

WHAT LISTING DISTRIBUTION DOES FOR BUSINESSES

THE ONE-LINER Listing Distribution submits business listings to all the four major data providers:



Together, these data providers are referenced by over 300 online directories, review sites, navigation systems and more.

THE SUBJECT Lovey Yancey founded Fatburger in 1952. Now, Fatburger has over 150 locations worldwide. While Fatburger prides itself on not changing that golden recipe, a lot else has changed in the last 60 years – namely the digital landscape. To clamp down on that tasty burger and take a swig of the real ice cream milkshakes Fatburger is so well known for, customers need to be able to find it.

THE TEST Listing sites get their information from a number of sources: government institutions, tax records and user generated content (UGC). However, the most weighted sources are the four major data providers.

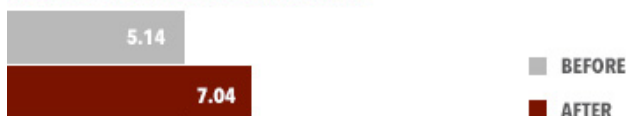
Each listing site also queries these sources at different times during the year. For this reason, we run Listing Distribution as an annual subscription-based service so that all applicable sites eventually get the correct data regardless of schedule.

We have run preliminary numbers on 133 locations after three months – a quarter of the time a business receives Listing Distribution. These numbers have been analyzed from February 10, 2014 to May 14, 2014.

AVERAGE NUMBER OF CORE LISTINGS PER BUSINESS INCREASED BY 42%

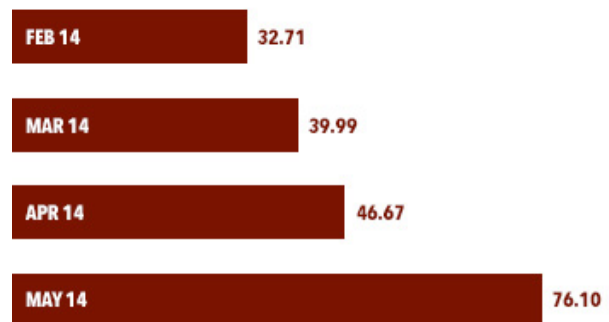


AVERAGE NUMBER OF VERIFIED/ACCURATE LISTINGS INCREASED BY 37%

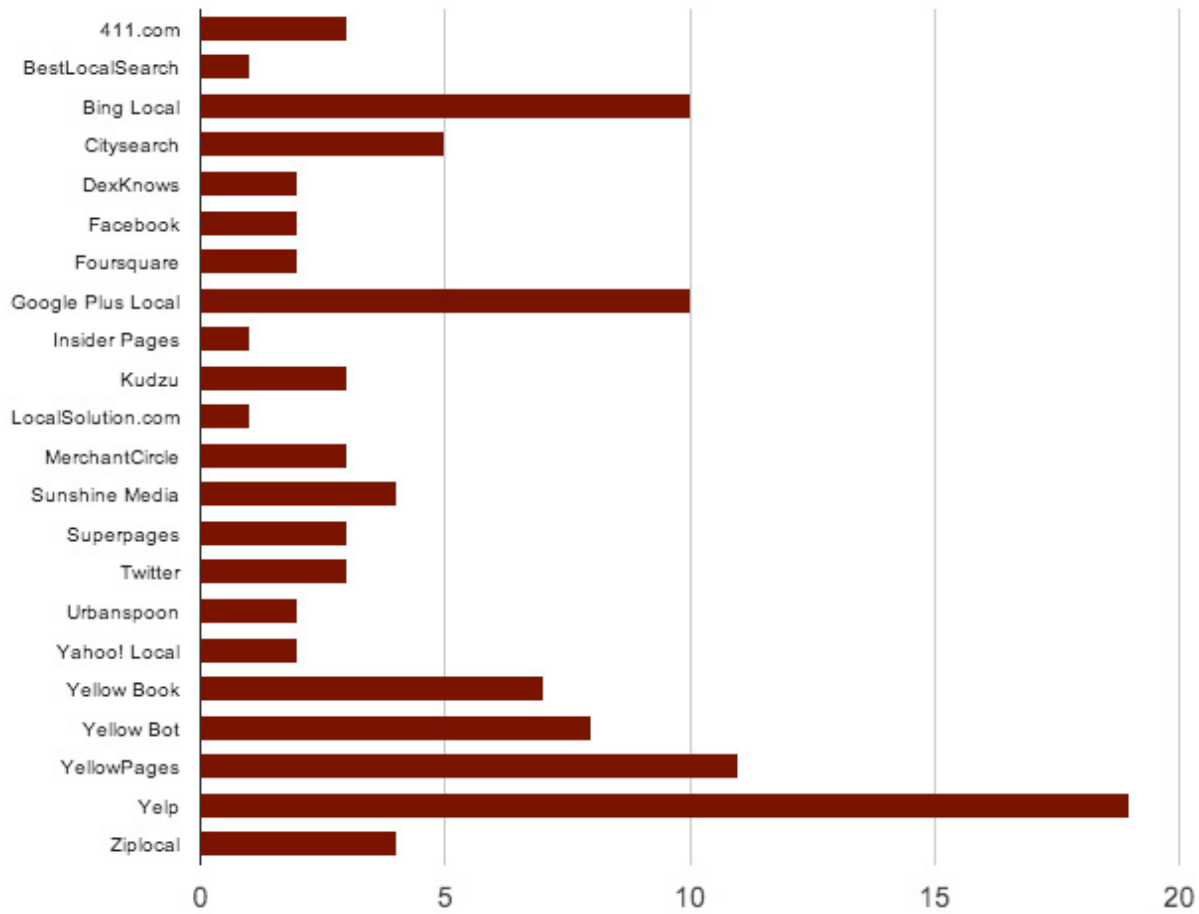


AVERAGE NUMBER OF NEW CITATIONS FOUND SINCE FEBRUARY: 76.10 – 133% INCREASE

Citations found since:



LISTINGS THAT WERE CORRECTED BY SOURCE



THE OUTCOME

In three months, Fatburger saw a **42% increase** in the number of business listings, over 76 new citations and listings were corrected on over 20 sites. All of these numbers aid in local SEO and the ability to be found online. Only a quarter of the way through the process of Listing Distribution, Fatburger has seen tangible results.