

# The company we keep



Scottrade



HONEYBAKED  
The world's best ham



H&R BLOCK

CALIFORNIA CLOSETS



GYMBOREE



FASTSIGNS



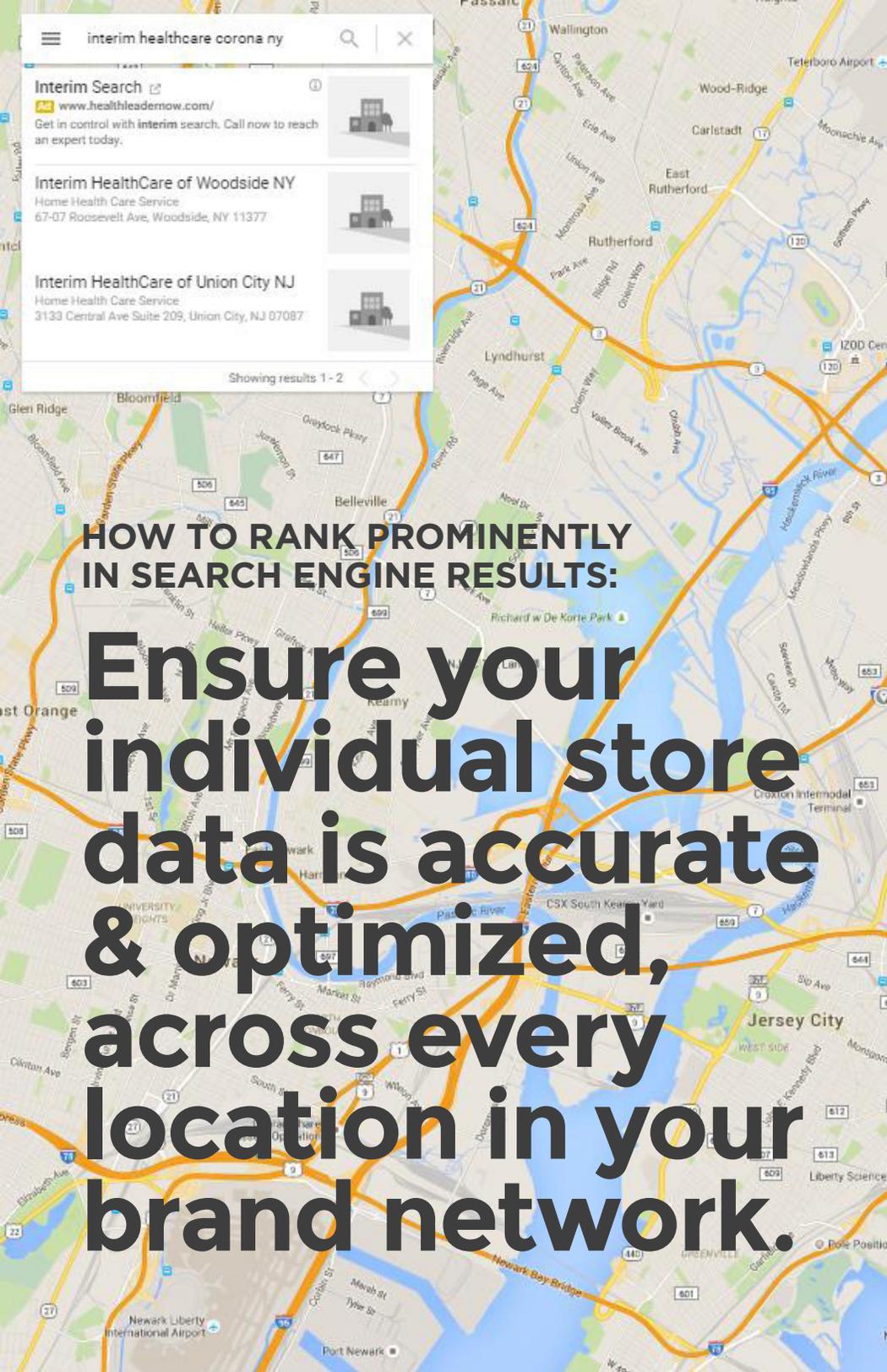
Fantastic Sams  
HAIR SALON



75% of searchers never scroll past the first page of results.

source: search engine journal

The image shows a Google search for "home care corona ny". The search results page includes a map of Corona, NY, with a red pin and a white box labeled "LOCAL LISTING MANAGEMENT". Below the map are three listing cards for "Excellent Homecare", "Utopia Home Care Inc", and "Able Health Care Services", each with "Website" and "Directions" buttons. To the right of the map is a sidebar with several search results, including "Home Care in Corona - SeniorHelpers.com" (with a white box labeled "LOCAL PAID SEARCH"), "Elderly Care For \$15/hour", "Visiting Angels Home Care", "Home Health Care NY", "15 Years Local Home Care", "Corona Home Care", and "Top Home Care Services". Below the map and sidebar are several organic search results, including "Home Care Agencies and Hcspice Programs serving Queens", "Home Care Agencies in Queens, New York with Reviews ...", "Excellent Home Care Services - serving the Brooklyn ...", "Home Care Corona, NY - Care.com", and "Home Instead Senior Care Queens New York | In Home ...". A white box labeled "SEO" is placed over the "Home Care Agencies in Queens, New York with Reviews ..." result.



interim healthcare corona ny

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Home Health Care Service  
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Showing results 1 - 2

HOW TO RANK PROMINENTLY  
IN SEARCH ENGINE RESULTS:

**Ensure your individual store data is accurate & optimized, across every location in your brand network.**

**LOCAL LISTING MANAGEMENT**

How accurate are your listings across the local landscape?

How well do your listings rank during local related, non-branded search?

Is your brand represented with consistency across the web?

Are your listings optimized for non-branded search terms?

# Discovery and Research

Rather than simply distribute your data as is, Local PagePop performs upfront discovery and research to ensure the best possible data is delivered to the search engines and other channels.

## RESEARCH

Preliminary keyword and competitive research to develop a search optimization strategy.

## OPTIMIZE

Focus around core keywords, ensuring a positive impact on longer tail search terms.

# Data Validation

Local PagePop's proprietary tool allows us to validate all data points for every single business location prior to distribution. System-wide data integrity is crucial to ensuring accuracy and top ranking, and this validation process prevents any bad data from being distributed to local channels either manually or accidentally.

This process ensures that all client data is high quality and completely accurate.

# **{Your Business Name} is one of 13 trusted data contributors to Factual and Apple Maps**

{Your Business Name} is one of only 13 exclusive companies with the ability to directly submit enterprise location data to Apple

Our partnership allows us to ensure that location information is accurate and optimized on Apple Maps, which is quickly becoming one of the most important channels in local search. Anyone NOT on this list relies on slow, unreliable feeds pushed indirectly via third party sources.

Apple Maps now reaches over 800 million devices worldwide, powering desktop and mobile apps, Siri, and search results on all updated Macs, iPhones, and iPads.

## **DIRECT DATA DISTRIBUTION**

Our direct partnerships with the most influential sources of local search allows us to optimize location information and updates that are distributed to over 200 partner networks, sites, and directories.

## **PARTNER QUALIFICATIONS**

{Your Business Name} utilizes a data-driven proprietary research process to analyze local sites and directories based on a variety of metrics including unique visitors, search authority, and overall reach.

## LOCAL LISTING MANAGEMENT FACEBOOK

{Your Business Name} has a comprehensive partnership with Facebook wherein each time they receive our data they will clean up their entire system to only reflect the locations we send over for our brands – rogues removed, duplicates merged, new locations added, data updated.

**This level of cleansing and purging cannot be done via an API feed.**

### PROACTIVE LISTING UPDATES

{Your Business Name} service provides proactive accuracy adjustments, listing updates, and more.

### MONITOR

Track the accuracy and search ranking performance for branded and non-branded terms your target market is searching for.

### ANALYZE

Identify opportunities to improve accuracy and search ranking performance for branded and non-branded terms.

### RE-OPTIMIZE

Continue to refine the optimization strategy and make proactive accuracy adjustments.

## LOCAL LISTING MANAGEMENT GOOGLE

{Your Business Name} has just released a new technology to facilitate **bulk uploading of Google My Business background images**.

We have been working with Google on a release of this type of functionality within the GMB platform but delays have led us to develop our own tech do deal with the local listings issue.

Google My Business locations bulk enhanced content cannot be managed via API currently.

The image shows a side-by-side comparison of two Google My Business listings. The left side, labeled 'BEFORE', shows the listing for 'Interim HealthCare of Albany NY'. It has a dark grey background with a blue cross icon. The right side, labeled 'AFTER', shows the listing for 'Fantastic Sams Hair Salons'. It has a vibrant, multi-colored background with a woman's face on the right and the text 'ALWAYS BE FANTASTIC' overlaid. The 'AFTER' listing also shows a 'Review Summary' section with a 3.0 star rating and a photo gallery.

**BEFORE**

**AFTER**

**Small enough to be agile, large enough to harness energy, old enough to be brilliant, and young enough to be hungry.**

### **WHY {Your Business Name} ?**

In addition to our proprietary technology that includes the {Your Business Name} Listings Audit & Rank Tracking , our people differentiate our company from the competition. Our employees are industry experts, who have had successes and challenges and who have a unique perspective in strategy, recommendations and tactics. Our employees bring the expertise to meet the needs of our clients.

#### **Strategy**

Unparalleled approach to integrated digital solutions.

#### **Experience**

Flat structure of industry genius and service experts.

#### **Technology**

Our backbone, and how we have won against competitors.

#### **Performance**

We will go head to head against anyone. We have, and will win.

