

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



6.11.24

TRAVEL  OREGON



About me:



**Tommy Chipman**

VP Partnerships

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- 10 Years experience working with Small Business and Fortune 100 businesses
- Former Visa executive in the emerging markets and small business group.
- Coming to you from Bend, Oregon



Turning Consumers Into Customers

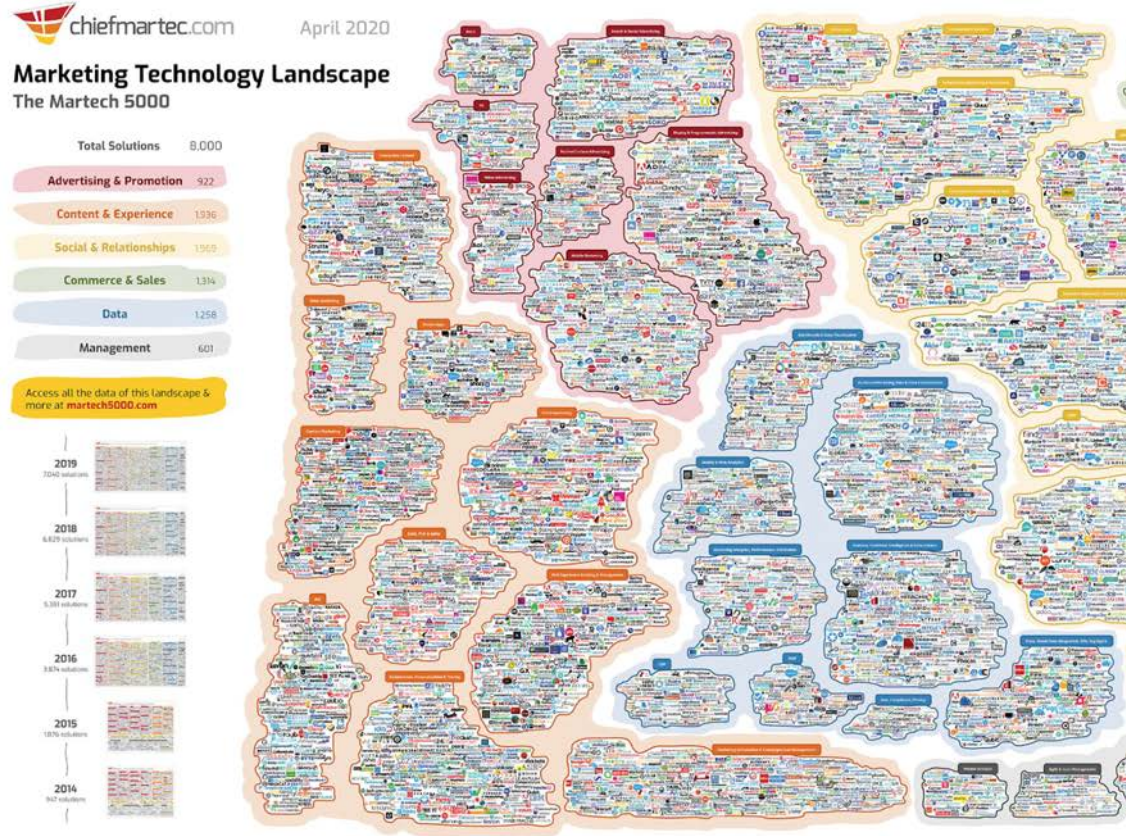
- Five years old founded in Portland
- Thousands of users in eight countries
- 25,000+ locations on the platform
- Customers:
  - \* 100s of small businesses
  - \* Multi-location brands
  - \* Marketing agencies
  - \* Strategic partnerships:



## 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.



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Every business' digital front door...

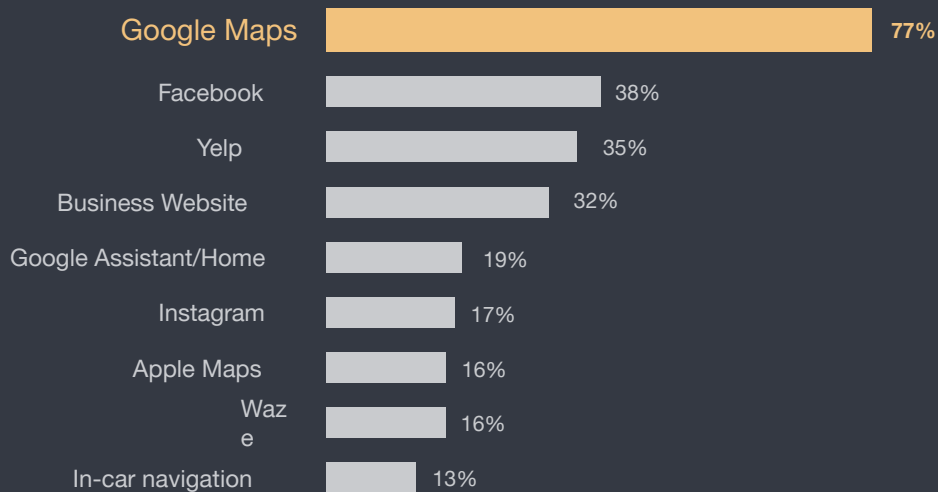
1. 93% of **all online searches** take place on Google.
2. Nearly half of those are local in nature — this is **modern SEO**.
3. People searching are in "consumer mode" and do so with **the intent to purchase**.



## Business Listing Management is the new SEO:

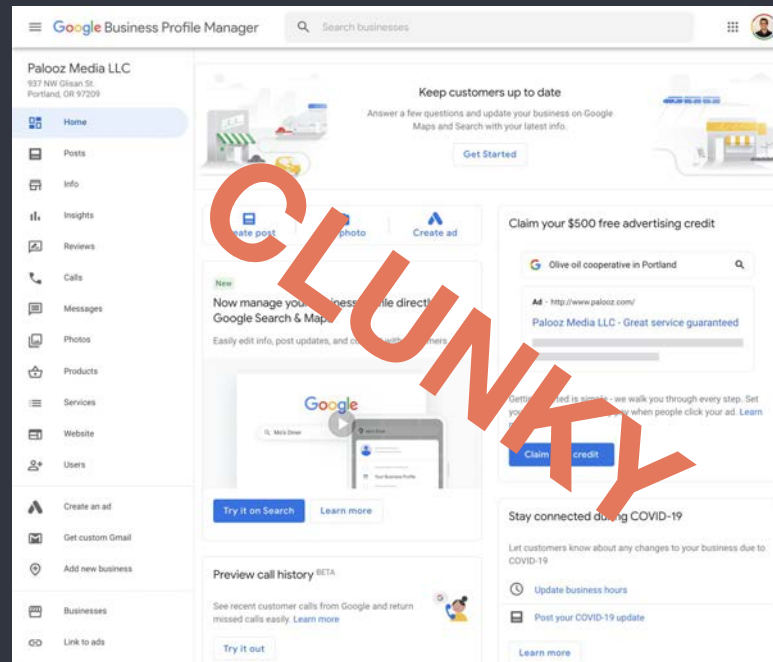
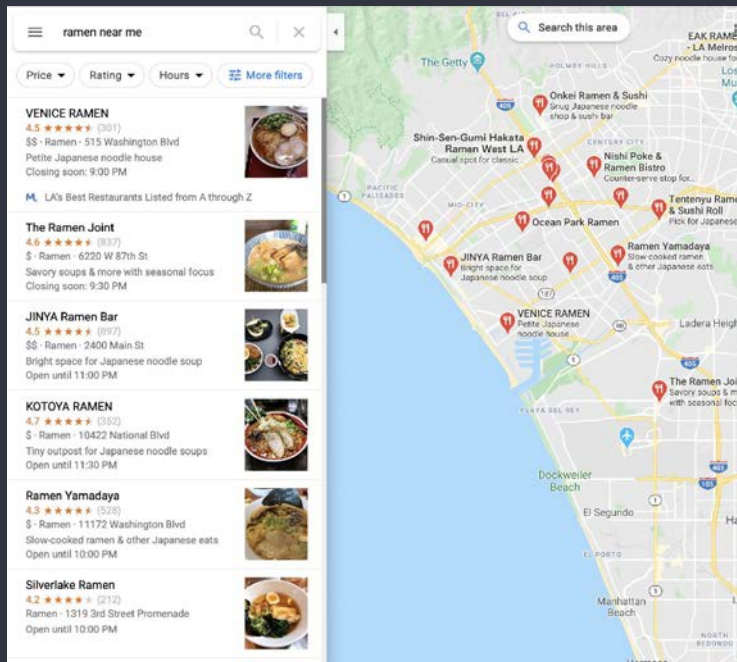
Your listing is an asset.

*Enhance and manage what information is available to potential customers.*



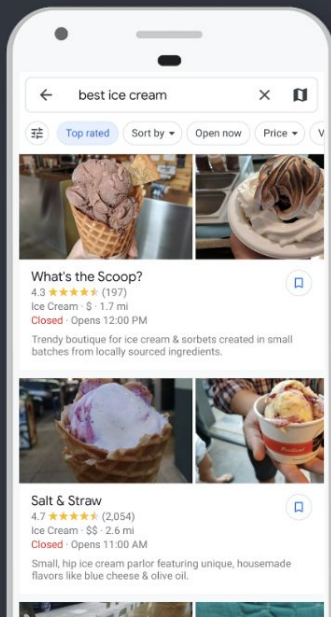
A listing is what consumers see on  
Google Maps and other apps,  
directories, and websites...

... is controlled via  
Google Business Profile.

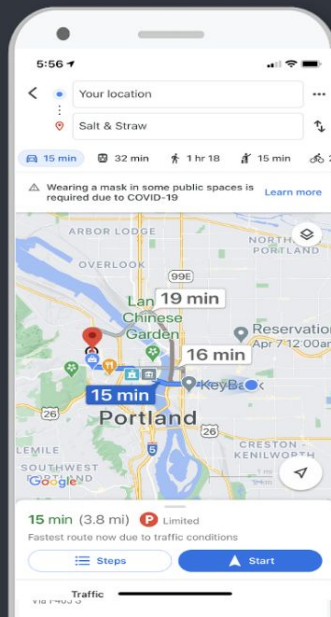


The sales cycle that happens 100s of millions of times each day.

## Search / Decision



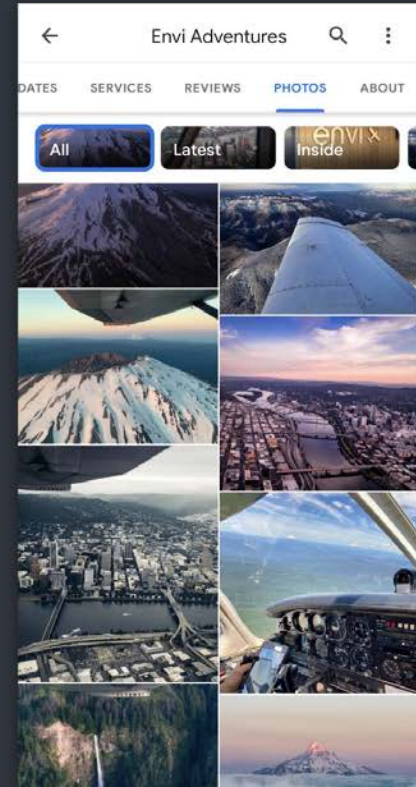
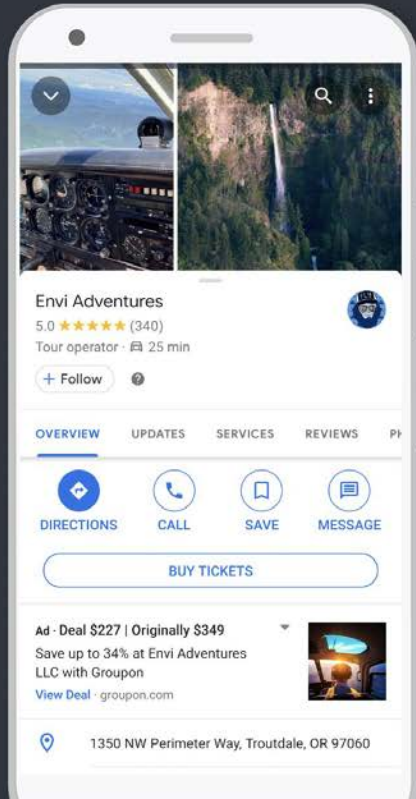
## Directions / Contact



## Visit / Purchase

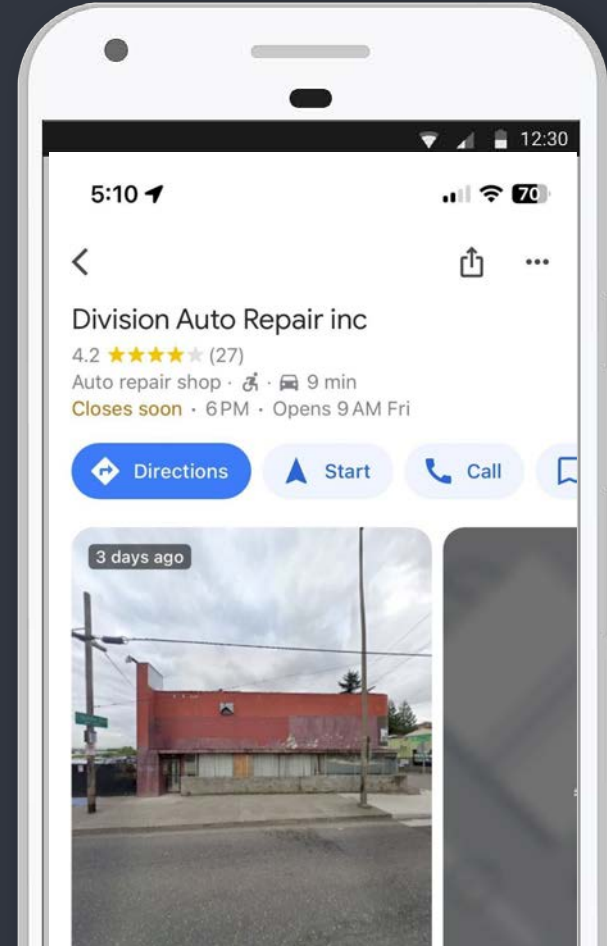


We know **accurate**, consistent, and compelling business listings  
**WIN** potential customers.



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

Even if they are highly rated.

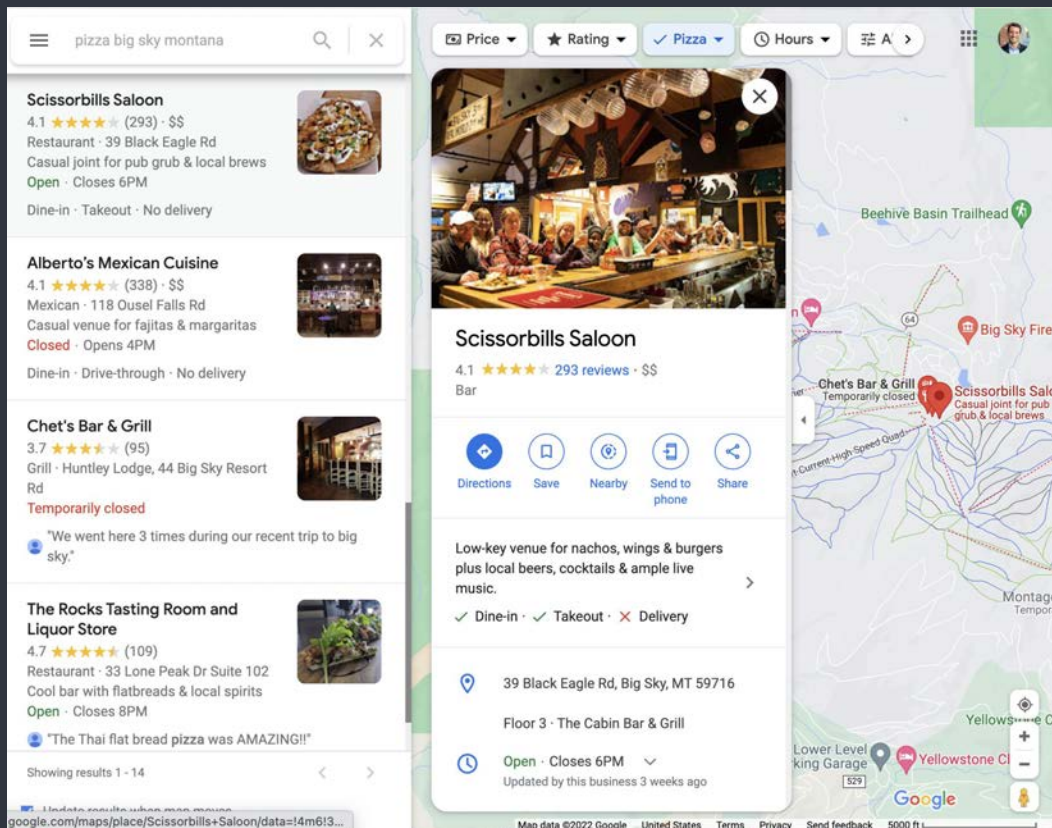


Accurate, Consistent, and Compelling Listings

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

SMBs and Destinations as a whole

# The Platform

# Get it Now for Free!

Through Travel Oregon your Locl Premium account is free.

[Click Here](#)

1. Click sign up
2. Create and account
3. Connect your GBP account
  - a. Need to claim?
  - b. Need to verify?
4. Complete sign up
5. Complete recommendations



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.


# 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](#)



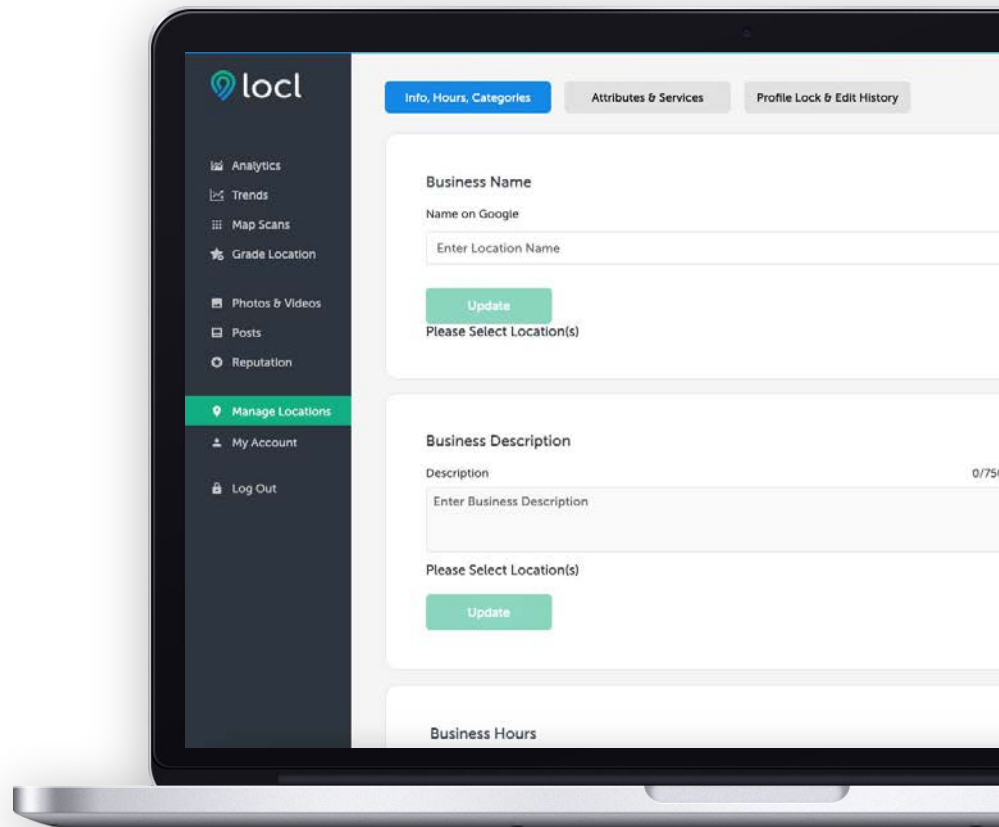
The screenshot displays a web interface for obtaining a Locl Score. At the top, a blue banner with a green gradient contains the text "Get a Free Report To See How your Business Appears Online" and a close button (X). Below the banner, a preview of a report shows an "Overall Business Score" of 32, with two smaller scores, 57 and 98, visible in separate boxes. The main section of the interface is a form with three input fields: "Business Name" (with a placeholder "Enter a location"), "Work Email", and "Full Name". A blue "SCAN NOW" button is positioned below the form. At the bottom, a small text line states "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

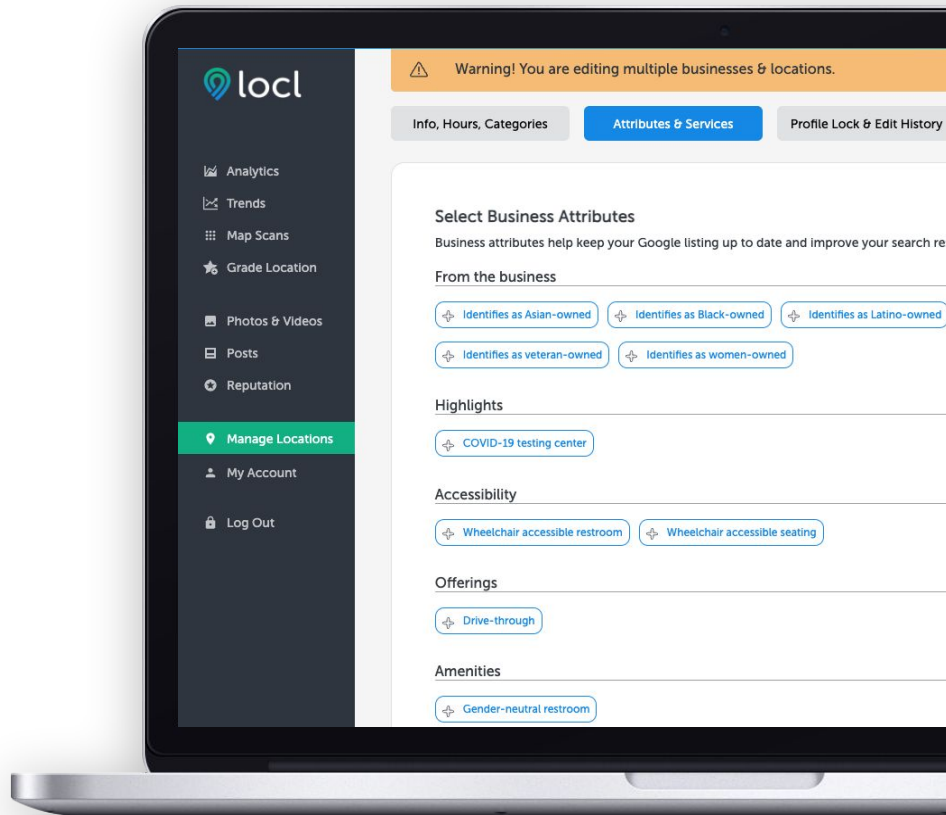


# Attribute Management

## Multi or Single Location Attribute

## Management Dashboard

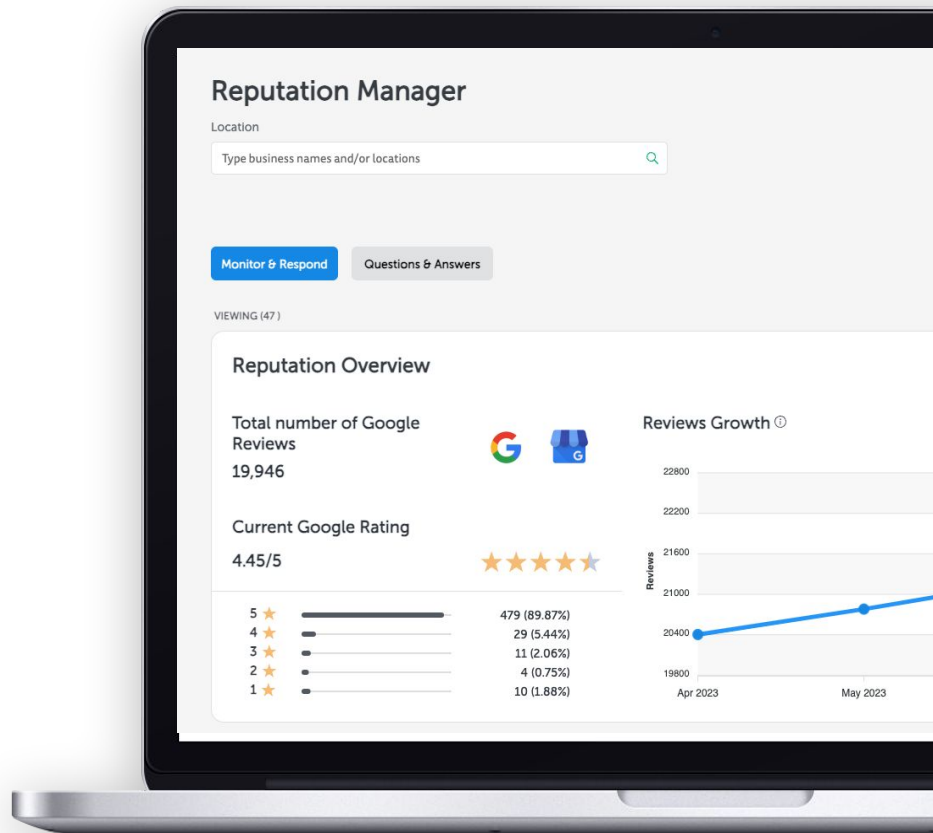
- + Services
- + Highlights
- + Offerings
- + Amenities
- + Crowd
- + Planning
- + Social Links



# 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

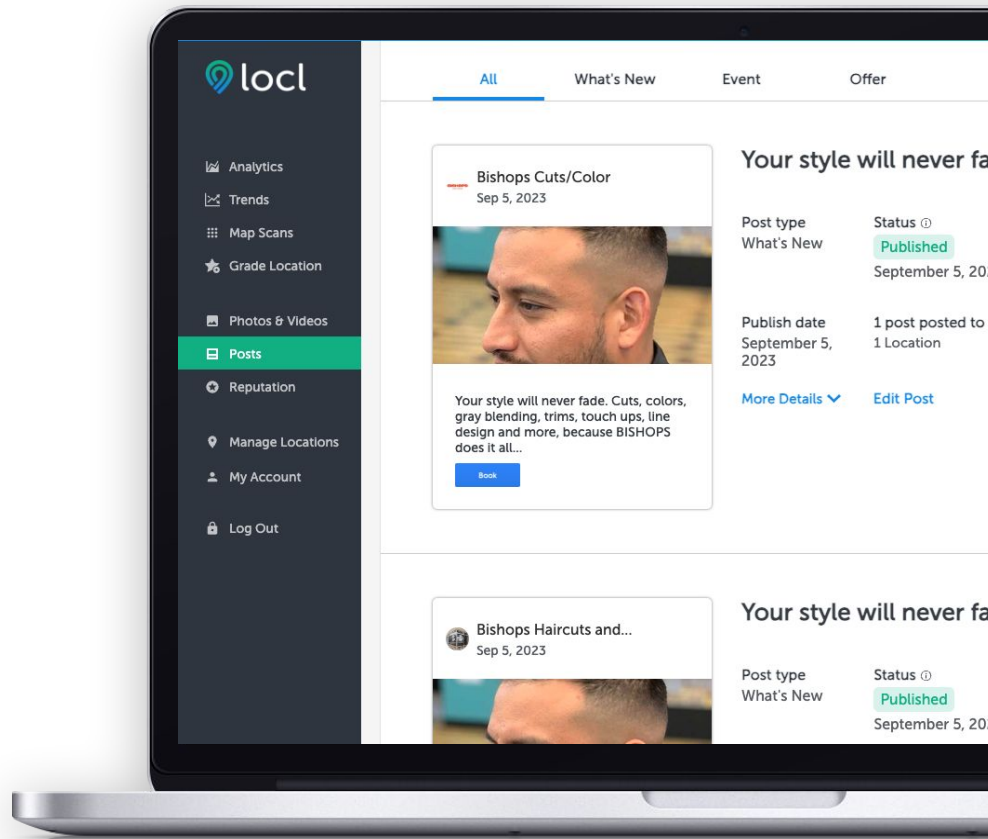


# Content Management



## 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

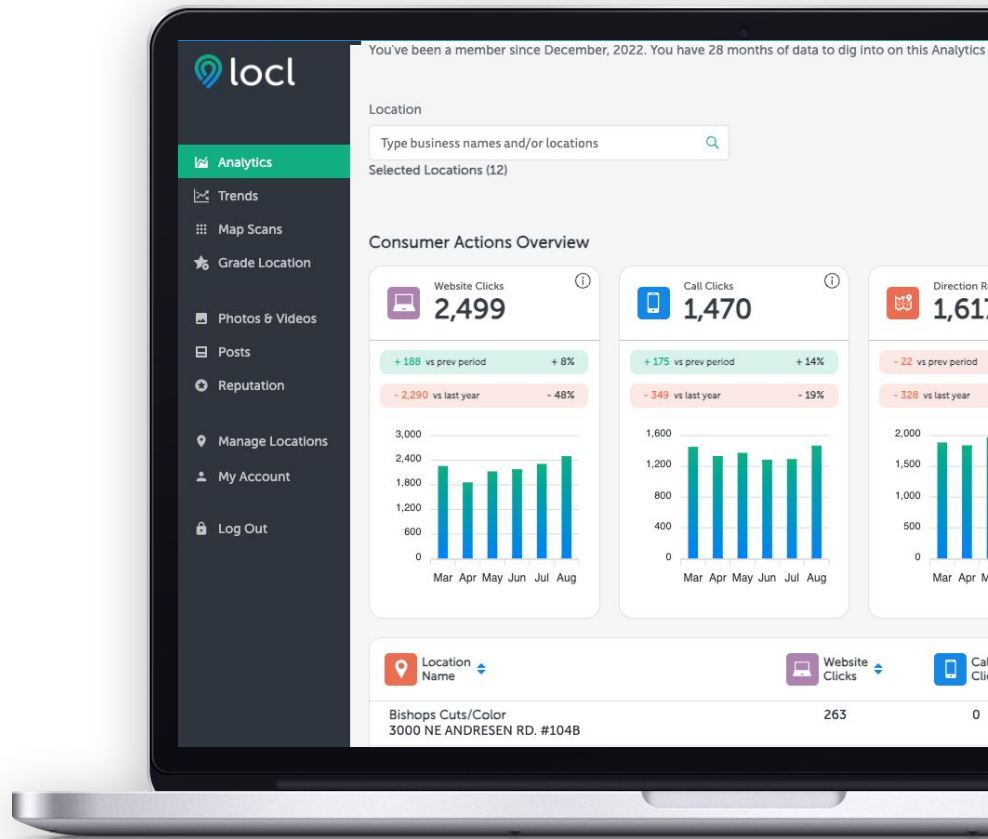


# Analytics



## 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

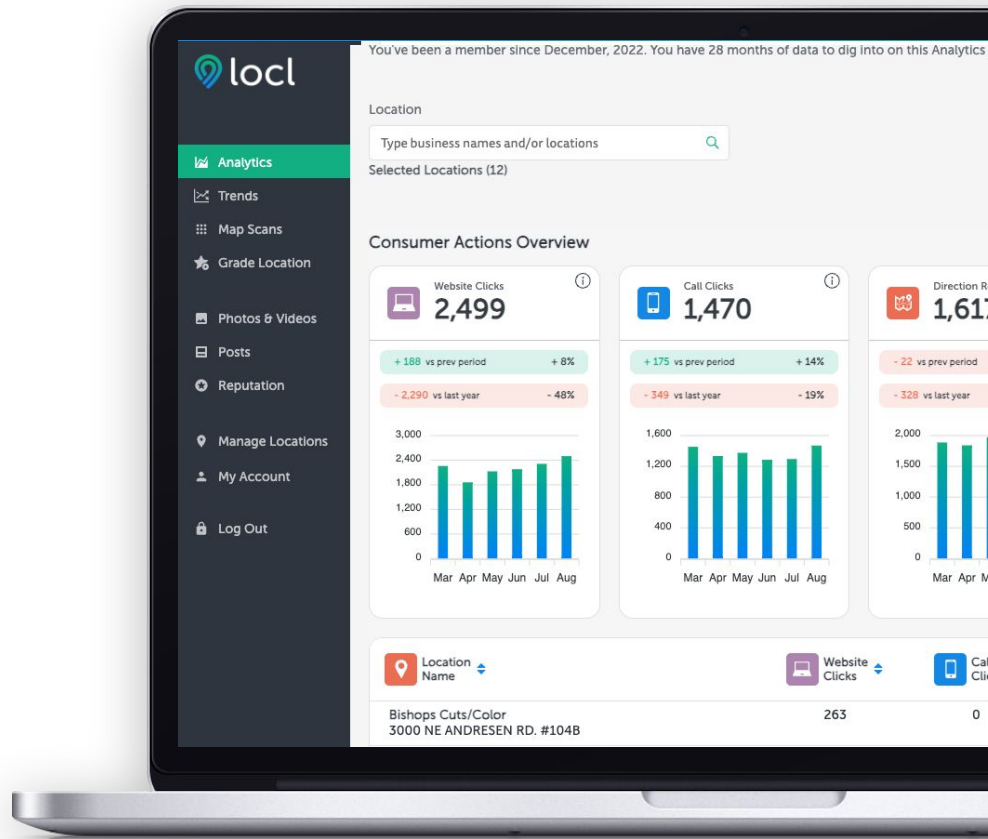


# Directory Sync



## Features:

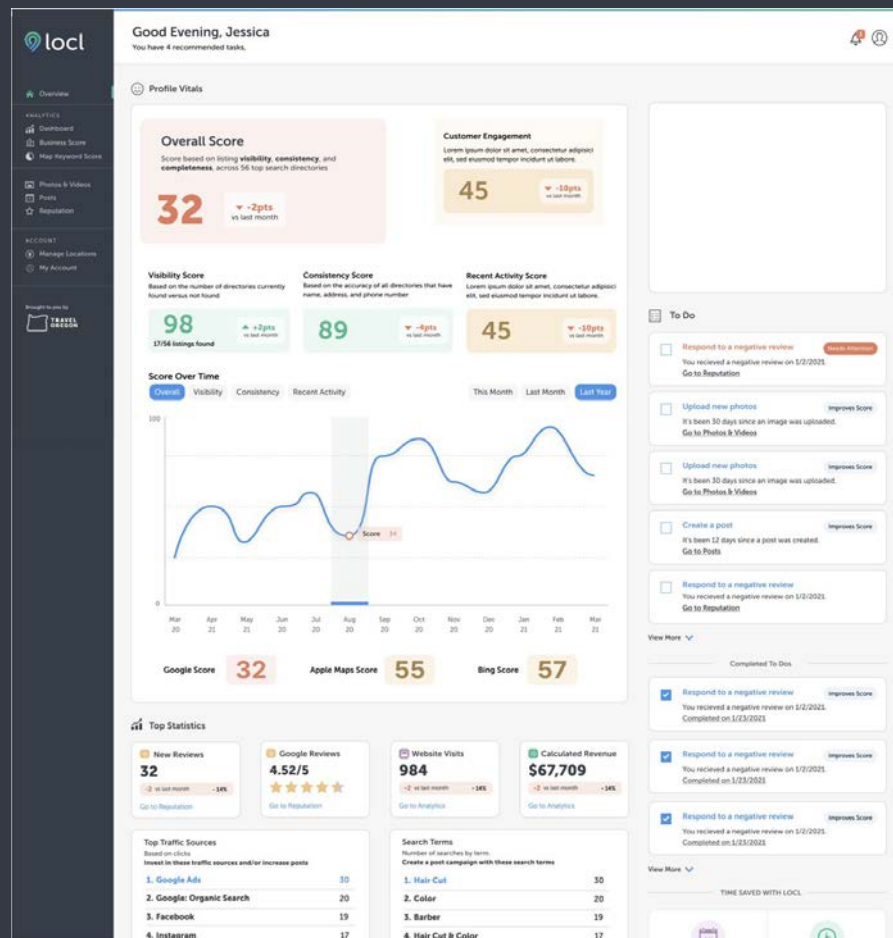
- Push correct information out to 50+ search and maps directories like Apple, Yelp, Bing and more.



DEMO

# Coming Soon

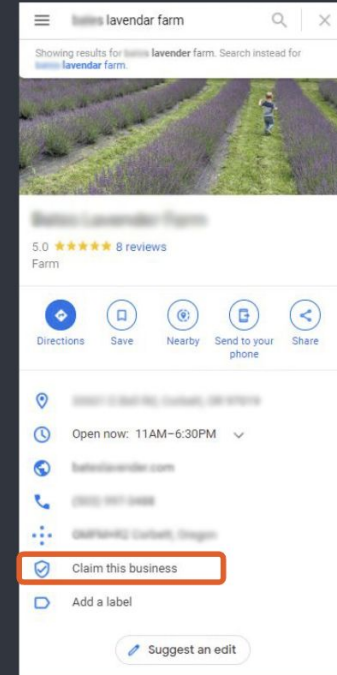
- AI automated generated description updates
- AI generated automated review responses



## 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](#).

Thank You  
Oregon

[tommy@locl.io](mailto:tommy@locl.io)

# Additional Resources

## Additional Resources

### Sign Up:

- [locl.io/traveloregon.com](https://locl.io/traveloregon.com)

### Learn:

- [Locl Knowledge Base](#)
- [Locl How To Videos](#)

### Stay Informed:

- [Locl Blog](#)

### Questions:

- [support@locl.io](mailto:support@locl.io)

