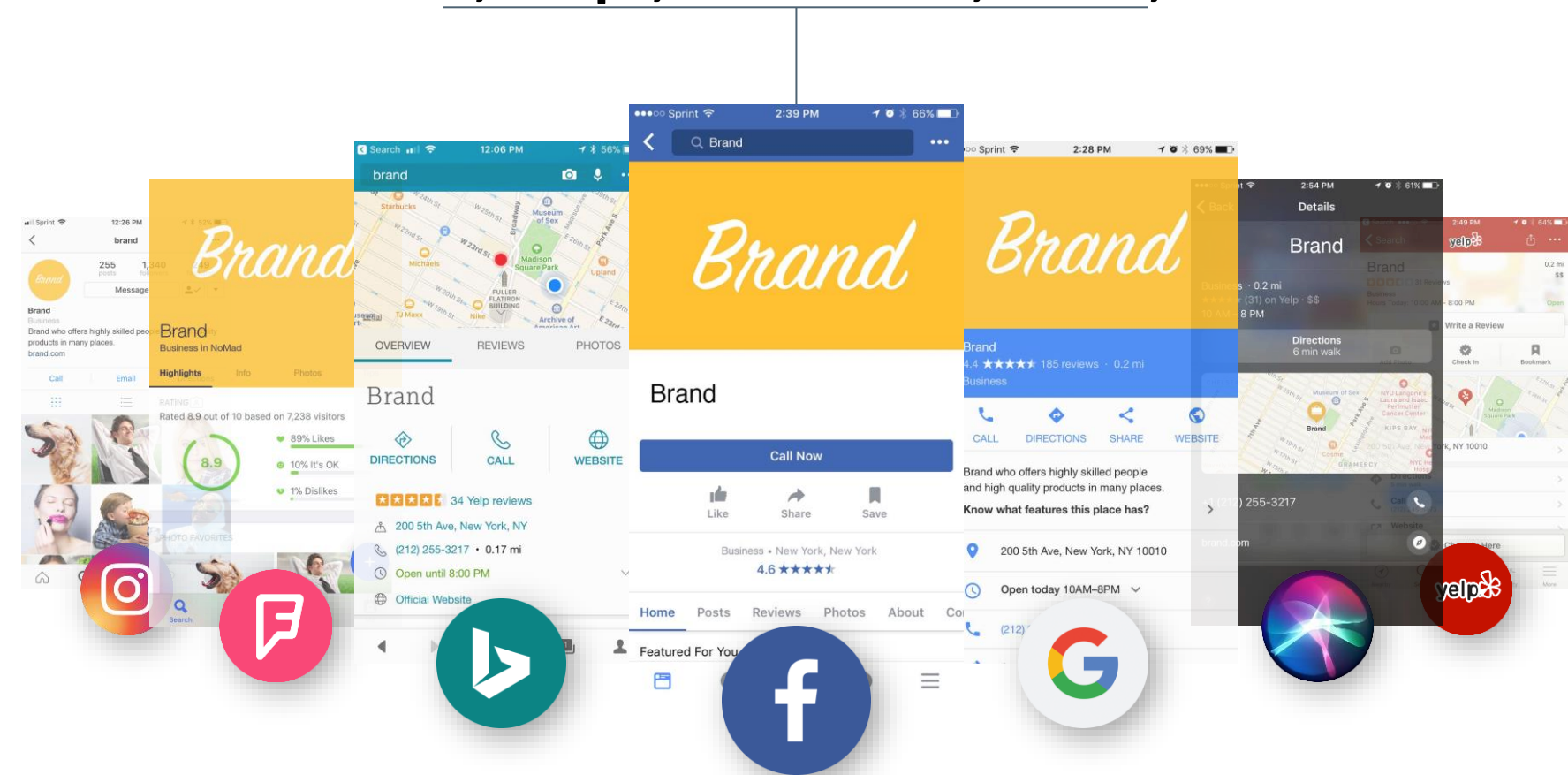


Bigger Channel for Customer Engagement

Website & Mobile Website

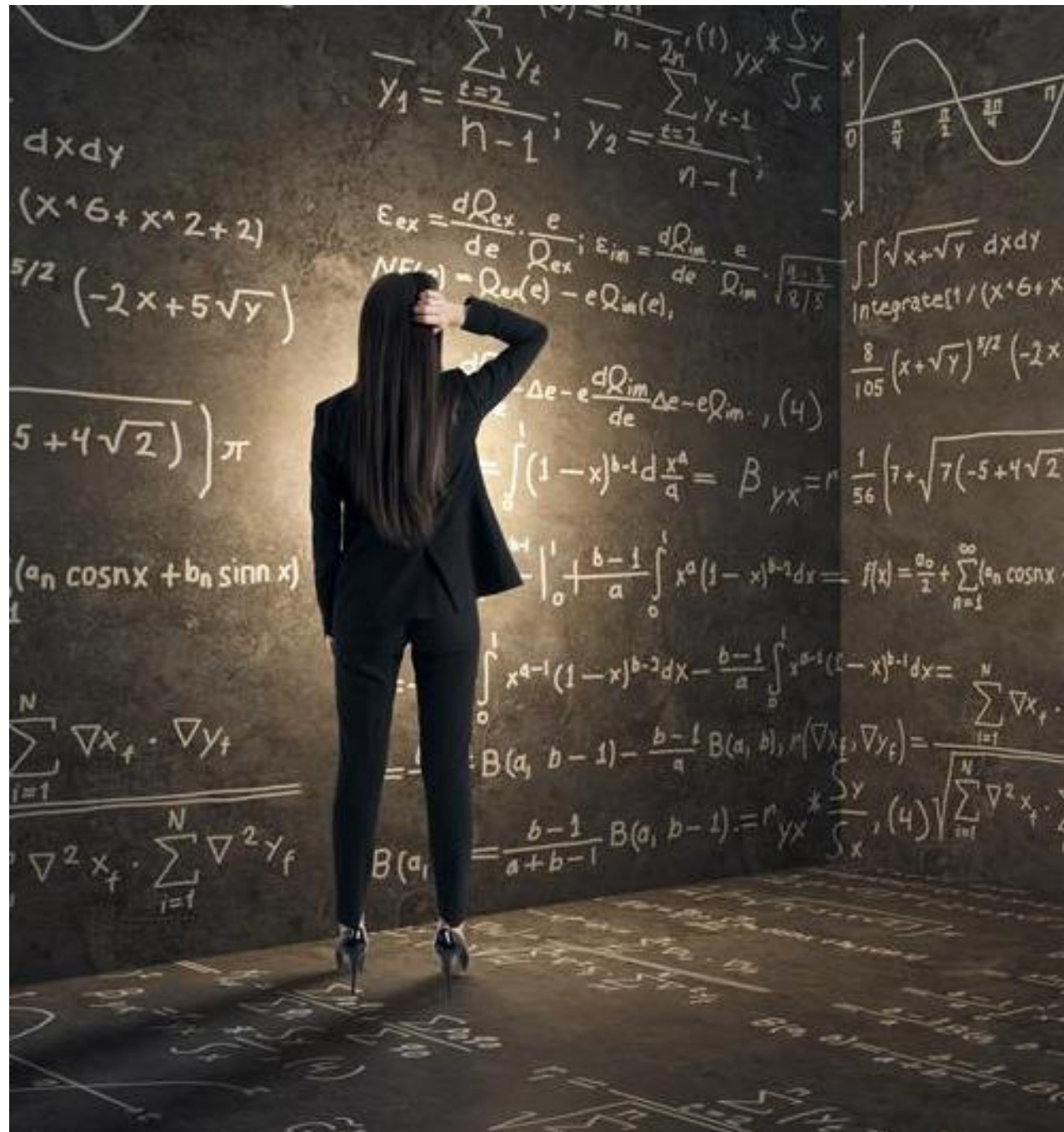


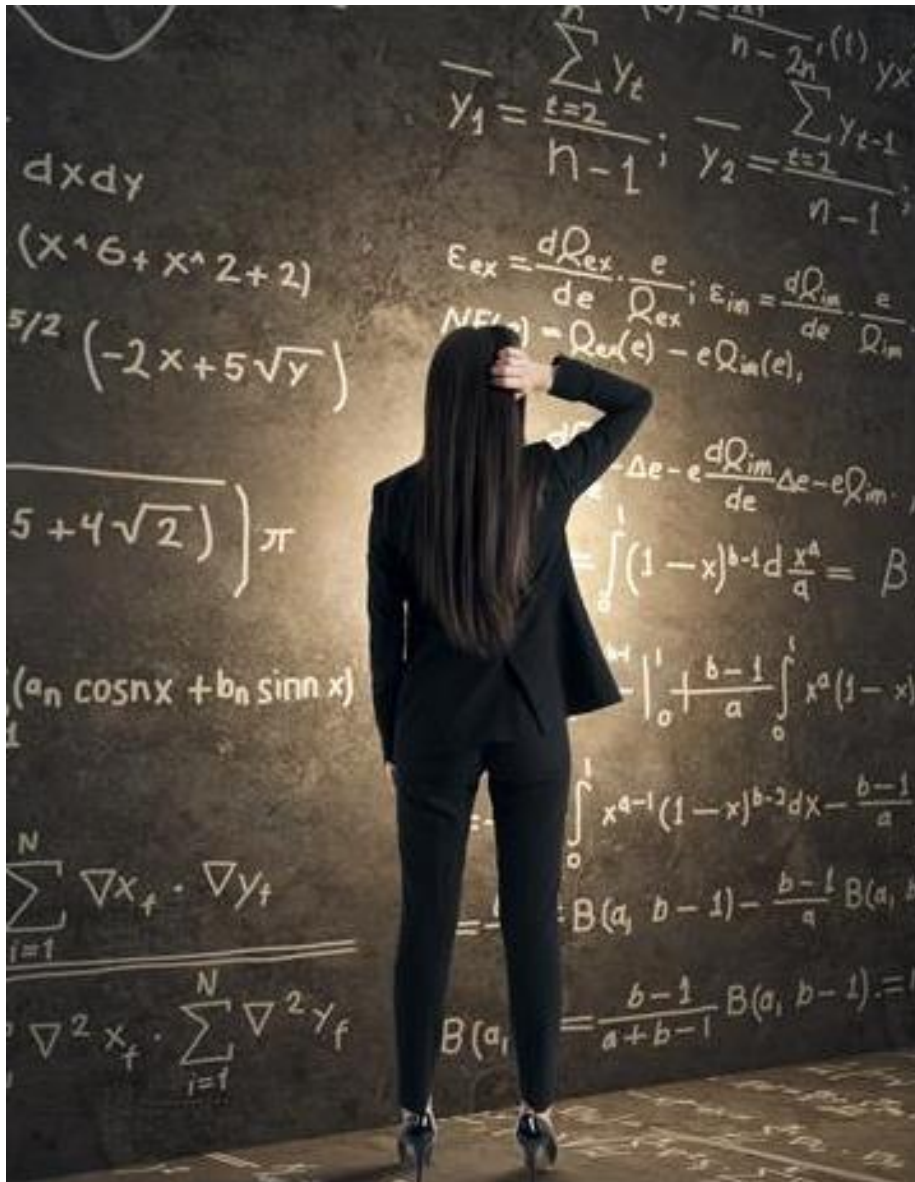
Search, Maps, Directories, Voice, Chat



73% of high-intent traffic
is coming from these sites

Google's Local Algorithm





Google's Local Algorithm



We do our best to keep the search algorithm details confidential, to make the ranking system as fair as possible for everyone.

TOP SECRET

HOW GOOGLE DETERMINES LOCAL RANKING



Relevance

How well a local Business Profile matches what someone is searching for.



Distance

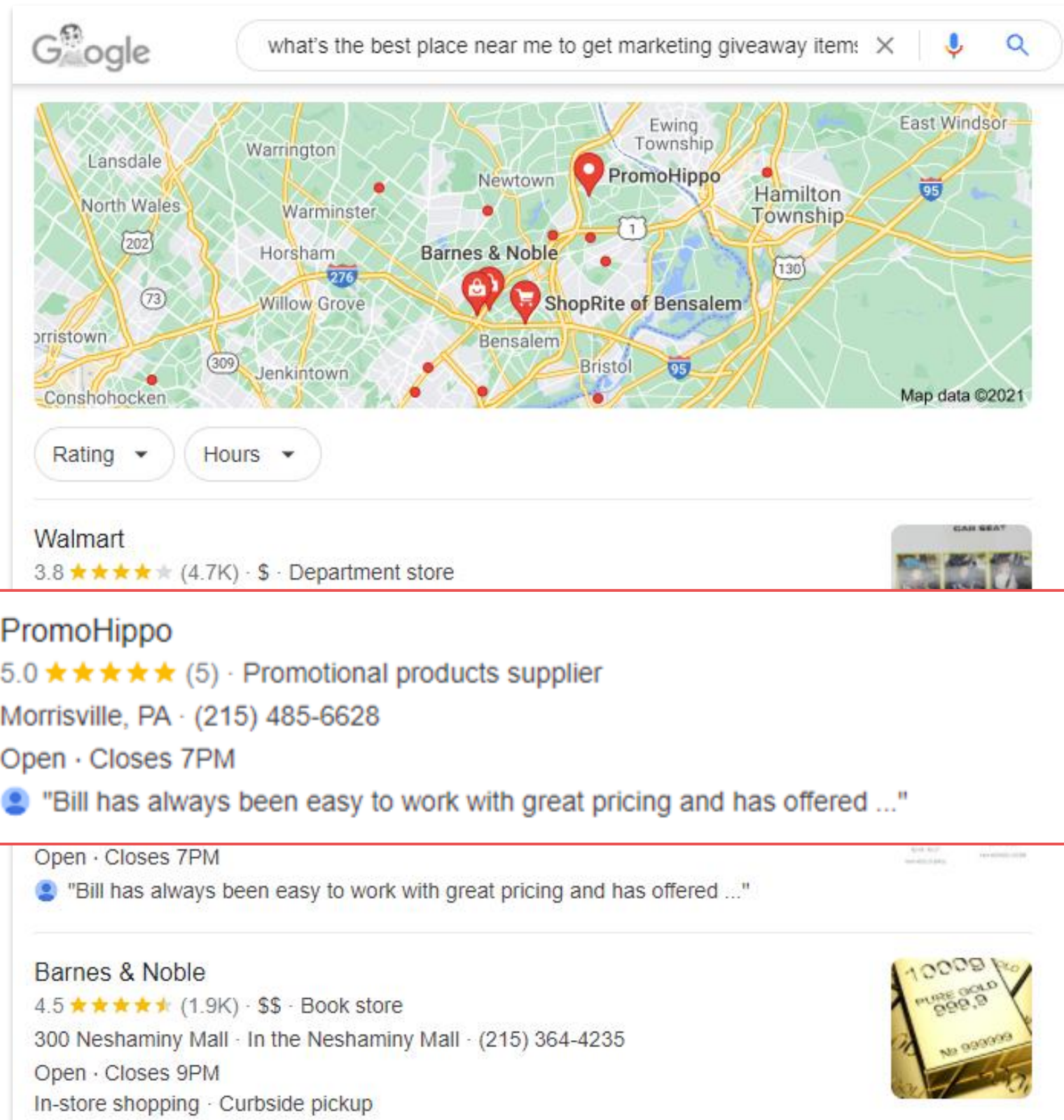
How far each potential search result is from the location term used in a search.



Prominence

How well known a business is

Improving Your Local Ranking



Google search results for "what's the best place near me to get marketing giveaway item:"

Map showing locations in Bensalem, PA, including Walmart, Barnes & Noble, ShopRite of Bensalem, and PromoHippo.

Walmart
3.8 ★★★★★ (4.7K) · \$ · Department store

PromoHippo
5.0 ★★★★★ (5) · Promotional products supplier
Morrisville, PA · (215) 485-6628
Open · Closes 7PM
"Bill has always been easy to work with great pricing and has offered ..."

Barnes & Noble
4.5 ★★★★★ (1.9K) · \$\$ · Book store
300 Neshaminy Mall · In the Neshaminy Mall · (215) 364-4235
Open · Closes 9PM
In-store shopping · Curbside pickup

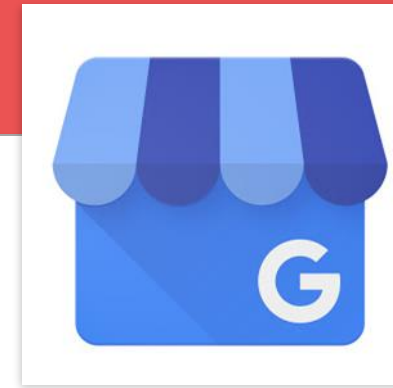


To improve your business's local ranking, use Google Business Profile to claim and update your business information.

ACTION ITEM 1:

Claim & Optimize Your Business Profile

- Claim & optimize your business listing on Google Business Profile
- Free
- One of the simplest ways to gain traffic and, ultimately, customers
- Go to google.com/business and follow the steps



Show the best of your business

Reach more customers in three simple steps, with your free Business Profile.

1

Claim

Create a Business Profile, or manage an existing profile on Search and Maps

2

Personalize

Add hours, photos, and other details and get discovered by customers near you

3

Manage

Share updates, respond to reviews, and connect with customers on Google

Manage now

THE END.

You created your Google Business Profile. You're all done!

Sorry... wrong!

Let's revisit the 3 key pillars –
relevance, distance, prominence.



RELEVANCE



How well a local Business Profile matches what someone is searching for



Hours



Services



Products



Brands



Add complete and detailed business information to your profile...

DISTANCE



How far each potential result is from the location term used in a search

- “marketing giveaways near me”
- “team sports uniform store in 19053”
- “custom employee gifts closest to Philadelphia”



If a user doesn't specify a location in their search, we'll calculate distance based on what we do know about their location.

PROMINENCE



How well known a business is.



Links



Directory Listings



Articles



Review Count & Score



...based on information that Google has about a business, from across the web, like links, articles, and directories. Google review count and review score factor in...

ACTION ITEM 2:

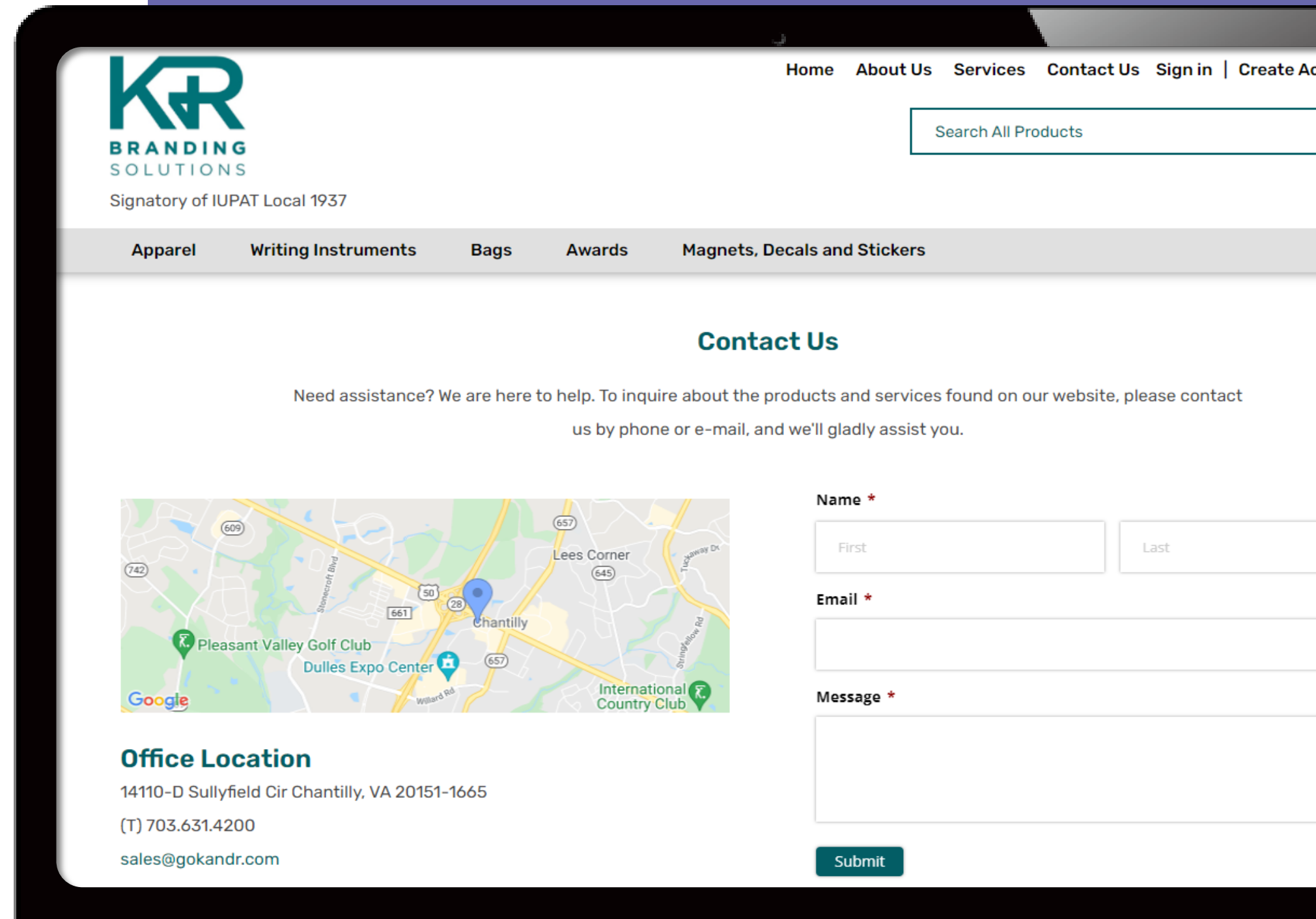
Check your Name,
Address, Phone (NAP)

Check for consistency, update your website

Promo Shop, Inc.
110 Main St, #2
Philadelphia, PA 19001

vs.

Promo Shop
110 Main Street, Suite 2
Philadelphia, PA 19001-1234



The screenshot shows the contact page for K&R Branding Solutions. The header includes the company logo, navigation links (Home, About Us, Services, Contact Us, Sign in, Create Account), and a search bar. A secondary navigation bar lists product categories: Apparel, Writing Instruments, Bags, Awards, and Magnets, Decals and Stickers. The main content area features a 'Contact Us' heading, a message about assistance, and a contact form with fields for Name (First and Last), Email, and Message. A 'Submit' button is located at the bottom right of the form. To the left of the form is a map of Chantilly, VA, with an 'Office Location' section below it providing the address (14110-D Sullyfield Cir), phone number (703.631.4200), and email (sales@gokandr.com).



Going Beyond Google

Data Ecosystem is Ever-Evolving



From Browsing to Asking: Understand What Customers are Asking

Google

what's the best place near me to get marketing giveaway items

PromoHippo
5.0 ★★★★★ (5) · Promotional products supplier
Morrisville, PA · (215) 485-6628
Open · Closes 7PM
"... highly recommend using them for your promotional printing items."

Walmart
3.8 ★★★★★ (4.7K) · \$ · Department store
Bensalem Township, PA · (215) 942-4005
Open · Closes 11PM
In-store shopping · In-store pickup

Geiger
No reviews · Promotional products supplier
Feasterville-Treose, PA · (215) 494-0008
Open · Closes 5PM

[→ View all](#)

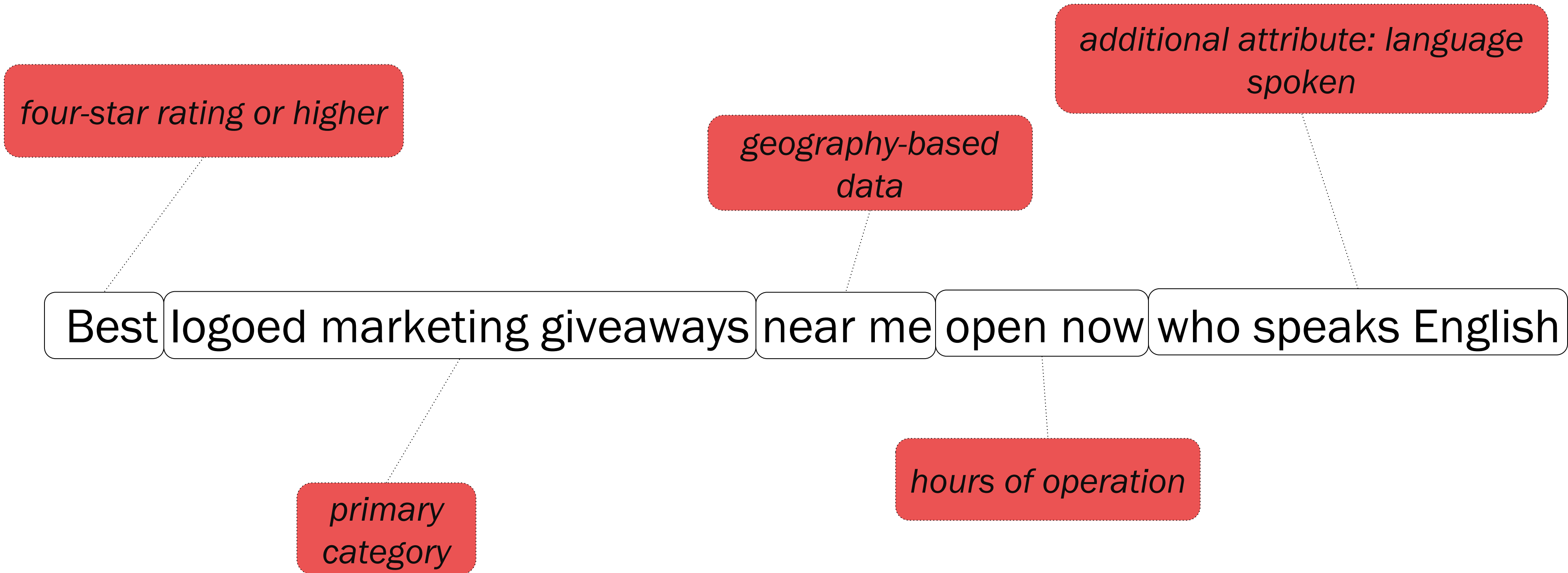
People also ask

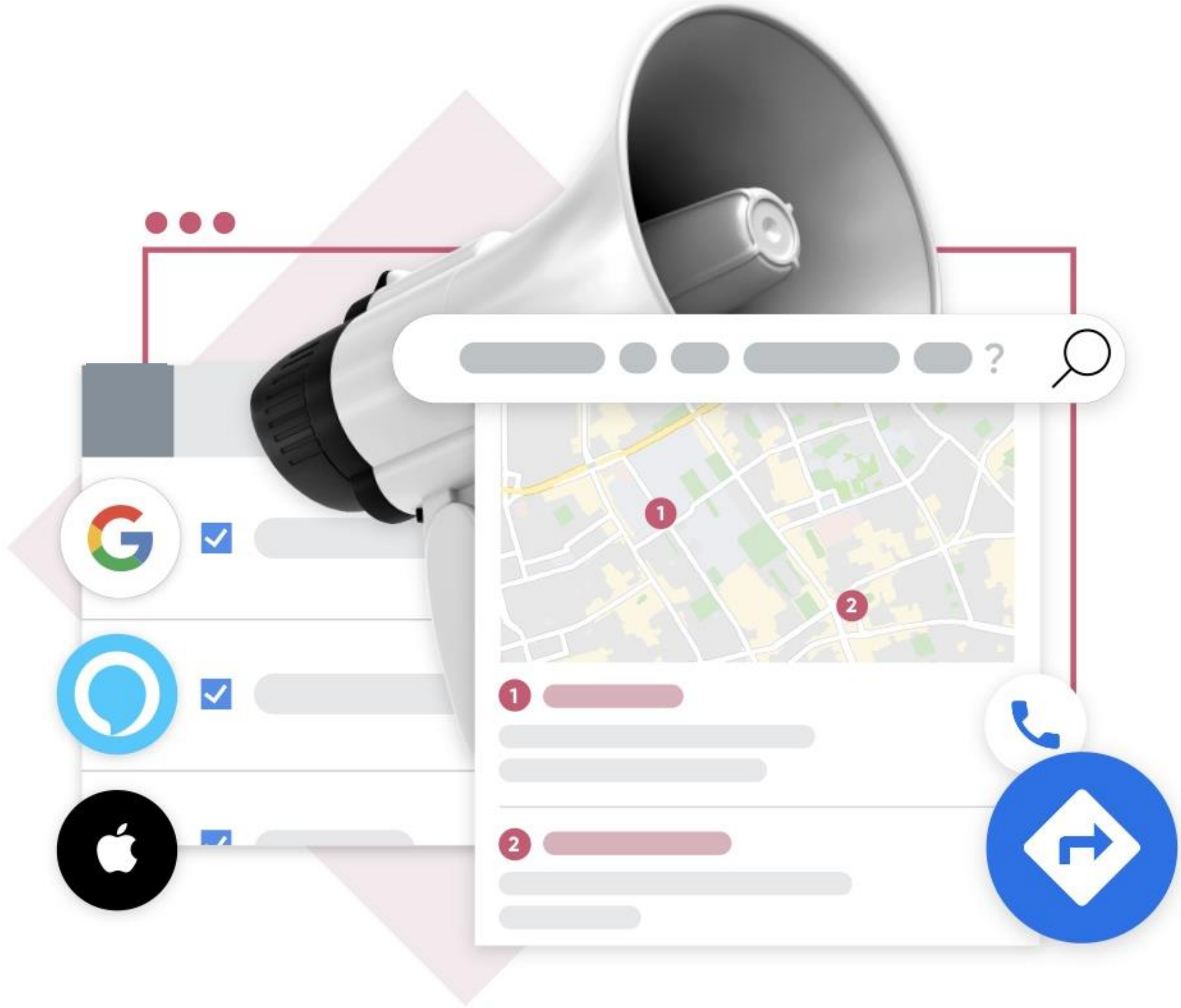
- What are the most popular giveaway items?
- Where can you find swag?
- How do you get promo stuff?
- What are good giveaway items?

what's the best place near me to get marketing giveaway items



Anatomy of a Question

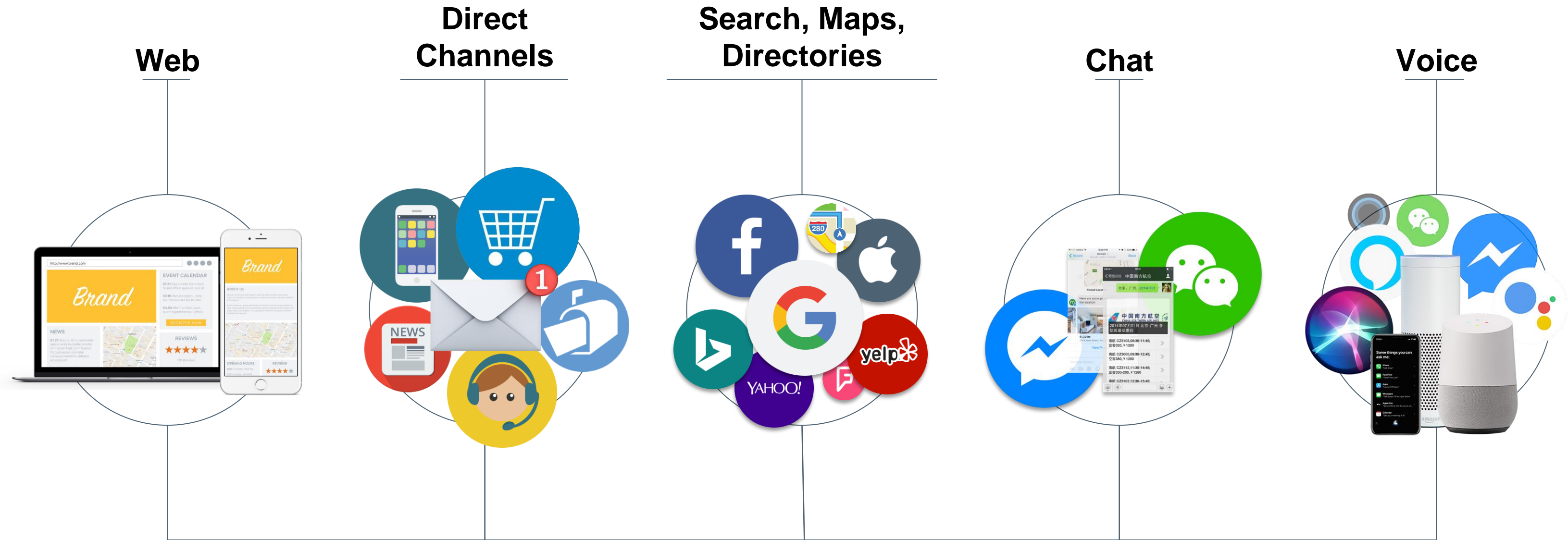




KNOWLEDGE GRAPH

Speak the Language of
Search Engines

What is a Knowledge Graph?



Knowledge Graph

Why is it important?

CONSISTENCY & CONTROL

Knowledge Network



DISCOVERABILITY

Rich, Structured Content



OPERATIONAL EFFICIENCY

Real-time Updates



CUSTOMER EXPERIENCE

Search Intent





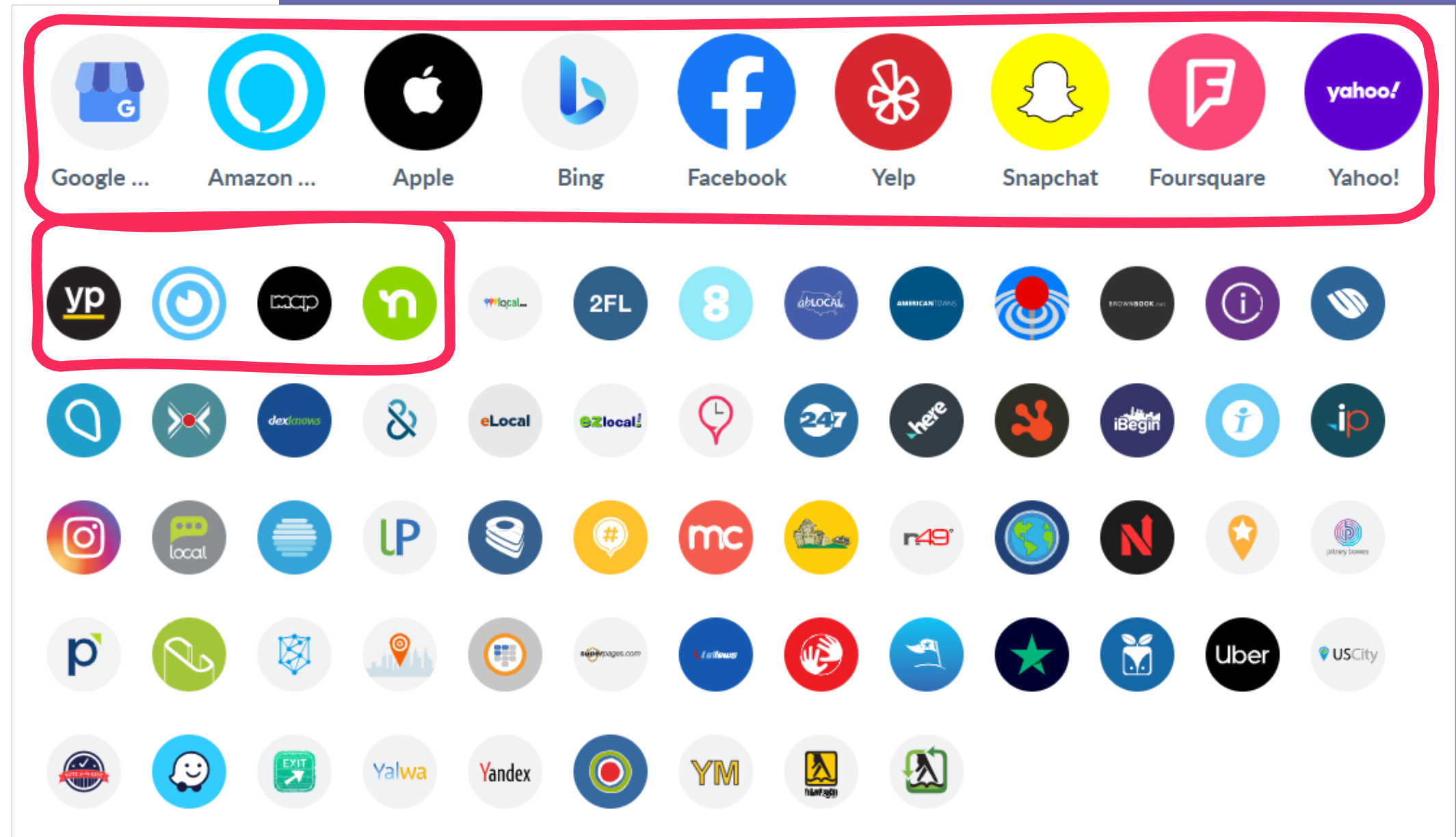
Reach More Local Searchers



ACTION ITEM 3:

Optimize Your Knowledge Graph

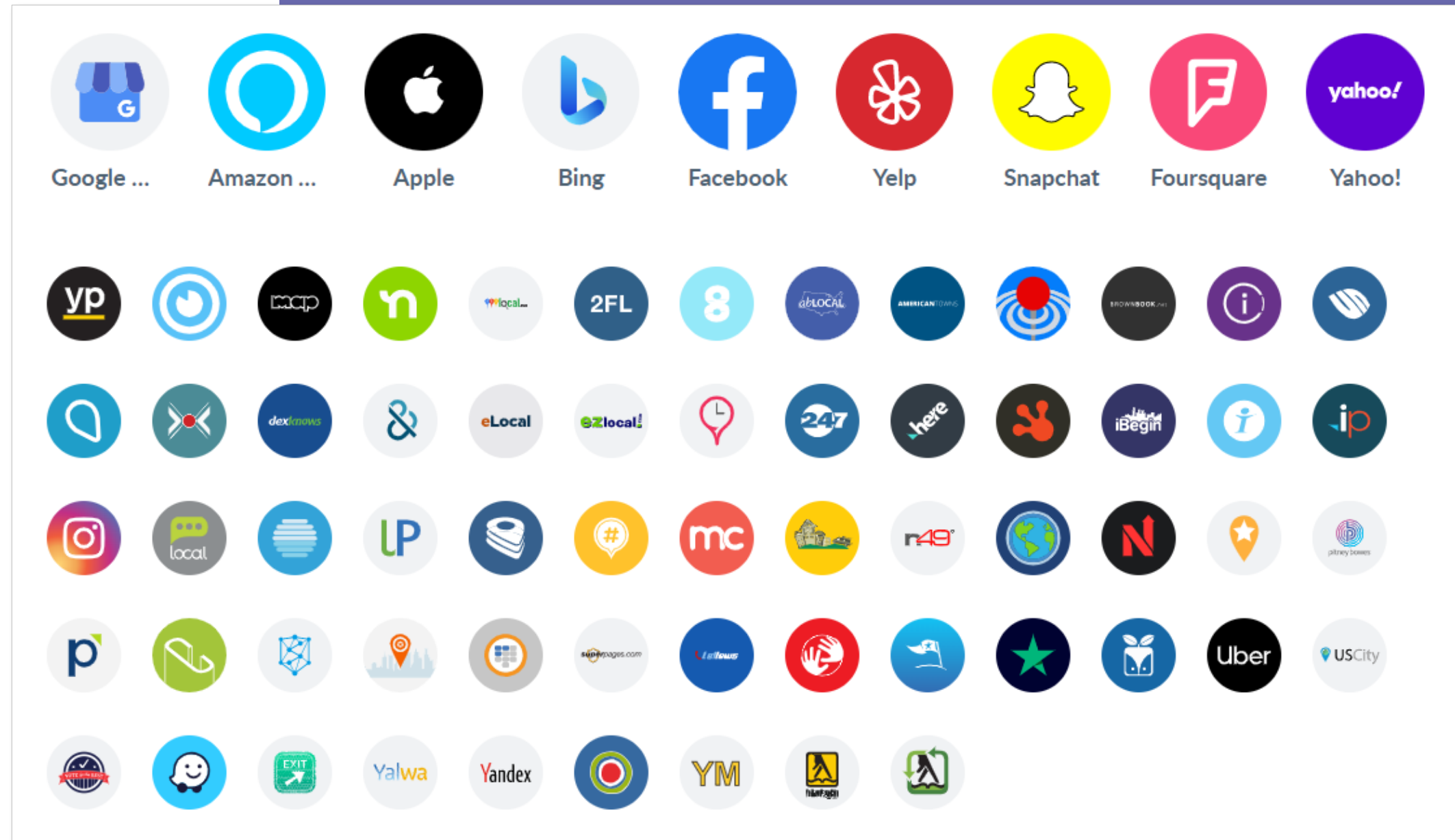
- Manual
 - Focus on top 13 directories →
 - Ensure information is accurate & consistent across all sites
 - Name
 - Address
 - Phone
 - Hours
 - Payment Methods Accepted
 - Website
 - Brands, Services, Products



ACTION ITEM 3:

Optimize Your Knowledge Graph

- Automated
 - Choose a platform
 - ASI Local Listings – visit us in the booth
 - Complete as many fields as possible
 - Connect GBP and Facebook



PROS & CONS: MANUAL SOLUTION

Pros

- Hands-on experience with direct control of listings

Cons

- Labor intensive
 - Track all listings in a spreadsheet
 - Manually hunt for duplicates
 - Resolving duplicates
 - Managing changes across all listings
 - Staying alert to incoming reviews and questions
- Manual workload can quickly drain budgets



PROS & CONS: AUTOMATED

Pros

- All major listings in a single dashboard
- Automatically detects and gives you ability to resolve harmful duplicate listings
- Alerts you to incoming reviews
- Extremely easy to make changes to your business information whenever necessary, across multiple listings/directories

Cons

- Paying a fee in exchange for the lightening of your manual workload (reasonable business expense?)
- Not all software is of equal value



AUTOMATION: WIN WIN



complete, optimized, and
accurate information everywhere
takes time



ASI LOCAL LISTINGS

One platform

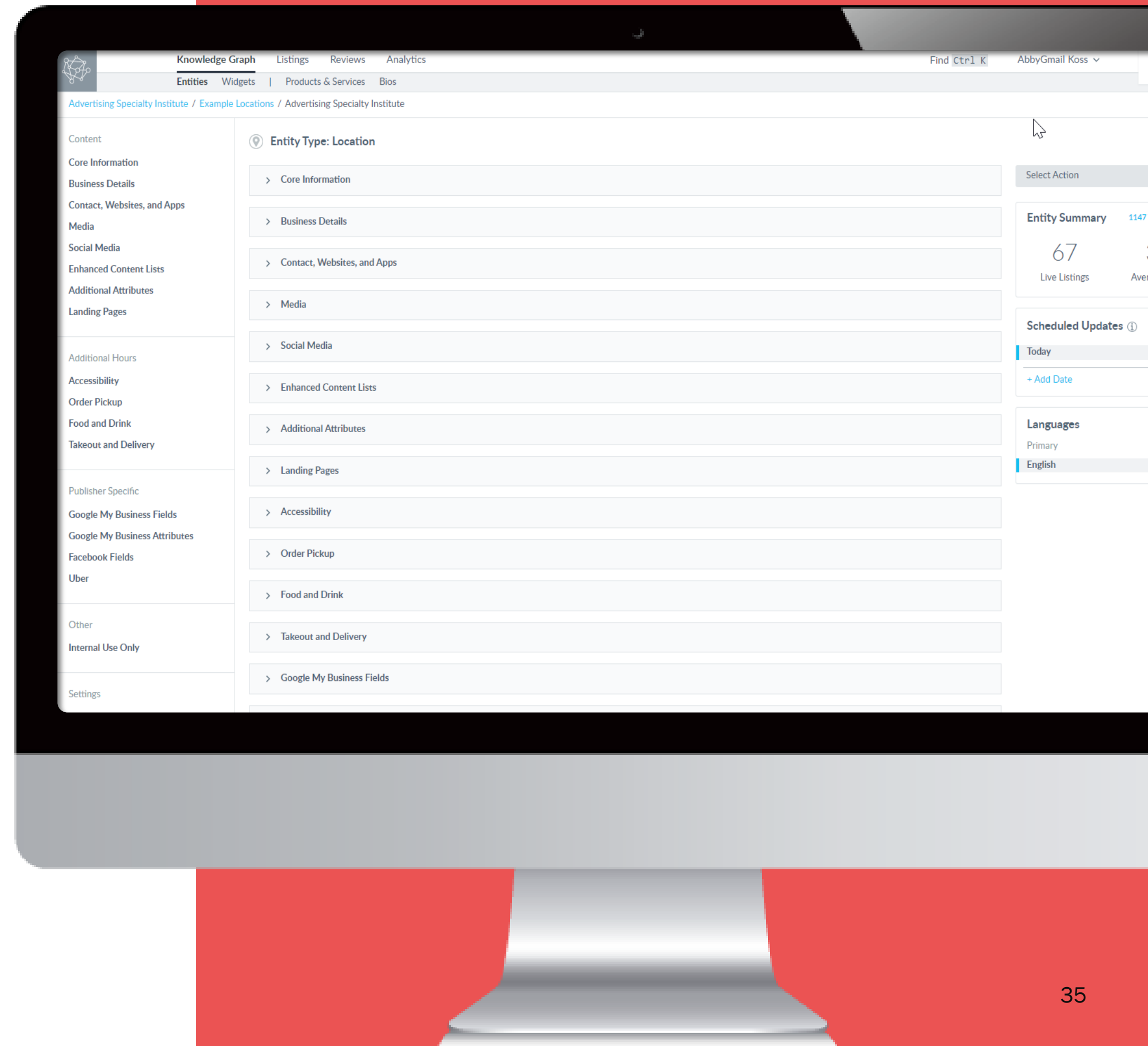
1. Knowledge Graph
2. Listings Management
3. Reviews
4. Analytics

Businesses with complete, optimized location listings receive 52% more clicks from local search

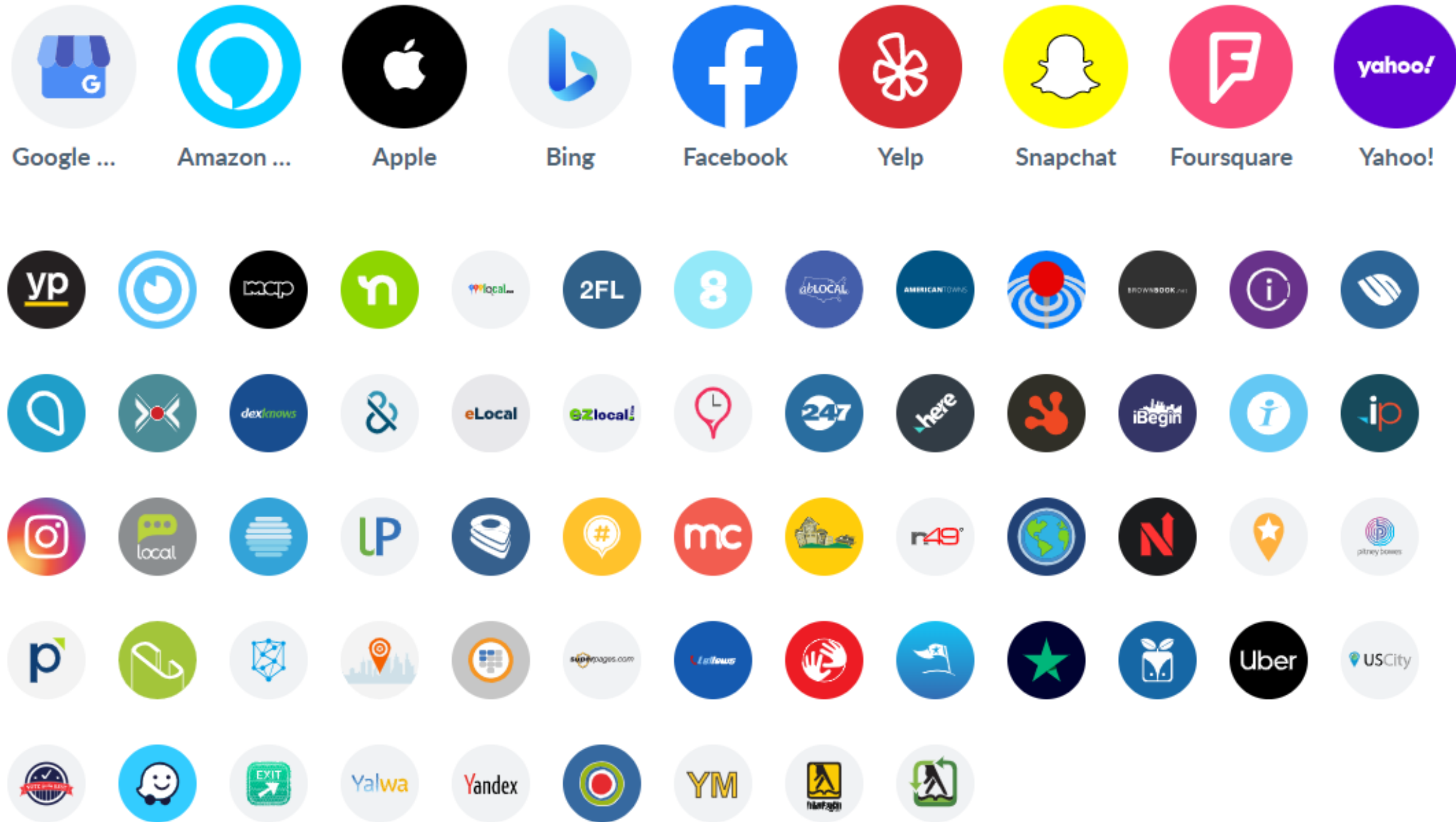


Knowledge Graph

- Wide variety of supported fields
 - Address/Service Area
 - Phone
 - Payment Methods
 - Holiday Hours
 - Product Lists
- Save time by automating updates
- Consolidate all your data



Update One Time, Sync to Network

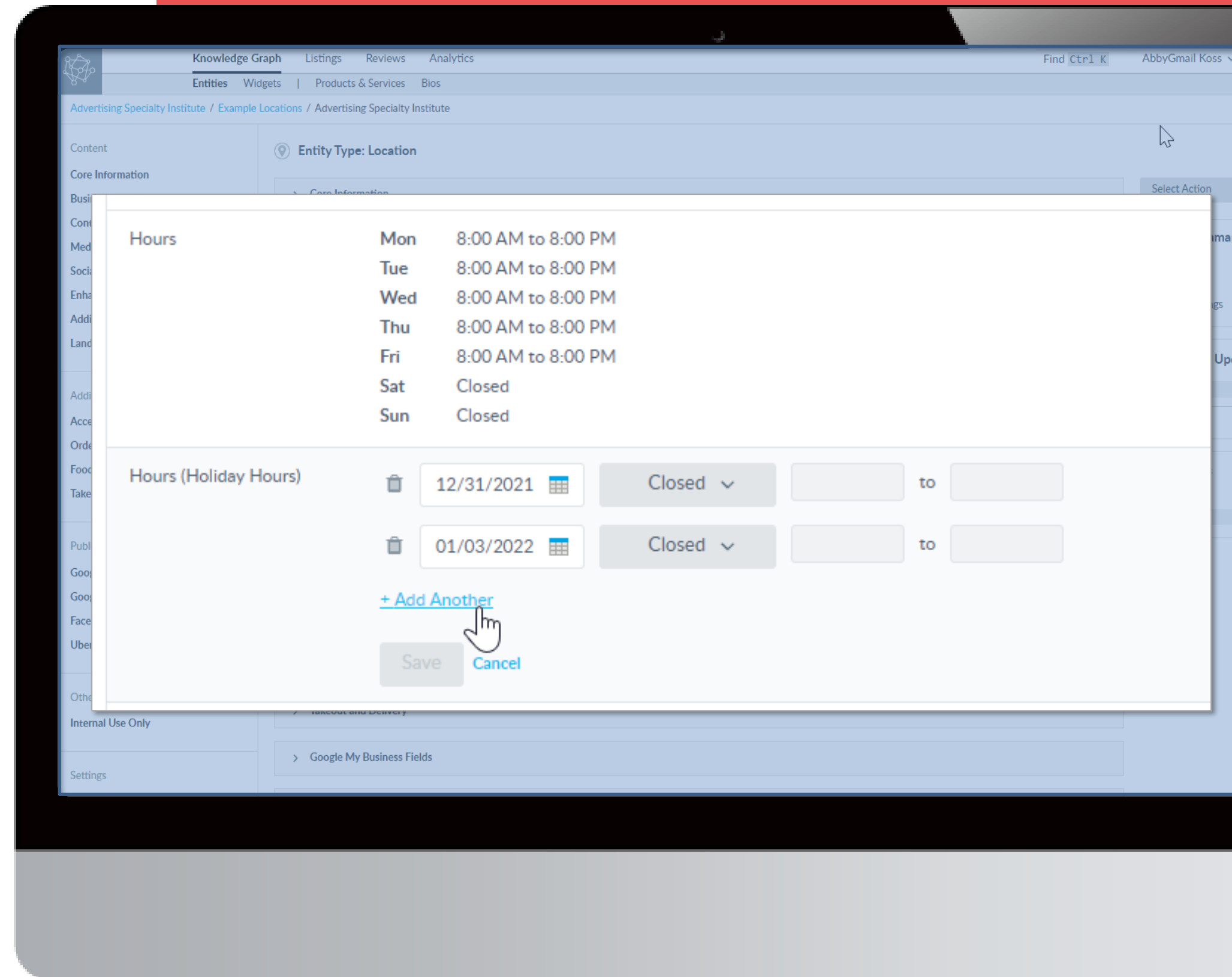


Includes 70 publishers in the US

Knowledge Graph: Practical Applications

Periodic changes to your business information – think in terms of marketing.

- Featured promotions
- Seasonal products
- Specialty brands
- Holiday hours
- Social posts
- Product photos
- Services offered



Listings Monitoring

The screenshot shows a web application interface for monitoring listings. At the top, there are navigation tabs: Knowledge Graph, Listings (selected), Reviews, and Analytics. On the right, there is a search bar with 'Find Ctrl K' and a user profile 'AbbyGmail Koss'. Below the navigation, there are sub-tabs: Overview, Locations, Duplicates, Post, and Google User Photos. A dropdown menu shows 'All Entities'. The main dashboard features three large cards: '0 Location Attributes', '56 Location Changes', and '67 Live Location Listings'. Below these are four action panels: 'Fix Your Data' (showing 'Advertising Specialty Institute' with '3 Issues'), 'Get Live' (showing 'All Locations Synced'), 'Review Suggestions' (showing 'No Suggestions to Review'), and 'Suppress Duplicate Listings' (showing '2 Total Suppressed Listings' and '12 Additional Possible Duplicates' with a 'Suppress Listings' button being clicked).

Knowledge Graph Listings Reviews Analytics Find Ctrl K AbbyGmail Koss

Overview Locations Duplicates Post Google User Photos

All Entities

0 Location Attributes 56 Location Changes 67 Live Location Listings

Fix Your Data Get Live Review Suggestions Suppress Duplicate Listings

Advertising Specialty Institute
4800 E Street Rd
Feasterville-Treose, PA 19053
3 Issues

All Locations Synced

No Suggestions to Review

2 Total Suppressed Listings
12 Additional Possible Duplicates
Suppress Listings

Listings Monitoring: Duplicates

Suppress
Duplicates

The screenshot shows a web dashboard with the following elements:

- Navigation:** Knowledge Graph, Listings (selected), Reviews, Analytics. Search bar: Find Ctrl K. User: AbbyGmail Koss.
- Sub-navigation:** Overview, Locations, Duplicates (selected), Post, Google User Photos.
- Filters:** All Entities (dropdown).
- Summary Metrics:**
 - 0 Location Attributes
 - 56 Location Changes
 - 67 Live Location Listings
- Action Panels:**
 - Fix Your Data:** Advertising Specialty Institute, 4800 E Street Rd, Feasterville, Trevose, PA 19053, 3 Issues.
 - Get Live:** All Locations Synced.
 - Review Suggestions:** No Suggestions to Review.
 - Suppress Duplicate Listings:** 2 Total Suppressed Listings, 12 Additional Possible Duplicates. Includes icons for a location pin, a target, and a star, and a [Suppress Listings](#) button.

Listings Monitoring: Suggestions

Suggestions

Knowledge Graph Listings Reviews Analytics Find Ctrl K AbbyGmail Koss

Overview Locations Duplicates Post Google User Photos

All Entities

0 Location Attributes 56 Location Changes 67 Live Location Listings

Fix Your Data Get Live Review Suggestions Suppress Duplicate Listings

Advertising Specialty Institute
4800 E Street Rd
Feasterville-Treose, PA 19053
3 Issues

All Locations Synced

No Suggestions to Review

2 Total Suppressed Listings
12 Additional Possible Duplicates
Suppress Listings

Reviews

Knowledge Graph Listings **Reviews** Analytics Find Ctrl K AbbyGmail Koss

Monitoring

Filters: All Review Dates All Sites All Ratings Status is any of 2 + Add Filter

Note: Only the 3 most relevant Yelp reviews are available per location.

137

Total Reviews

10 No

92%

116 Yes

Recommended via Facebook

3.8

★★★★☆

Average Rating

11 Google My Business

126 Facebook

More Actions Columns Show 25 1 - 25 of 137

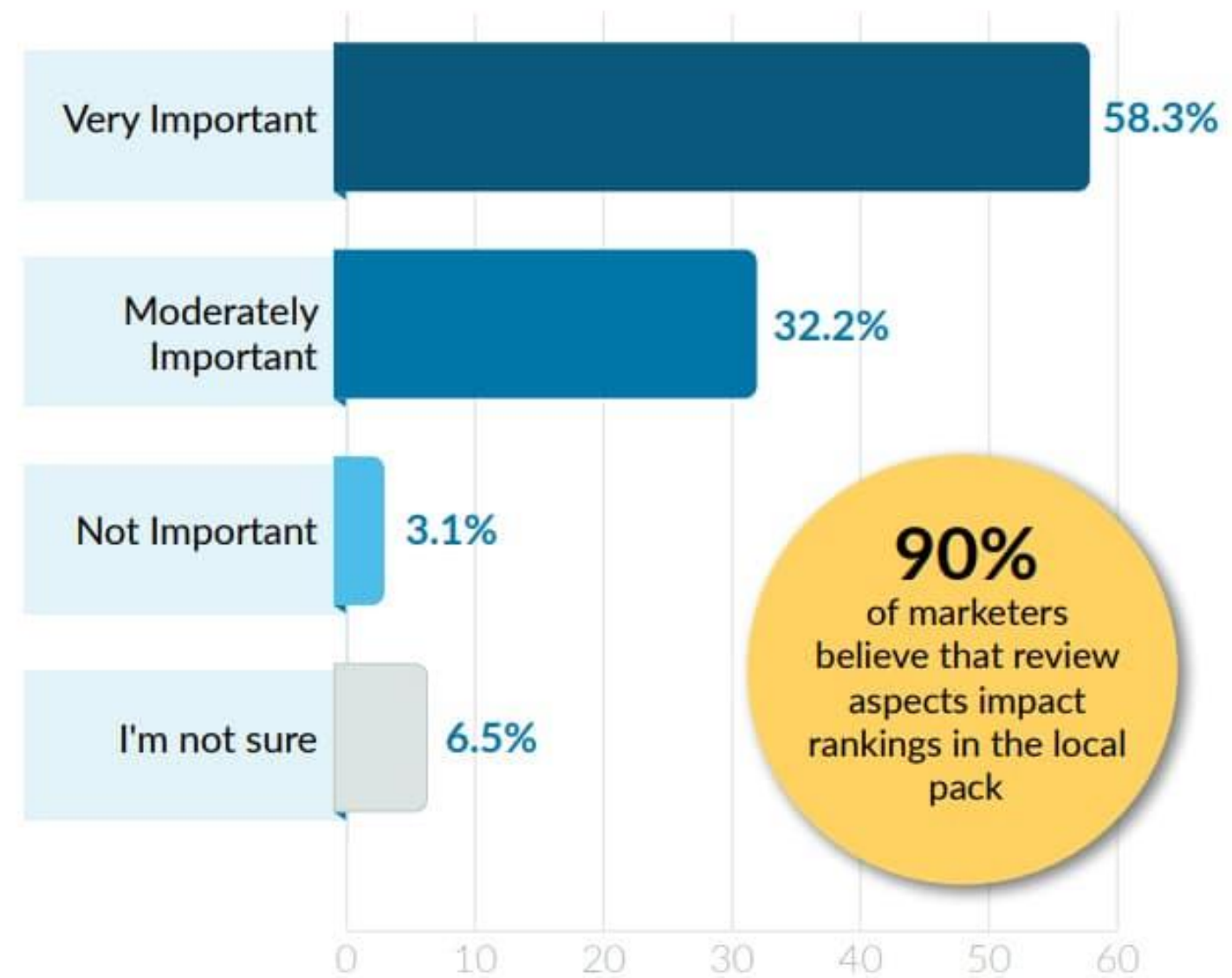
Search Search

<input type="checkbox"/>	Date	Site	Rating	Review	Entity	Status	
<input type="checkbox"/>	Wed, 12/01/21 5:25 PM		★★★★☆	<p>Yelp Review</p> <p>Diane V. 12/1/21</p> <p>I recently started using Company Name for a few printing jobs and was so impressed with their customer service, prices and print quality. I was using...</p>	 Company Name 123 Main Street Anytown, PA 19053	✓ Live	<input type="button" value="View"/>
<input type="checkbox"/>	Fri, 11/19/21 5:31 PM		★★★★☆	<p>Google My Business Review</p> <p>Michael Parson 11/1/21</p> <p>I was very satisfied with the service provided by Company Name. Will 100% recommend this company.</p>	 Company Name 123 Main Street Anytown, PA 19053	✓ Live	<input type="button" value="View"/>
<input type="checkbox"/>	Thu, 11/18/21 1:20 PM		★★★★☆	<p>Yelp Review</p> <p>Kevin O. 11/18/21</p> <p>I had a package that I needed to be delivered in 2 days. The price from UPS and FedEx was over \$100. The new owner found me an option with USPS which could...</p>	 Company Name 123 Main Street Anytown, PA 19053	✓ Live	<input type="button" value="View"/>

Reviews: Why are they important?

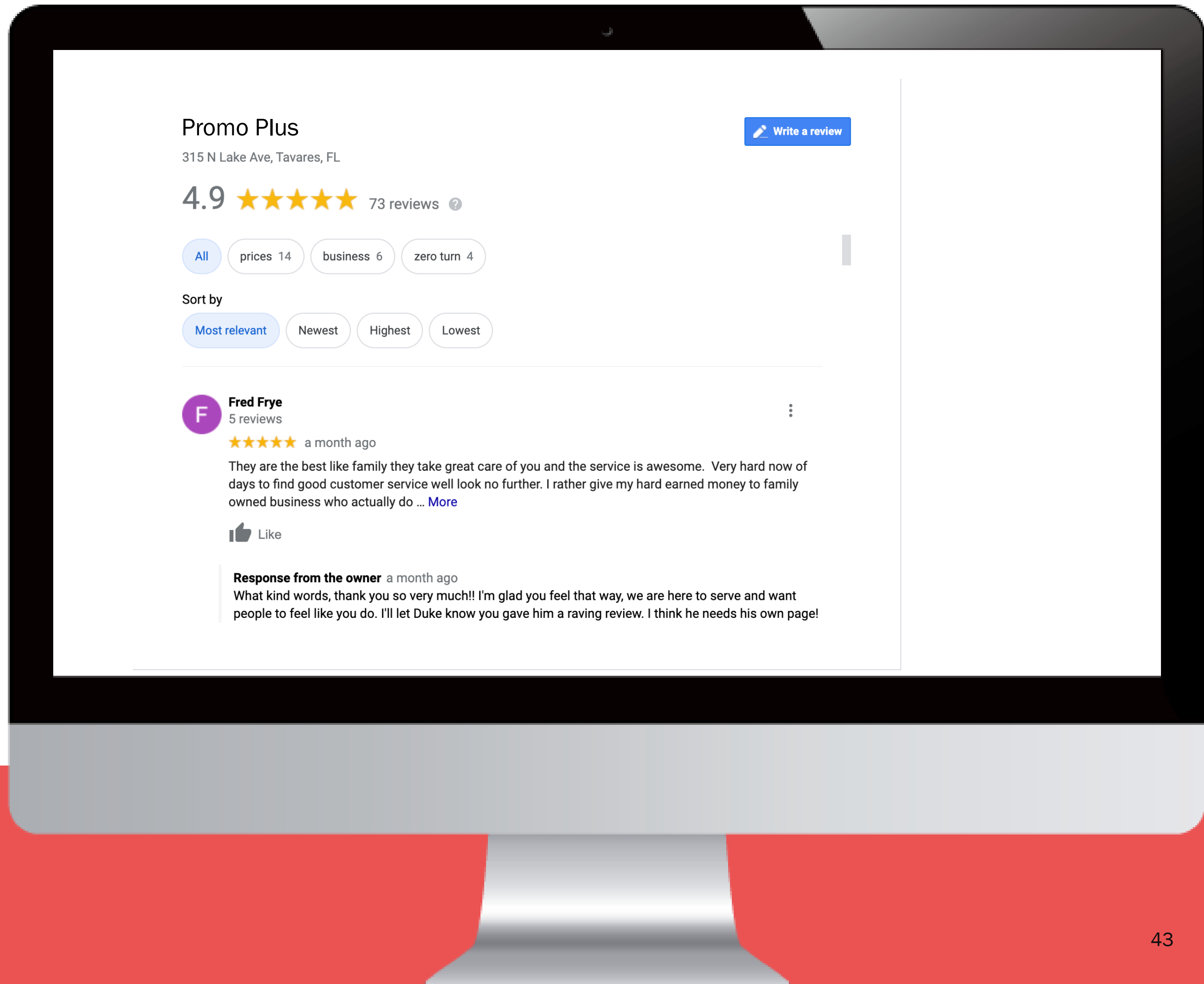
- Reviews impact local rankings and conversions (Prominence)
- Increase brand trust and exposure
- Improve click-through-rate to your website

How important are aspects of reviews in determining local pack rankings?

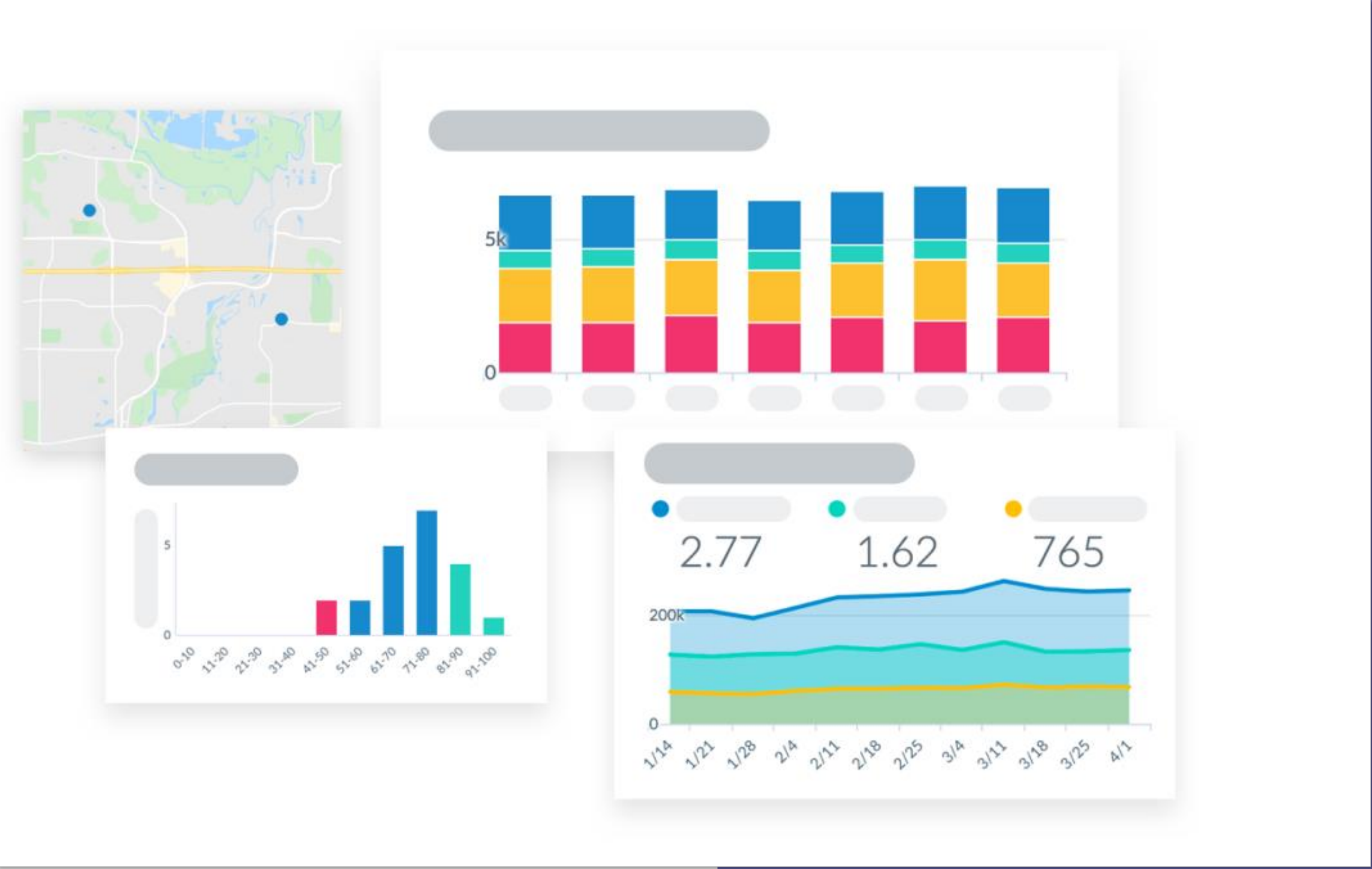


Reviews: Best Practices

- Invite customers to review your business
- Respond to both positive and negative reviews
- Analyze reviews for feedback to make business decisions
- Monitor reviews for spam and report it where possible

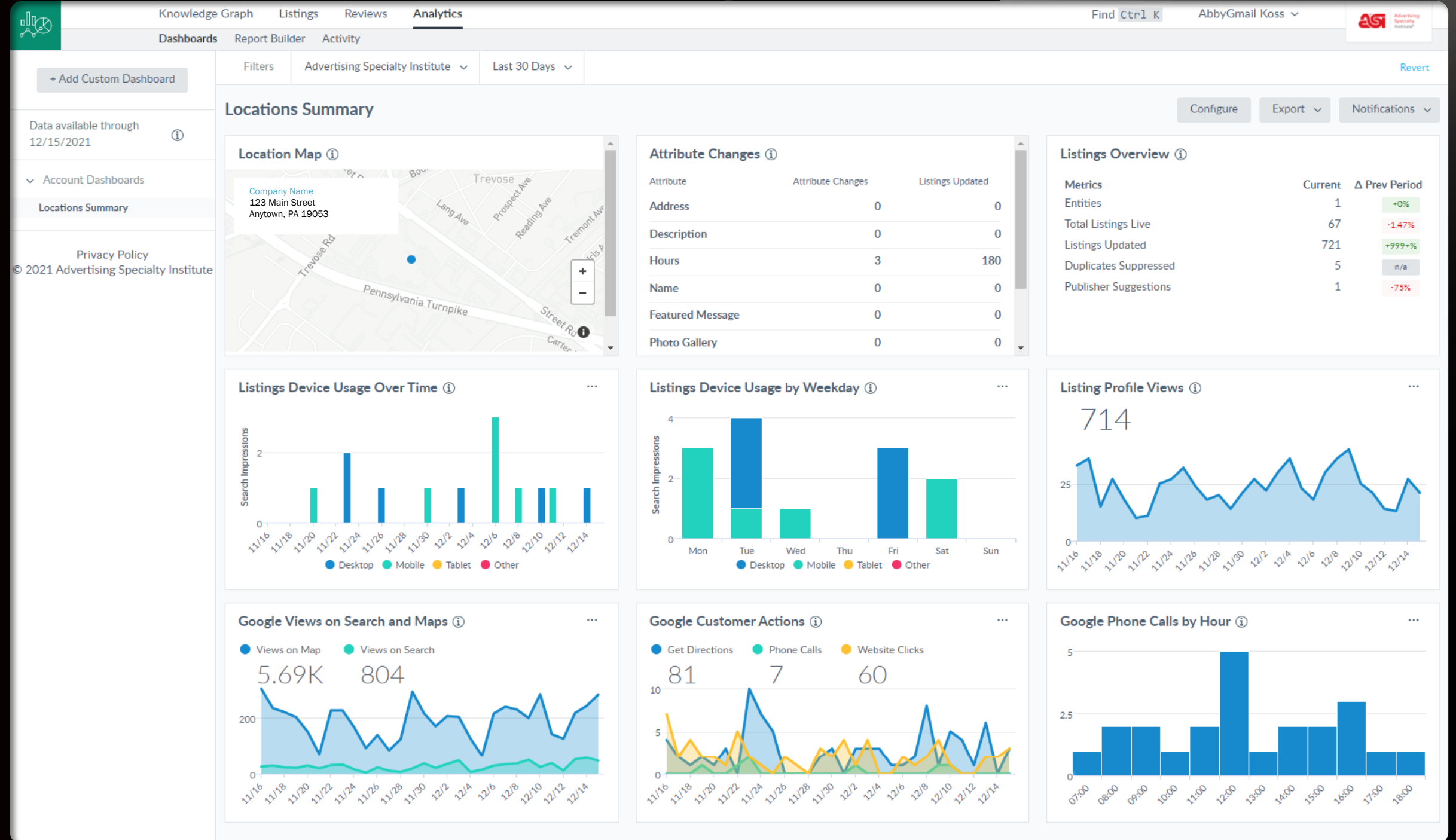


Analytics



Analytics

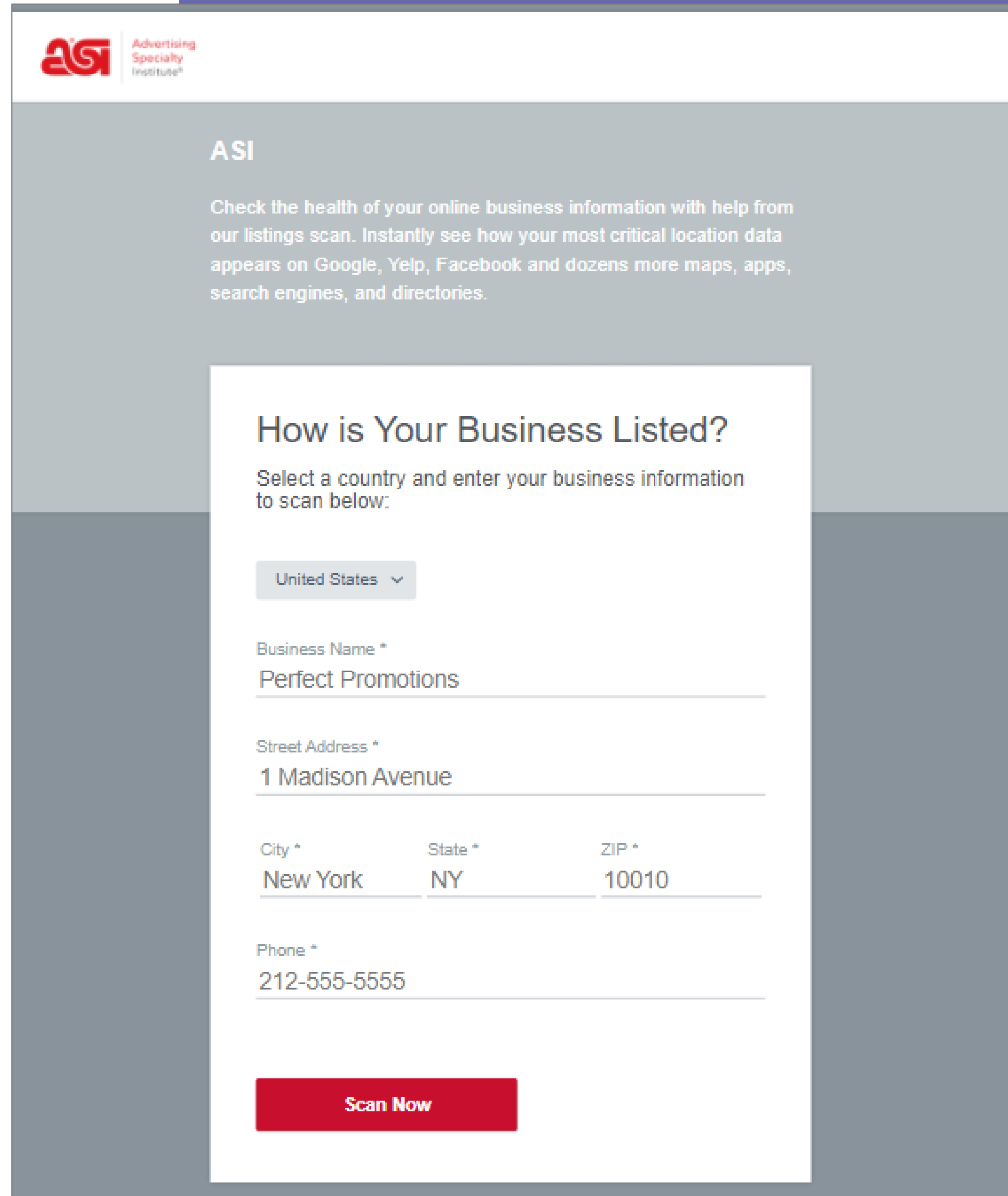
Robust dashboard with insights from directory listings and Google Business Profile



ACTION ITEM 4:

Listing Scan

<https://go.asicentral.com/RunAListingScan>



The screenshot shows the ASI (Advertising Specialty Institute) Listing Scan interface. At the top left is the ASI logo and the text "Advertising Specialty Institute". Below this, the heading "ASI" is displayed. A descriptive paragraph explains the service: "Check the health of your online business information with help from our listings scan. Instantly see how your most critical location data appears on Google, Yelp, Facebook and dozens more maps, apps, search engines, and directories." The main content area is a white box titled "How is Your Business Listed?". It prompts the user to "Select a country and enter your business information to scan below:". A dropdown menu shows "United States" with a downward arrow. Below this are several input fields: "Business Name *" with the value "Perfect Promotions"; "Street Address *" with the value "1 Madison Avenue"; "City *" with "New York", "State *" with "NY", and "ZIP *" with "10010"; and "Phone *" with "212-555-5555". At the bottom of the form is a red button labeled "Scan Now".

RECAP



Claim Google Profile



Consistent & Accurate
Info Across Web



Start a Knowledge Graph



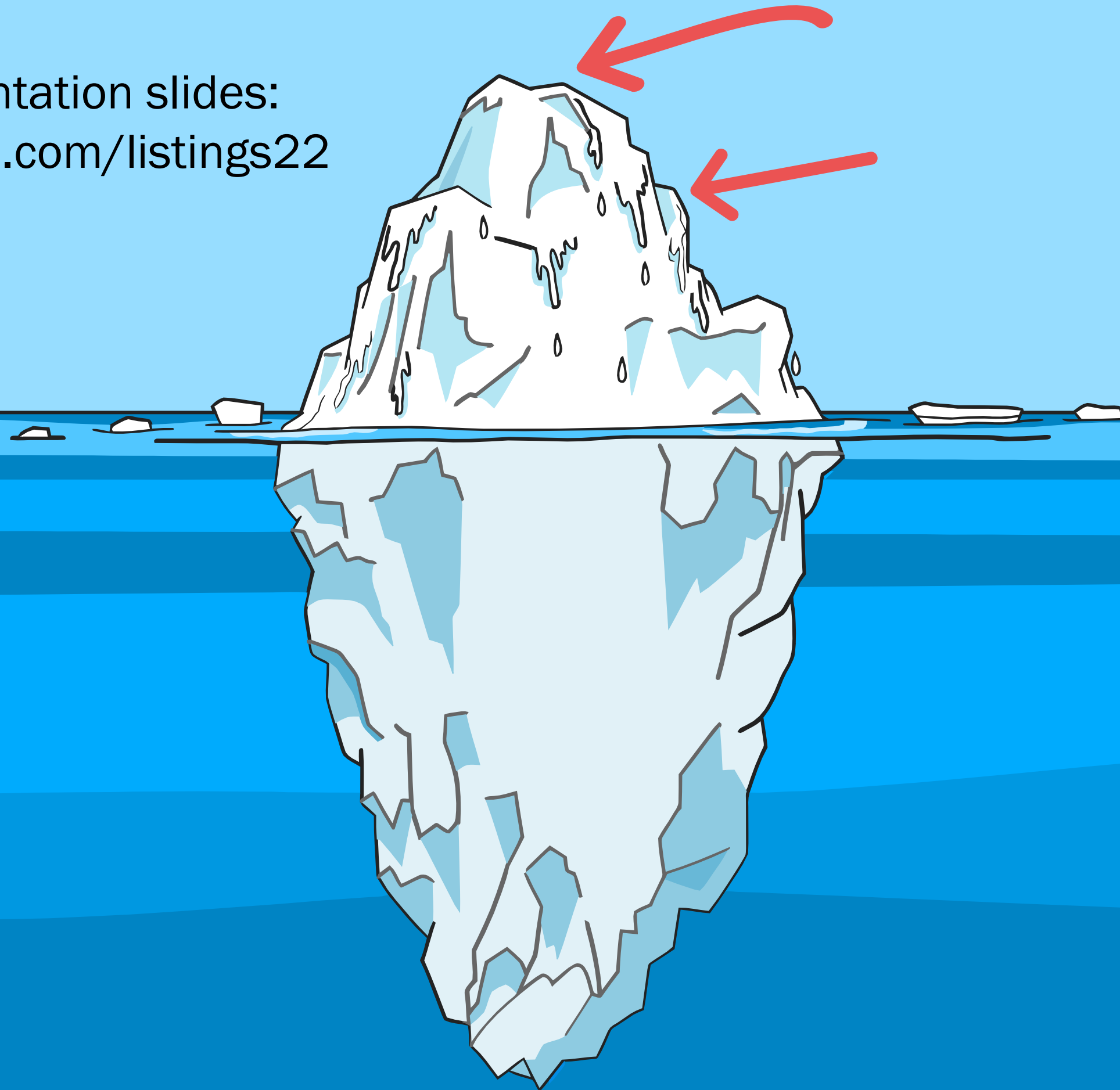
Update & Optimize
Your Listings



Automated solution: ASI Local Listings

- Push your information from the Knowledge Graph out to 70 directories
- Accurate information, locked
- Consolidate reviews for easy monitoring
- Robust dashboard with insights, monthly report


Download the presentation slides:
<https://go.asicentral.com/listings22>



QUESTIONS?

Thank You



 ASI booth #1429 in the Exhibit Hall

 Account Manager (800) 546-1350

 distmarketing@asicentral.com

Download the presentation slides:
<https://go.asicentral.com/listings22>