

ASI LOCAL LISTINGS REFERENCE GUIDE



Make it easier for customers and prospects to find you online.

ASI® Local Listings is a comprehensive service that lists your business information – including company name, overview, logo, important links and photos – across 70+ local online databases. This ensures that customers and prospects can seamlessly find and contact your business whenever they need.

Simply opening a store and putting up a sign isn't enough ...

When a customer or prospect searches “promotional products in the area,” you want your business to appear in those results, and accurate business listings increase your chances of being found. Search engines prioritize consistent, accurate information across multiple platforms. Local Listings acts as a catch-all, ensuring that your business – especially within the promotional products industry – has a higher likelihood of attracting clients searching for promo in your area.

First things first – setting up your Google Business Profile. What is it and how do you create one?

A Google Business Profile (previously known as Google My Business) is a free tool that allows businesses to promote themselves on Google Search and Google Maps. It enables you to connect with customers, post company updates and see how customers are interacting with your business on Google.

- Step 1:** Go to google.com/business.
- Step 2:** Log in with your Google account.
- Step 3:** Enter your business name and address.
- Step 4:** Choose whether you're a storefront or a business provider.
- Step 5:** Choose your primary business category.
- Step 6:** Add your phone number and website.
- Step 7:** Verify your listing (most likely with a postcard)*.
- Step 8:** Finish populating your Google Business Profile listing.

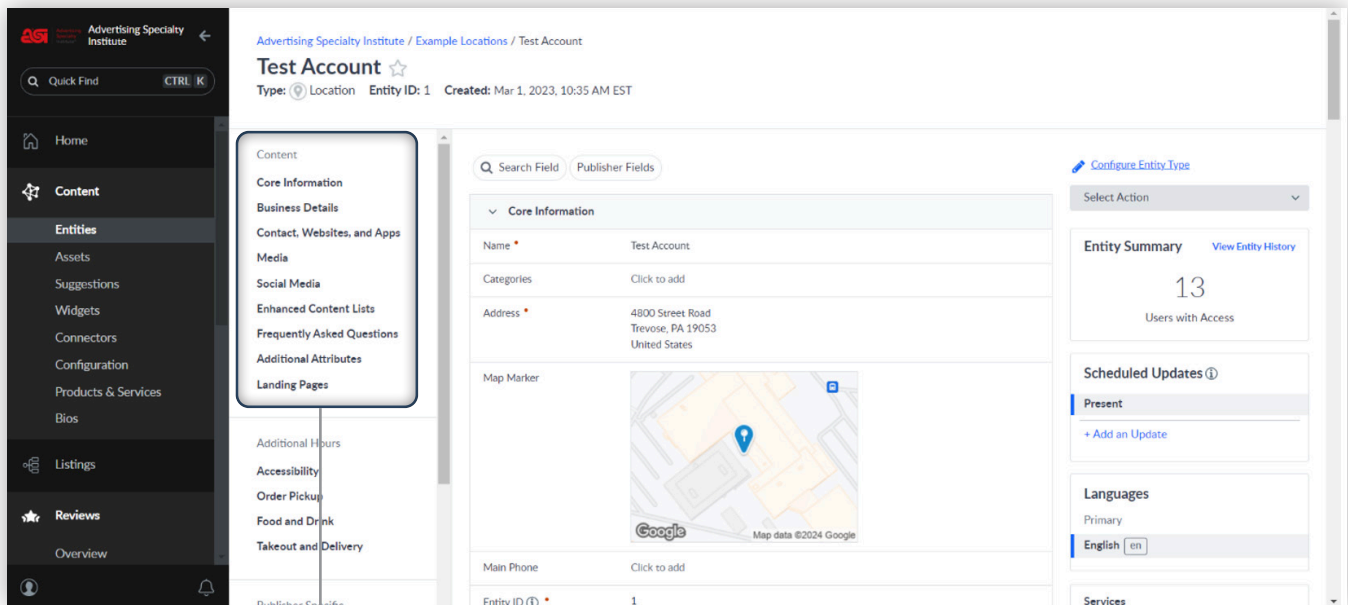
*To prove the legitimacy of your business, Google will send a postcard with a verification code to your business address. Enter this code on your Google Business Profile to complete the verification, ensuring only authorized individuals can manage the profile.

What does 70+ local directories mean?

These are online search engines that a customer or prospect could be using to find a service near them. Local Listings places your information on directories like Google, Apple, Bing, Facebook, Yahoo and many more.

How do I monitor this service and ensure consistent and accurate information?

The Knowledge Graph on your dashboard is the centralized location for your information that's broadcast across these local directories. This is where you'll monitor and modify your information with a one-time change – no need to duplicate entries.



Filling out your business information, email, payment information, logo and images (Bing.com shows images) is a great place to start.

Analytics Insight

This insight helps you stay on top of your listings, providing an easily digestible view of how customers interact with them.

ASI Analytics

Feb 05, 2024-Apr 28, 2024

Test Account

4800 Street Road
Trevose, PA 19053

US



Google Search and Map

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Google Customer Actions

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Listings Overview

Metrics	Current	Δ Prev Period
Entities	1	+0%
Total Listings Live	0	n/a
Listings Updated	0	n/a
Duplicates Suppressed	0	n/a
Publisher Suggestions	0	n/a

Total Listings Impressions by Site

Google, Bing, Yelp, Facebook

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Total Listings Impressions

Full publisher network

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

● Total Listings Impressions ● Total Listings Impressions (Previous Full Year)

Listings Device Usage

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Google Listings Impressions by App

Google Search and Maps

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Listing Searches

Does not include Google, Bing, Yelp or Facebook

0

2/5 2/12 2/19 2/26 3/4 3/11 3/18 3/25 4/1 4/8 4/15 4/22

Google Search Term Impressions

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Listing Profile Views

Does not include Google, Bing or Yelp

0

2/5 2/12 2/19 2/26 3/4 3/11 3/18 3/25 4/1 4/8 4/15 4/22

Google Listings Actions by Week

Google Customer Actions

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Listing Feature Message Clicks

0

2/5 2/12 2/19 2/26 3/4 3/11 3/18 3/25 4/1 4/8 4/15 4/22

Google Listings Impressions by Device Over Time

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Google Listings Impressions by Device

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Total Listings Impressions

All publishers

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Google Customer Actions

*There is no data in the range you have selected.
If your account is new, wait a few weeks for data to become available.
Otherwise, try changing your selections above.*

Total Listings Impressions by Site

This is a sample account, so no data is listed, but you'll have the ability to view interactions with your listings. Monitor customer reviews and properly respond to stay on top of those relationships.



How this service will help you.

Local Listings is a low-maintenance, cost-efficient service that will improve your online rankings. The synergy between search engines is crucial for attracting new customers by increasing your presence in relevant search results. Search engines reward consistent and accurate business information, and our service protects it from unauthorized changes. By helping you set up your Google Business Profile and providing insights into the dashboard, we're here to ensure your most important info is prominently listed.



**Contact your Customer Success Manager for more information
on Local Listings.**