

Why Business Listing Management Matters And How To Do It Easier than Ever



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About me:



Tommy Chipman

VP Partnerships

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- 10 Years experience working with Small Business and Fortune 1000 businesses
- Former Visa executive in the emerging markets and small business group.
- Coming to you from Bend, Oregon



Turning Consumers Into Customers

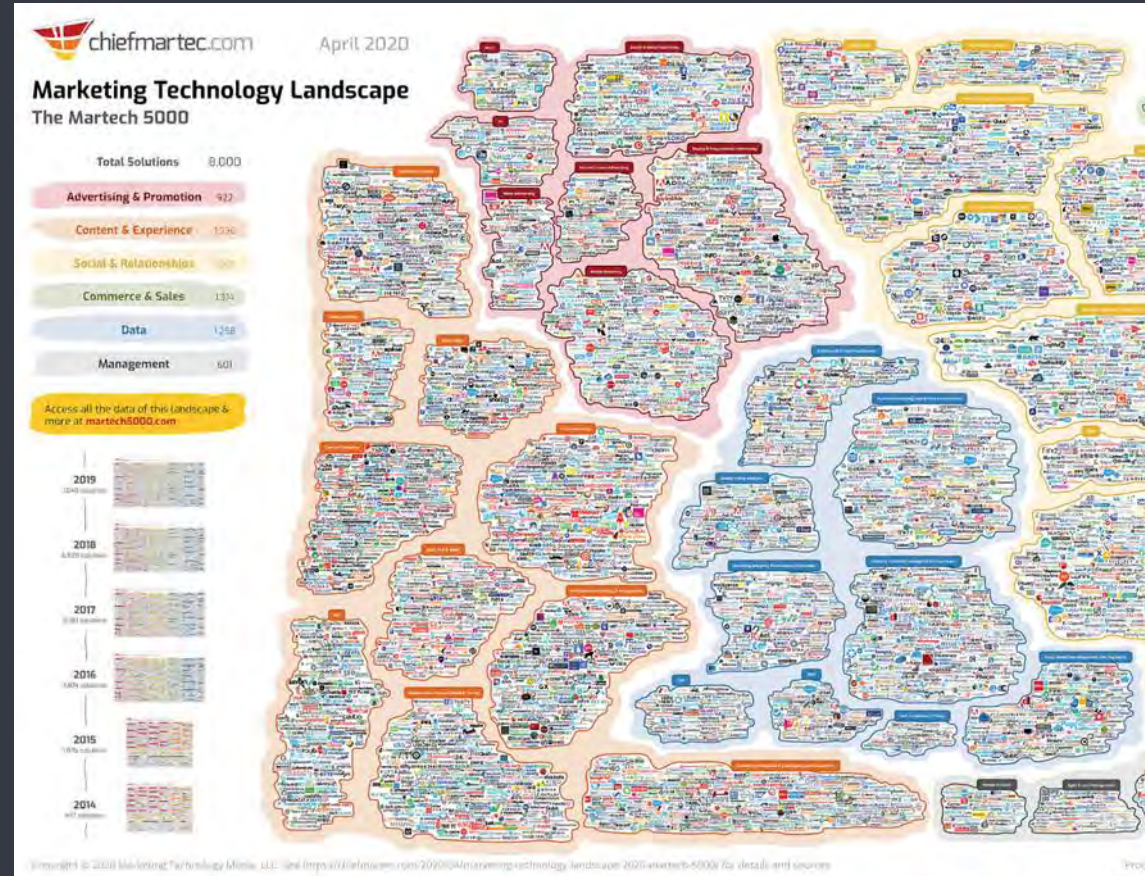
- Five years old founded in Portland
- Thousands of users in eight countries
- 25,000+ locations on the platform
- Customers:
 - * 100s of small businesses
 - * Multi-location brands
 - * Marketing agencies
 - * Strategic partnerships:



The Problem

Marketing that connects customer to your physical business is difficult, overwhelming, and gets expensive.

Especially for small businesses who aren't professional marketers.



Every business' digital front door...

1. 93% of **all online searches** take place on Google.

2. Nearly half of those are local in nature — this is **modern SEO**.

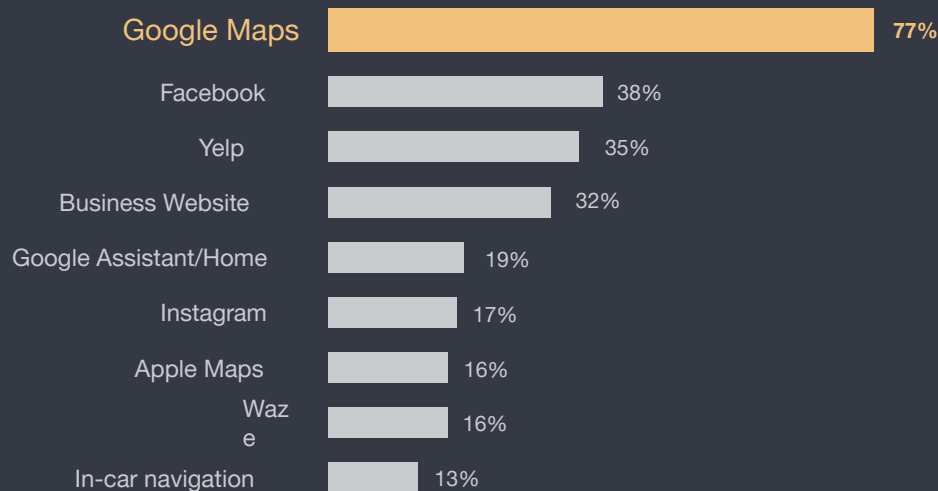
3. People searching are in “consumer mode” and do so with **the intent to purchase**.



Business Listing Management is the new SEO:

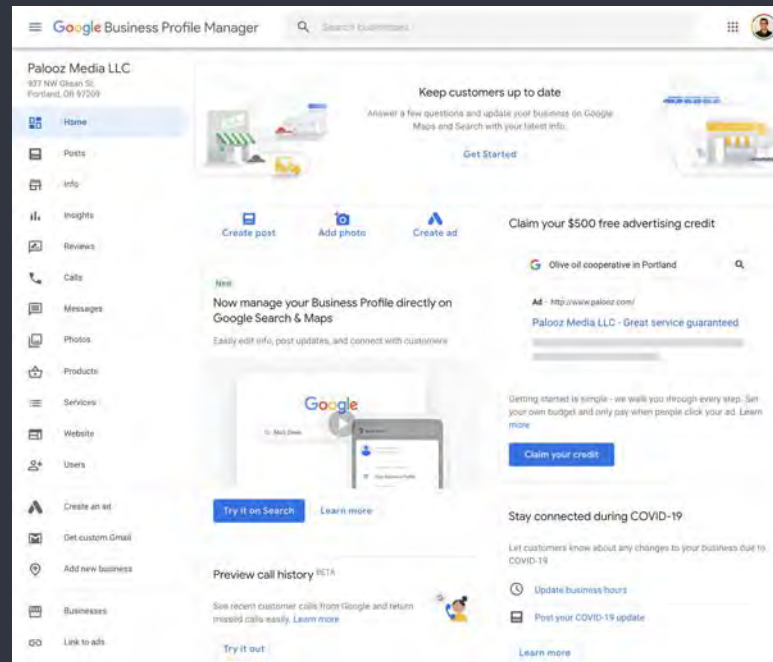
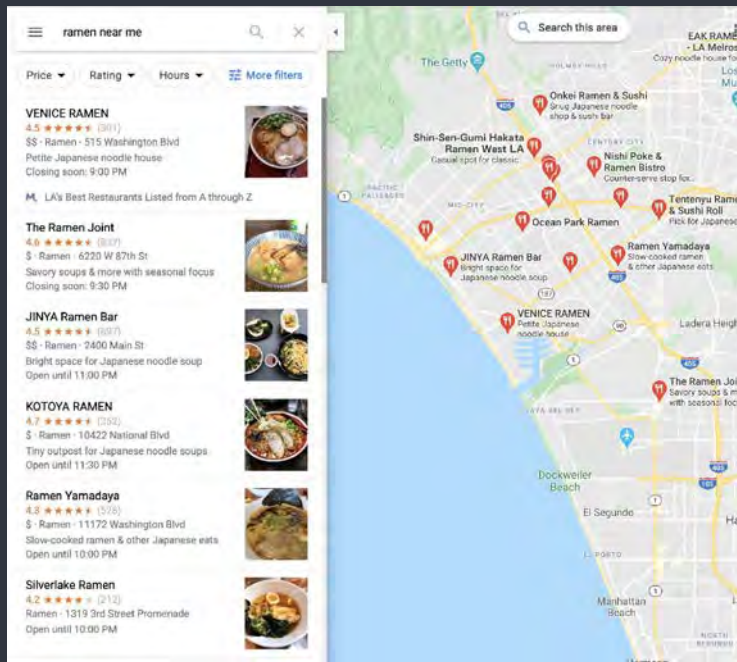
Your listing is an asset.

Enhance and manage what information is available to potential customers.



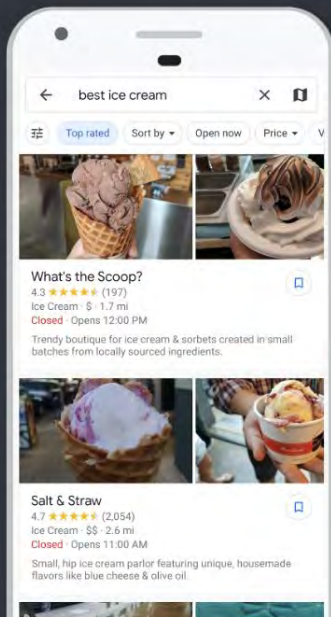
A listing is what consumers see on
Google Maps and other apps,
directories, and websites...

... is controlled via
Google Business Profile.

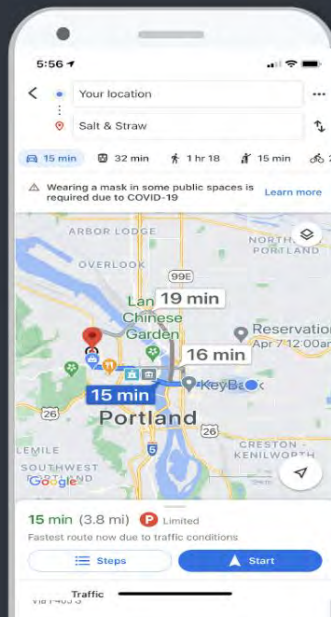


The sales cycle that happens 100s of millions of times each day.

Search / Decision



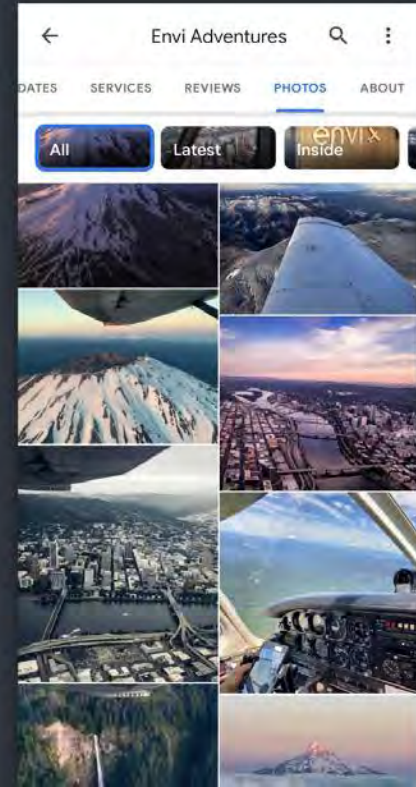
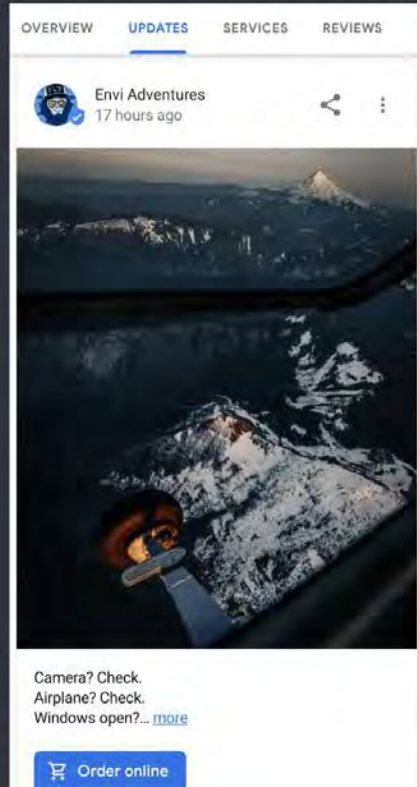
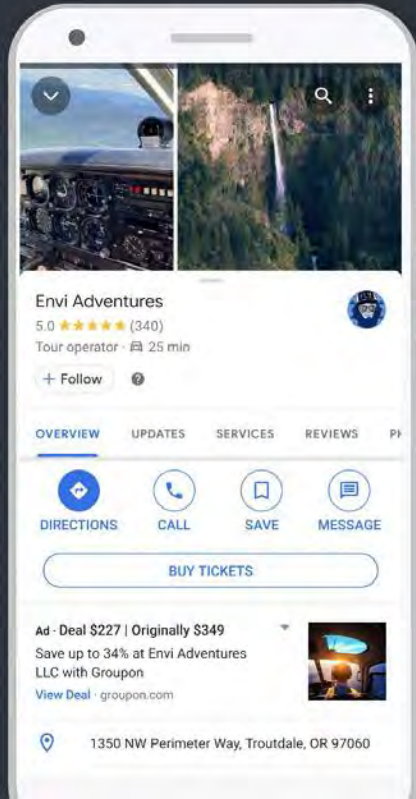
Directions / Contact



Visit / Purchase

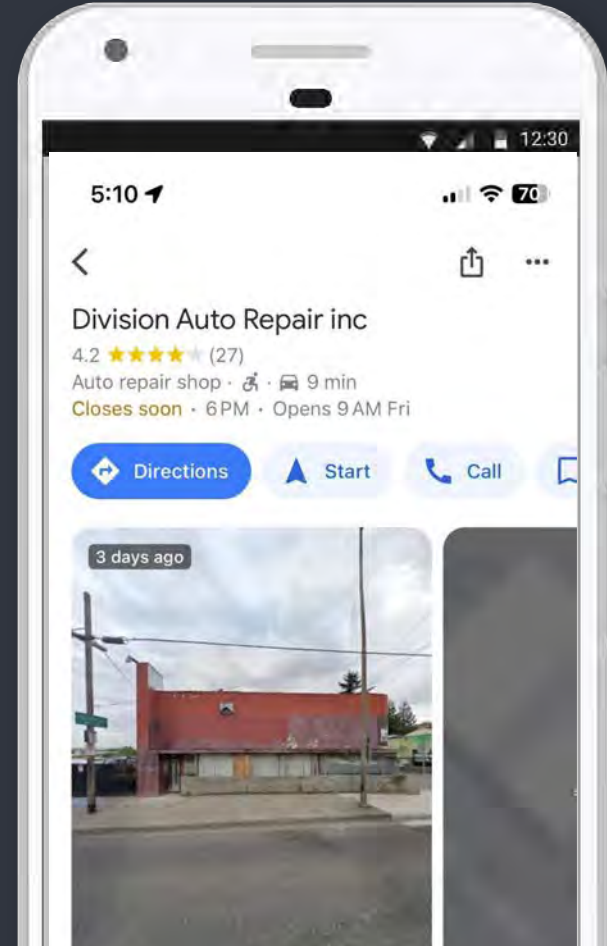


We know **accurate**, consistent, and compelling business listings
WIN potential customers.



Conversely, weak or no listings
LOSE potential customers to their
competitors.

Even if they are highly rated.

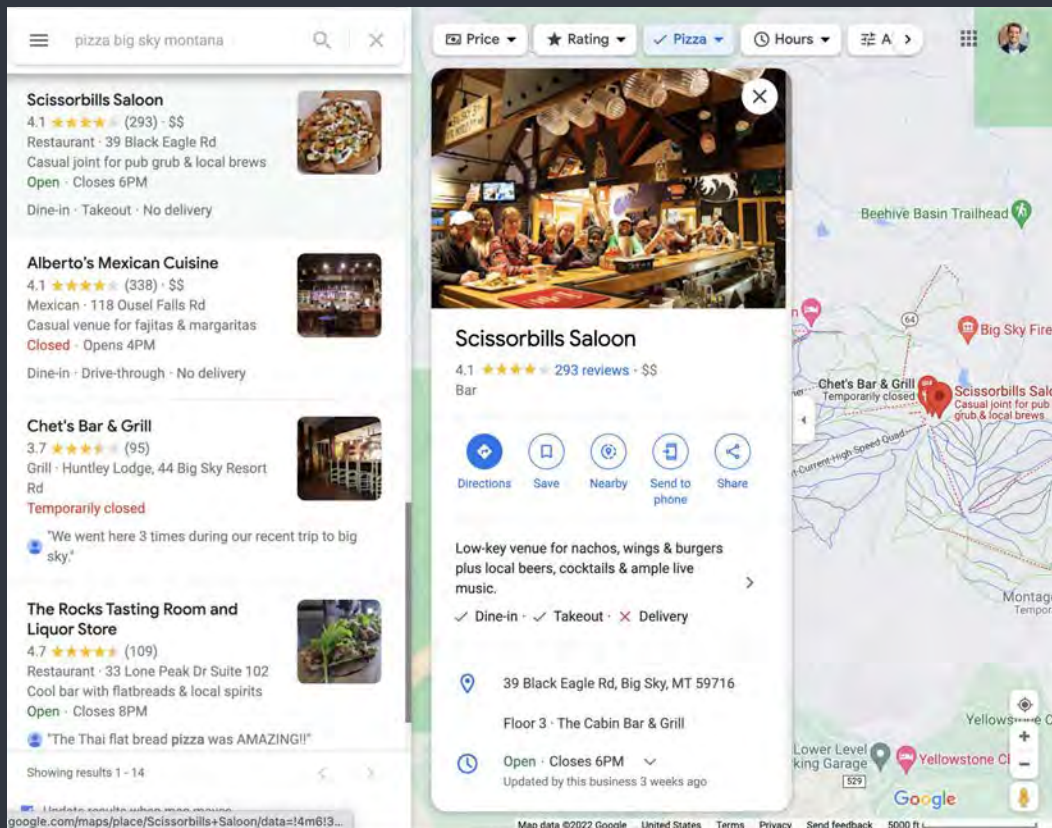


Accurate, Consistent, and Compelling Listings

What do you need to include in your listing?

1. Categories
2. Reviews
3. Description
4. Quality Photos
5. Google Native Posts

Volume + Frequency keeps you relevant in searches.



Solution

Google Business Manager can be hard to use, does not have automation, or provide any recommendations.

Locl is a Centralized system for creating **accurate, consistent, and compelling online listings, at scale.**



Missing Value Layer

The Google logo, consisting of the word "Google" in its multi-colored, rounded, sans-serif font, centered within a light blue rectangular background.

The Locl logo, featuring a stylized blue and green circular icon to the left of the word "locl" in a white, lowercase, sans-serif font, centered within a blue rectangular background.

SMBs and Destinations as a whole

The Platform


Locl Score

With Locl Score you can quickly see if your business is listed on the top 50+ consumer search directories, where no listing exists, and on which the information is inconsistent and/or incorrect.

How it works:

1. Scan your business with the Locl's on-page widget
2. Receive your Locl Score report
3. Cost: FREE

[How to get a score within Locl's App](#)



Get a Free Report To See How your Business Appears Online

Overall Business Score: 32

57 98

Business Name:

Enter a location:

Work Email:

Full Name:

SCAN NOW

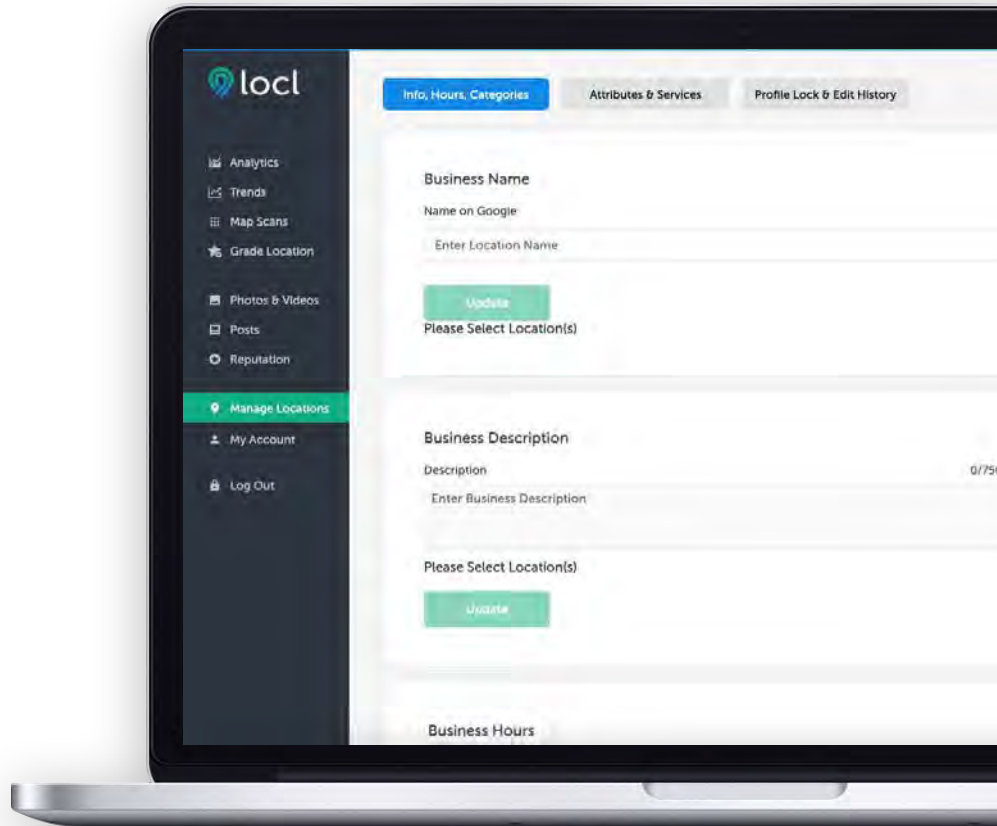
By proceeding you agree to our [Terms Of Service](#)

Listing Management

Multi or Single Location Listing Management

Dashboard

- Name
- Descriptions (keyword enhanced)
- Business Hours
- Holiday Hours
- Categories
- Secondary Categories
- Special hours
- Address

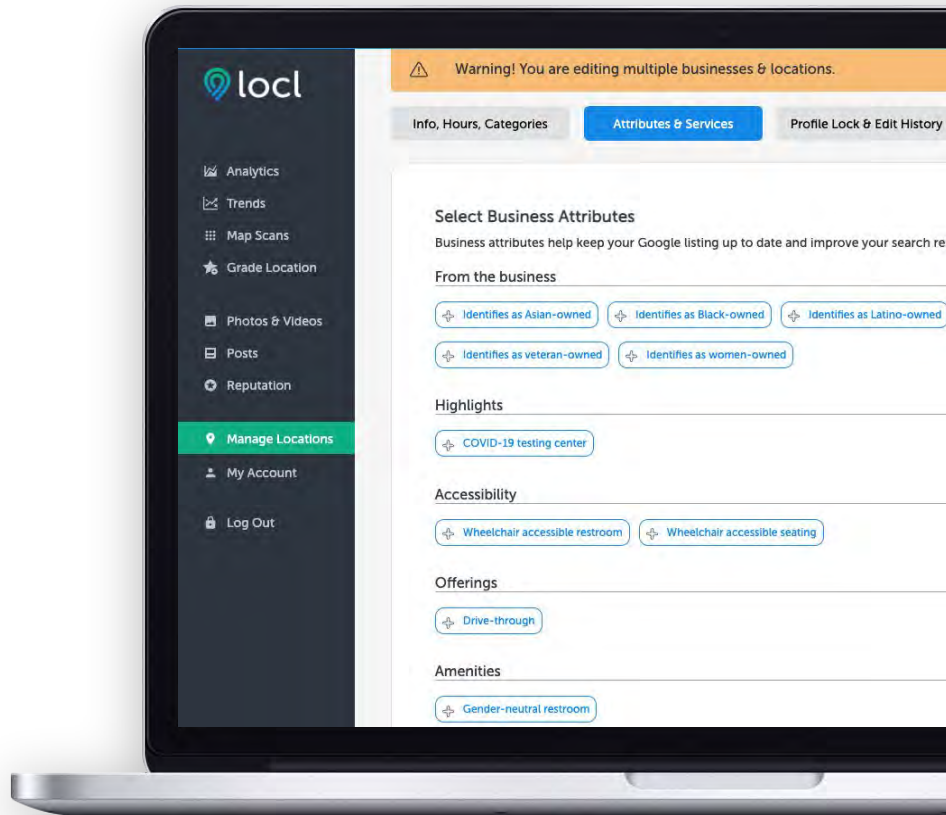


Attribute Management

Multi or Single Location Attribute

Management Dashboard

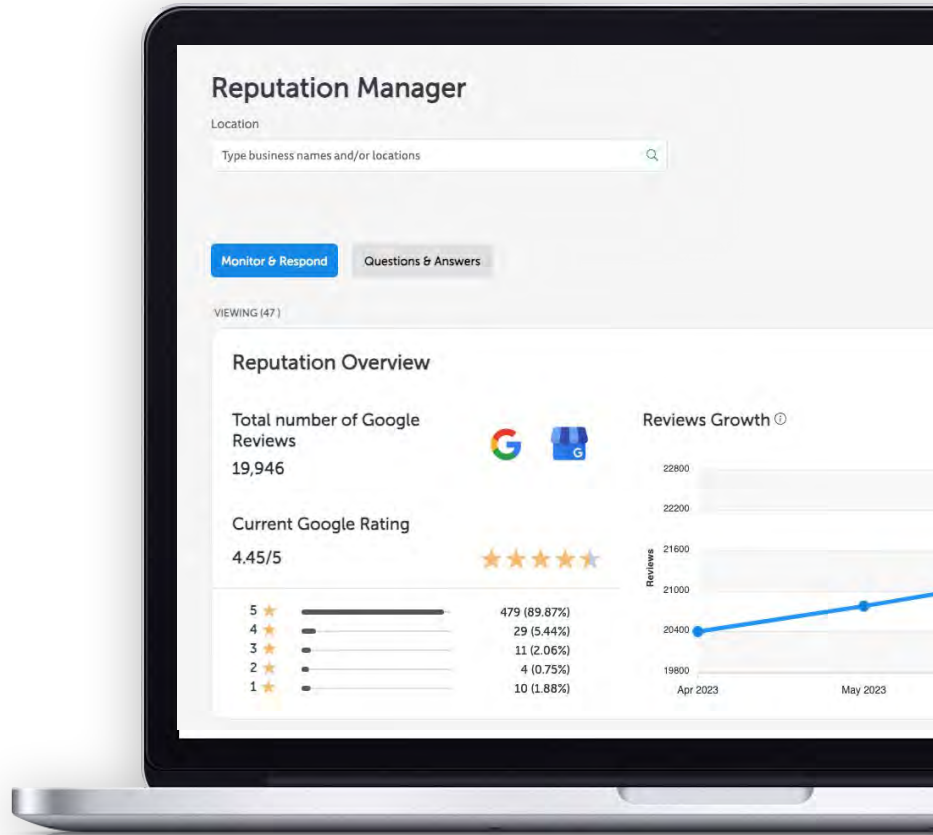
- + Services
- + Highlights
- + Offerings
- + Amenities
- + Crowd
- + Planning
- + Social Links



Reputation Manager

Current Features:

- Multiple location review manager
- Google Q&A Manager/Response
- Google, Google marketplace, and Meta integration
- Review Overview and analytics
- Review sorting
 - By starts
 - Reply status
 - Keyword insights
- Quick Responses
- Embed share review on social button

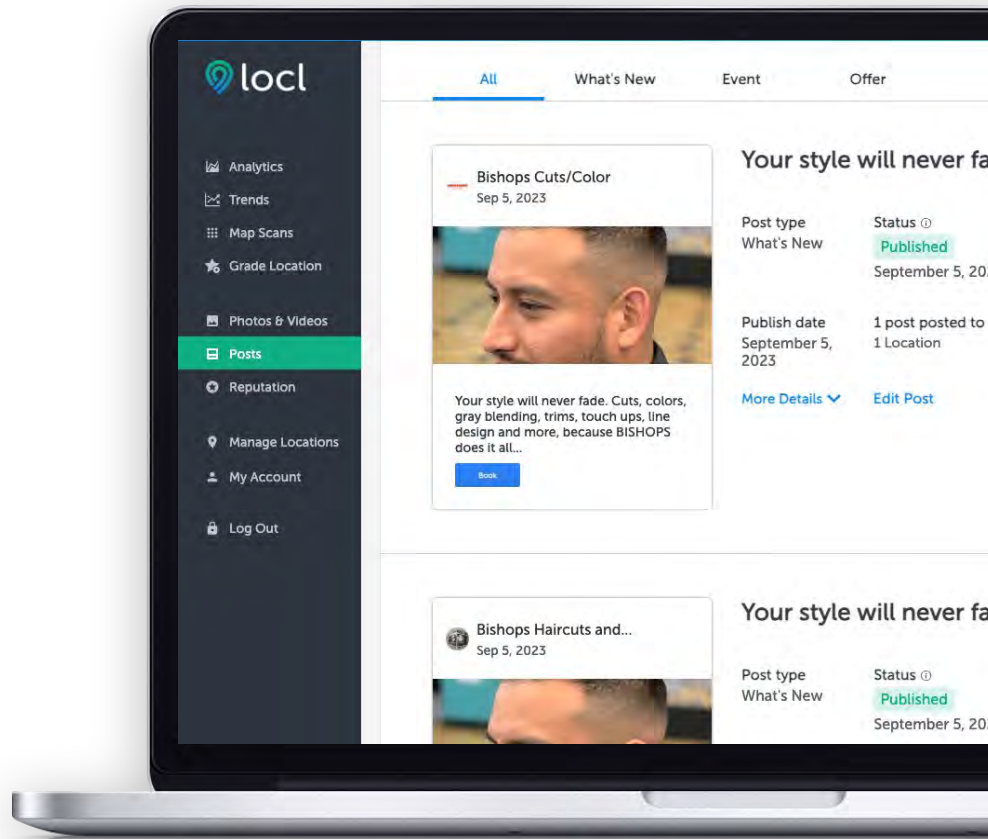


Content Management



Features:

- Bulk upload content
- Connect Instagram and Facebook
- Native Google posting directly to maps
- Scheduled posting
- Post for one location or multiple locations at once

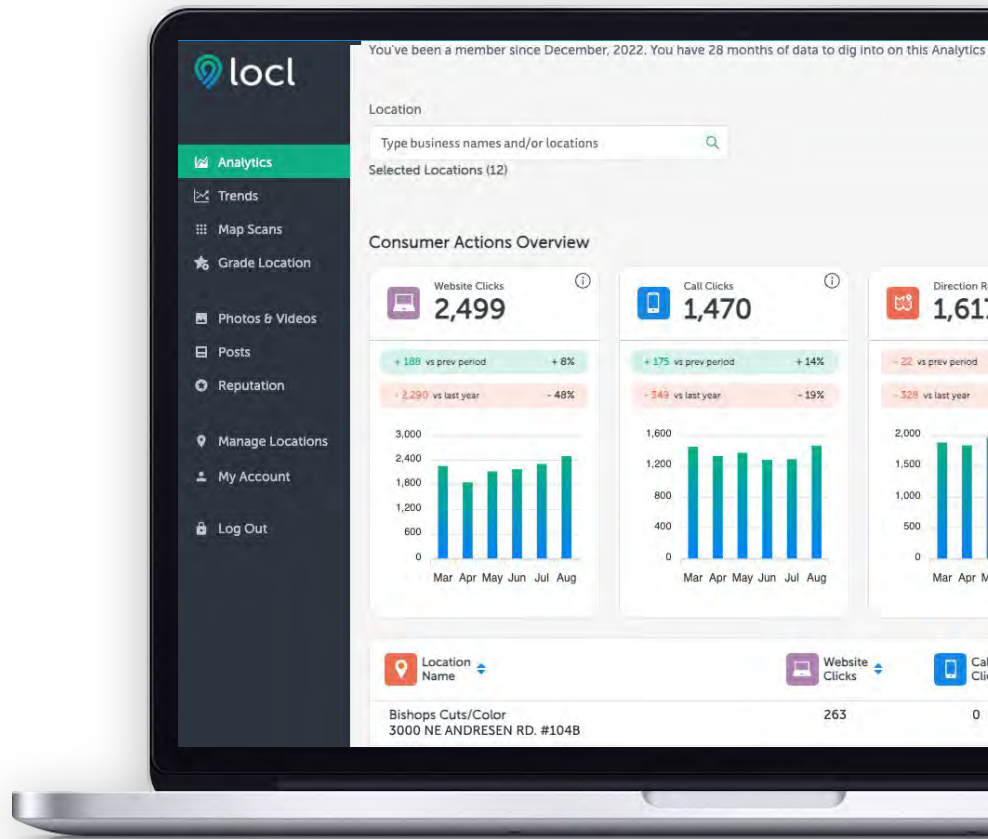


Analytics



Features:

- See realtime what is working and how you are improving
- Website clicks from listings
- Call requests from listings
- Directions requests from listing
- Search terms
- Data up to 18 months back in time
- + much much more

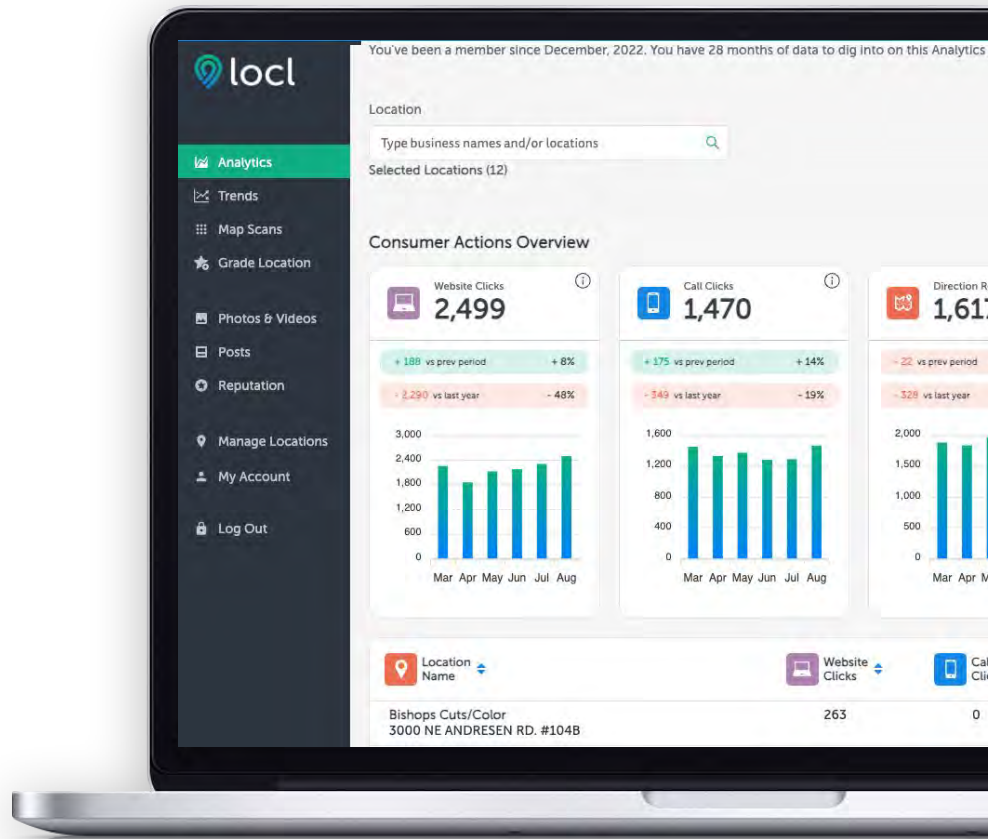


Directory Sync



Features:

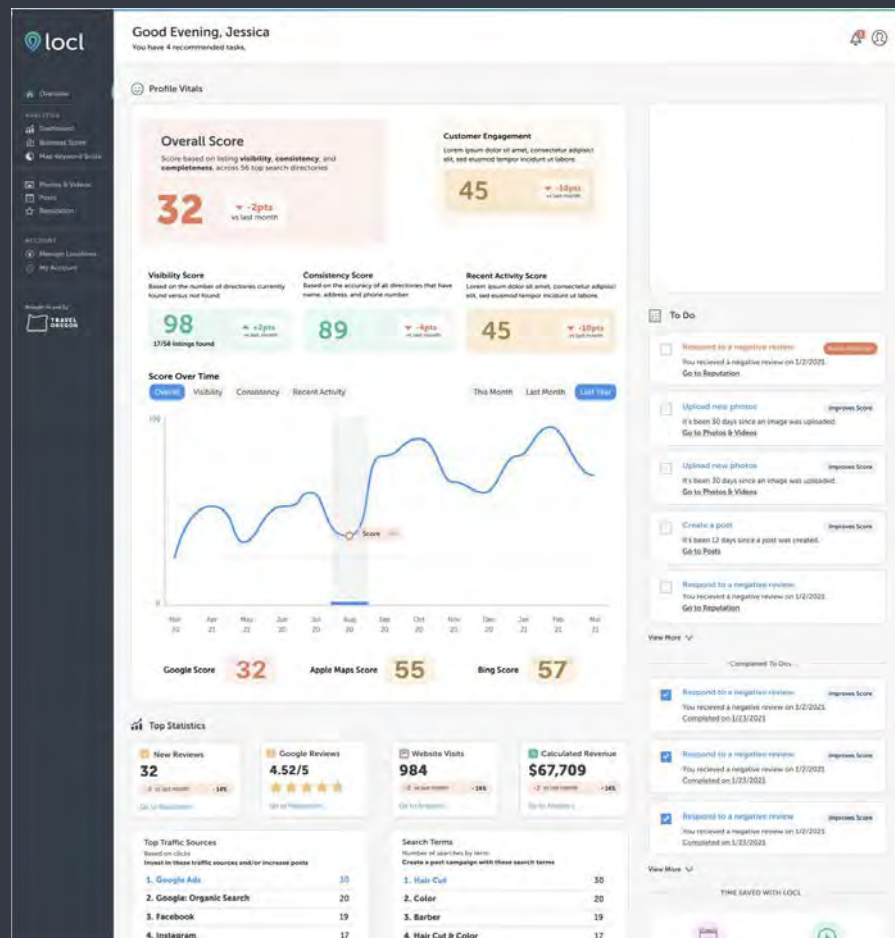
- Push correct information out to 50+ search and maps directories like Apple, Yelp, Bing and more.



DEMO

Coming Soon

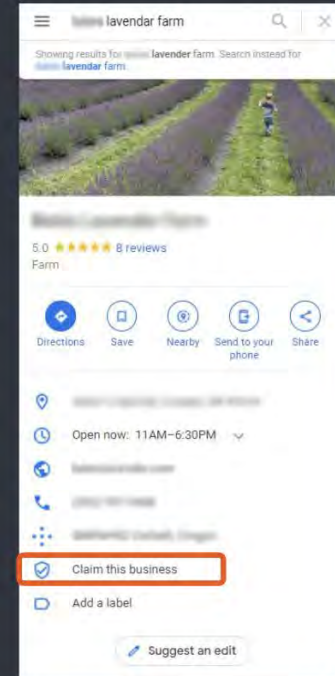
- AI automated generated description updates
- AI generated automated review responses



Not Verified?

Here's how to claim your business through Google Maps

1. On your computer, open [Google Maps](#)
2. In the search bar, enter your business name
3. Click the business name and choose the correct one.
4. Click **Claim this business > Manage now.**
 - To choose a different business, click **I own or manage another business.**
5. Select a verification option, and follow the on-screen steps.

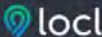



For information on how to add your business through Google My Business, [click here](#).


Free to tourism businesses in Oregon.
Get started today!



www.locl.io/traveloregon


GET STARTED





LOCL FOR OREGON TOURISM BUSINESSES


Accurate, consistent, and compelling business profiles on Google and 75+ top consumer directories.

Turn visitors into customers – no marketing experience necessary! Tourism-related businesses located in Oregon qualify for FREE access to Locl.

 Boost Your Google footprint


 Increased Visibility


 Accurate Listing Information

 Economic Tourism Attribution

GET STARTED

Paid for and offered in partnership with Travel Oregon.





Consumer Actions Overview

Category	Actions	Revenue
Website Views	105,018	\$1,228
Phone Calls	5,512	\$7,888,191
Direct Link Requests	1,228	
Referral Sources	1,228	

Ranking of Business
105
Avg Rating 4.7/5

Website Views
105,018

Phone Calls
5,512

Direct Link Requests
1,228

Referral Sources
1,228

Brand Search
302,474

Thank You
Oregon

tommy@locl.io

Additional Resources

Additional Resources

Sign Up:

- locl.io/traveloregon.com

Learn:

- [Business Listings Toolkit](#)
- [Free 1:1 GBP Support with Miles Partnership](#)

Stay Informed:

- [Travel Oregon Industry Newsletter](#)

Questions:

- integrated@traveloregon.com

