



Attract Local Customers: Maximize Your Company's Online Visibility

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What Is ASI Local Listings?

This Centralized Service Manages Your Online Presence

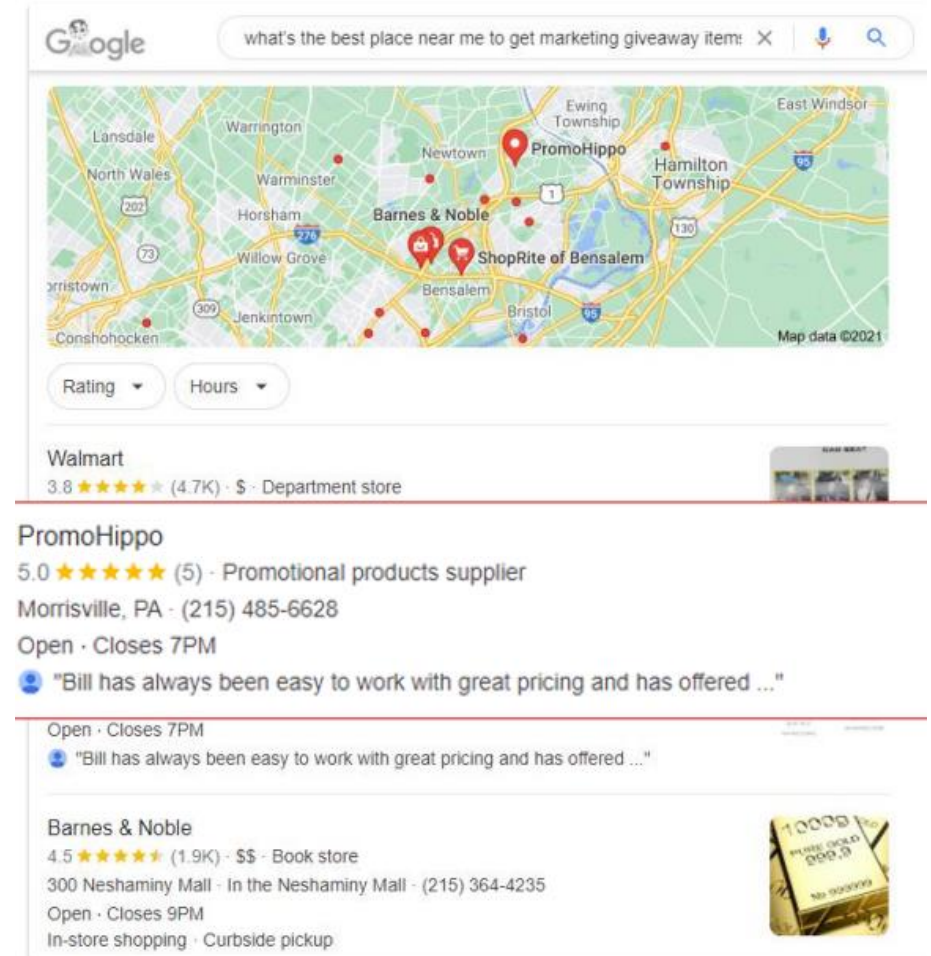
- Sync your business details across 70+ key platforms
- Keep your information accurate on Google, Bing, Yelp, Apple Maps and more
- Prevent outdated or duplicate listings

Data Ecosystem is Ever-Evolving



Why Local Listings Matter

- Your customers are searching online – are you showing up?
- Over 70% of consumers use local search to find businesses.
- Make sure your company shows up with accurate, verified information.



Why Distributors Love ASI Local Listings

- Improve SEO and search rankings
- Show up in Google Maps and "near me" results
- Push real-time updates
- Get alerted to customer reviews

Bigger Channel for Customer Engagement

Website & Mobile Website



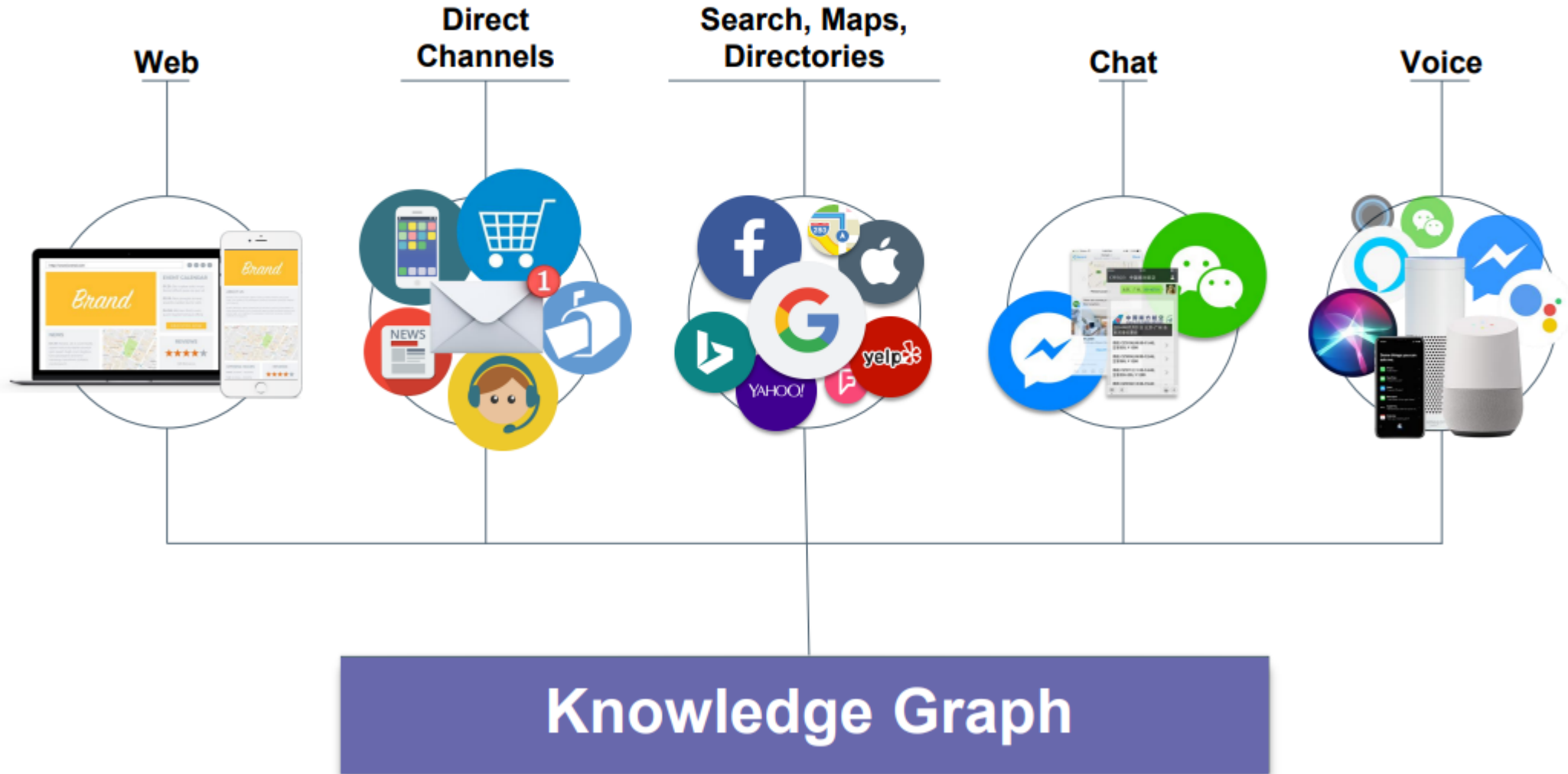
Search, Maps, Directories, Voice, Chat



Your Single Source of Truth Online

- ASI builds and maintains your business profile for digital consistency
- Helps ensure accurate results across search, voice and maps
- Powers updates across search, maps, voice assistants
- Stores key business data like hours, location and services
- Improves visibility and trust

What is a Knowledge Graph?



Why is it important?

CONSISTENCY & CONTROL

Knowledge Network



DISCOVERABILITY

Rich, Structured Content



OPERATIONAL EFFICIENCY

Real-time Updates



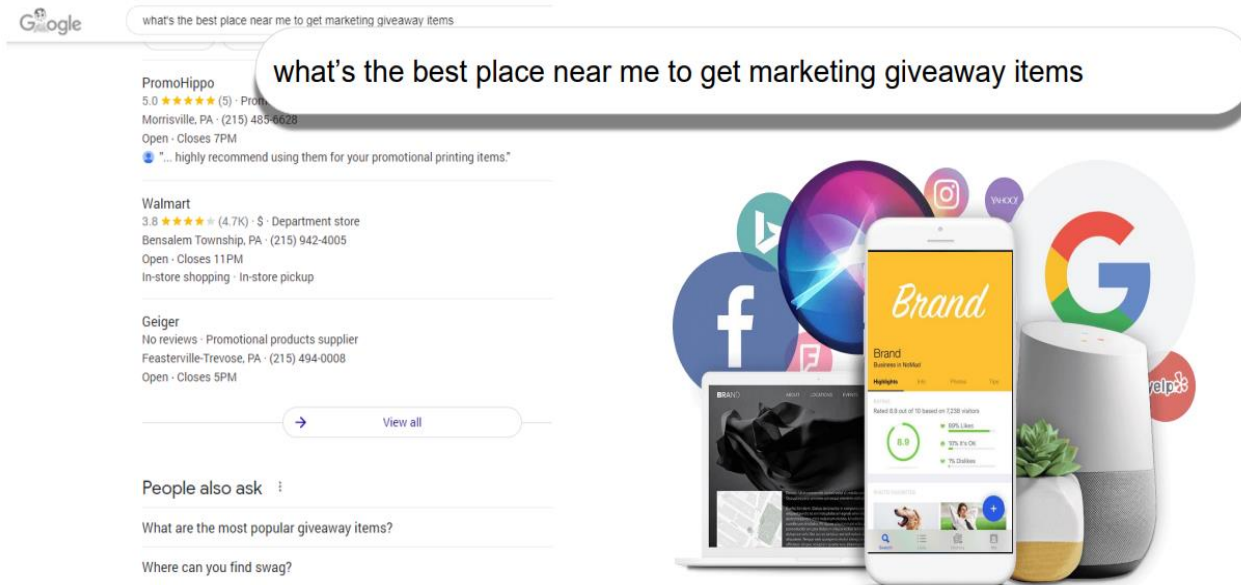
CUSTOMER EXPERIENCE

Search Intent



Google Business Profile Setup

From Browsing to Asking: Understand What Customers are Asking



Start Here: Claim Your Google Business Profile

- Visit google.com/business
- Choose correct category
- ASI can guide you through setup
- *Why is this important?*

Anatomy of a Question



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

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...

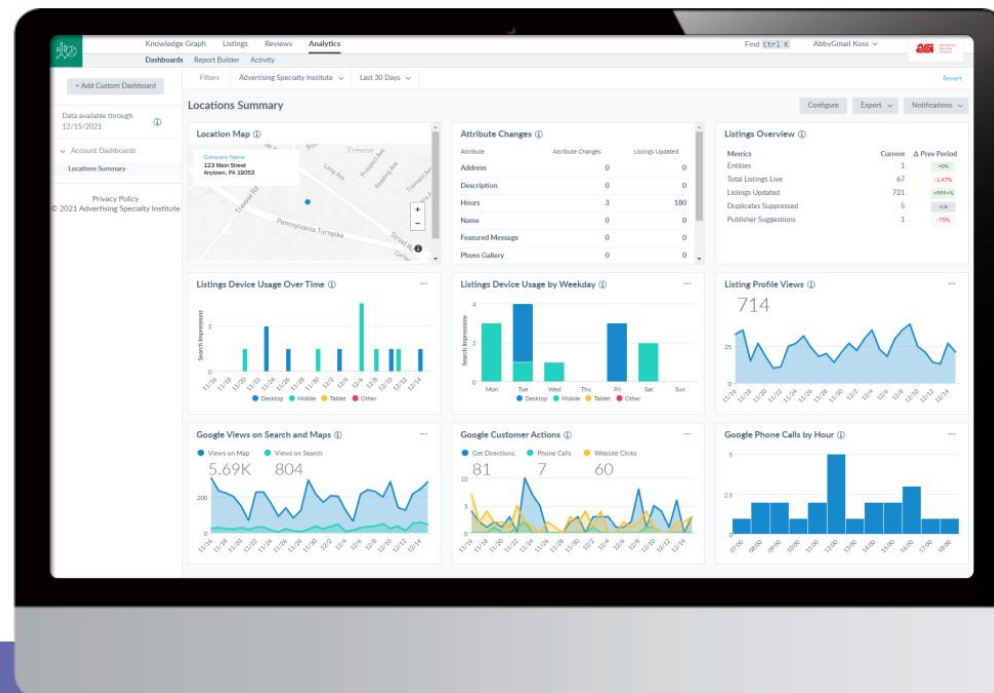
How It Works

Simple, Streamlined, Supported

- Upload → Sync → Monitor → Optimize
- ASI syncs it to 70+ directories
- Dashboard lets you monitor accuracy and engagement
- Quarterly health checks recommended

Analytics

Robust dashboard with insights from directory listings and Google Business Profile



Risks of Staying Unlisted

Unclaimed Listings Hurt Your Brand

- Incorrect info lowers SEO rankings
- Manual updates are time-consuming
- Listings can be outdated or mismatched

Inaccurate Info = Lost Leads

ASI Automates It All

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

Distributor Success Story

- Bright Box Marketing **gained \$8,500 in new sales**
- ASI Local Listings improved Google visibility
- Distributors can see ROI through smart search presence
- Small efforts = big gains

Getting Started

- **Enroll with ease:** Simply send in your business info
- ASI handles setup and syncing
- Full sync within 30 days, with quarterly updates and health checks

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

Let's See It in Action!

- Start a free listing scan
- See how your business is listed on local directories

Live Demo of Local Listings



**Share your feedback
on the session with us!**



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