

# LISTING DISTRIBUTION

## WHAT IS LISTING DISTRIBUTION?

Listing Distribution is a Reputation Monitoring add-on but, comes with all Reputation Management Dashboards. This service submits business listings to the four major data providers. As the name suggests, data providers are entities who gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines and more. They also power sophisticated modern applications such as Apple's Siri and personal navigation systems.

In North America, four major providers offer this data: Factual, Acxiom, Infogroup and Neustar Localeze. Between them, they provide data to over 300 online listing sources. Listing Distribution submits listings to all four of these data providers, providing maximum exposure and impact for your business clients.

	neustar // Localeze.	factual.	acxiom.	infogroup
Business Name Super Saver	✓	✓	✓	✓
Street Address 2662 Cornhusker Hwy	✓ Fixed	Accepted	Accepted	Accepted
City Lincoln	✓	✓	✓	✓
State / Prov / Region NE	✓	✓	✓	✓ Fixed
Country US	✓	✓ Fixed	✓	✓
Zip / Postal Code 68521	✓	✓	✓	✓ Fixed
Phone Number 4024667100	✓	✓	✓	✓
Website http://www.super-saver.com/	✓ Fixed	✓	Accepted	✓

✓ Accurate   
 ⚠ Contains Errors   
 ✗ Not Found   
 🔄 Processing

Each of the syndicates have an individual product that they individually provide to businesses that one can pay for independently. However our dashboard includes all four services in a one stop shop, these are referred to as **Data Providers**.

- <http://www.infogroupdatalicensing.com/>
- <http://developer.factual.com/contribute-or-correct-data/>
- <http://www.acxiom.com/local-search/>
- [https://ns-cdn.neustar.biz/creative\\_services/biz/neustar/www/resources/product-literature/marketing/directoryonlinepublisher-archived.pdf](https://ns-cdn.neustar.biz/creative_services/biz/neustar/www/resources/product-literature/marketing/directoryonlinepublisher-archived.pdf)

## How often are listings sent to the data providers?

When a listing is created or modified in our system, the information is sent to the four data providers within 24 hours. The data providers accept this data and provide us with confirmation within **six weeks**.

We also continue sending your listing data to these providers **once every week** to ensure that they always have the most accurate version of your data.

## How long does Listing Distribution take?

Listing Distribution is a continual process needed to maintain and build your web presence. As soon as you enter your business information, we push it to the four data providers.



It can take 6-8 weeks for the data providers to pick up the listing and ensure it is correct in their own databases. It is then up to the sites and sources to update their information from the Data Providers. They each query them at various intervals — some seek out the information weekly, monthly, etc. Therefore, the timeline for when a source picks up that information will vary greatly depending on their process for updating their data. This is why Listing Distribution is sold as a yearly subscription.

## Why is Listing Distribution a yearly subscription?

Even when your business listing information is corrected, those accurate results can be eroded over time by user-generated content and other incorrect data. Stick with Listing Distribution to ensure the data providers maintain optimal local SEO results.

If you decide not to continue Listing Distribution there is a risk by allowing the current public data to possibly change all of the value already established. Even if you don't see a huge lift in your listings or see it all corrected; think of it as an insurance policy as negative effects could have happened if not using Listing Distribution.

## Managing individual Listings

While we can send your customer information to these syndicates, it does not replace the actual listing claiming itself. Having that listing owned and verified is imperative to the listing accuracy.

## Where do listings come from, anyway?

- Search engines and other sources get your business information from a huge number of sources, including:
- Business owners enter their own information
- Government sources
- User-generated content (UGC)
- Google sources (MapMaker, Places, etc)

In conclusion, when we put information into the dashboard and turn on the Listings Distributions piece it takes time. In addition, it is up to the customer in this case as a DIY customer to monitor and maintain the dashboard for specific Search Engines, Review Sites, and Directories that they have set as a priority.

The dashboard gives a great comprehensive view of the individual items that we are requested to claim. Should additional listings need to be claimed then, an additional request will need to be added and a fee associated with that listing will be assessed.

## EXAMPLES

**Listing Information**

Business Name	The Wright Firm, LLC
Street Address	225 South Meramec Ave Suite 1100
City	Clayton
State / Prov / Region	MO
Zip / Postal Code	63105
Phone	(314) 899-2599
Website	<a href="http://www.thewrightfirmstl.com">http://www.thewrightfirmstl.com</a>

	Accurate	22
	Found with Possible Errors	8
	Not Found	12
<b>Total Listing Sources</b>		<b>42</b>

**Source Type**

- Search Engines (3)
- Review Sites (4)
- Directories (29)
- Social Sites (6)

**Listing Status**

- Accurate (22)
- Found with Possible Errors (8)
- Not Found (12)

Displaying 41 of 41 Sources

Search Engines		
Bing Local <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Google Maps <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Yahoo! Local <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Review Sites		
Citysearch <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Kudzu <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Yelp <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>

Directories		
411.com <a href="#">notes</a>		Listing not found. <a href="#">view possible matches</a>
Al Día <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Better Business Bureau <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Brownbook <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
Chamber Of Commerce.com <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
CitySquares <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
DexKnows <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
El Tiempo Latino <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Judy's Book <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
La Voz <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Latinos.us <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Local.com <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
LocalStack <a href="#">notes</a>		Listing not found. Fix your listing together with 30+ sites. <a href="#">Fix listing</a>
Mapquest <a href="#">notes</a>		Listing not found. <a href="#">view possible matches</a>
MerchantCircle <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Mundo Hispánico <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>

My Local Services <a href="#">notes</a>		Listing not found. Fix your listing together with 30+ sites. <a href="#">Fix listing</a>
Opendi <a href="#">notes</a>		Listing not found. Fix your listing together with 30+ sites. <a href="#">Fix listing</a>
showmelocal <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
Superpages <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Tupalo <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
USCity <a href="#">notes</a>		Listing not found. Fix your listing together with 30+ sites. <a href="#">Fix listing</a>
Where To? <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Yalwa <a href="#">notes</a>		Listing not found. Fix your listing together with 30+ sites. <a href="#">Fix listing</a>
YaSabe <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Yellow Book <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Yellow Bot <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
YellowPages <a href="#">notes</a>		Listing not found. <a href="#">view possible matches</a>
Ziplocal <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>

Social Sites		
Facebook <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Foursquare <a href="#">notes</a>		Listing found with possible errors. Fix your listing together with 30+ sites. <a href="#">Fix listing</a> <a href="#">show details</a>
Google Plus Local <a href="#">notes</a>		Accurate listing found. <a href="#">show details</a>
Instagram <a href="#">notes</a>		Listing not found. <a href="#">view possible matches</a>
LinkedIn <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>
Twitter <a href="#">notes</a>		Listing found with possible errors. <a href="#">show details</a>