

Take Control of Your Local Search Results

What IS PowerListings?

PowerListings is a service that allows you to control your business listings on 50+ local search engines, apps, mapping sites, review sites and social sites. Updates post quickly, and regular updates push you to the top of search results.

How does it work?

I submit your business info, and your company name, address and phone number are consistent across the Network. Plus, the Enhanced Listings features help your business stand out among the crowd!

The image shows two side-by-side screenshots of a business listing on the Mapquest Local BETA platform. The left screenshot, titled "Before PowerListings", shows a listing for "Willis Contractors" with several red 'X' marks indicating errors: "Incorrect Name", "Incorrect Address", "Incorrect Phone", "No Hours", "No Featured Message", and "One Category". The right screenshot, titled "PowerListings in Action", shows the same listing after updates, with green checkmarks indicating improvements: "Correct Name", "Owner Verified", "Featured Message", "Enhanced Lists", "Hours of Operation", "Detailed Business Description", "Enhanced Content", and "Multiple Categories".

PowerListings = A Powerful Tool

Put your business at the top of search results

Business listings that are packed with content and have updated content are what directories look for. Directories put a premium on this because new content is more likely to be correct, and more content is of higher value to end users.

Make it easy for local customers to find you

The PowerListings Network has more than 50 local search engines, apps, and mapping sites including Yahoo!, Yelp and Bing. Wherever your customers are searching, they'll find you.

Accurate and up-to-date business information

Direct relationships with all our partners ensure accurate listings and updates that happen in the blink of an eye.

Save time with one-click updates

Get listed across our Network by entering your information once. Save time and money by using PowerListings to correct and update your listings with one click.

Your mobile solution

PowerListings Network includes more than 15 mobile apps so your customers can find your business from wherever and whatever they might be searching from.

Manage customer reviews, comments and ratings

Handling & responding to customer feedback is now easier than ever. Notifications are sent to you every time feedback is posted within the PowerListings Network.

PowerListings Helps You Get More Business

Appear in results when customers are searching for businesses like yours

• **Guaranteed Presence** - This technology automatically adds listings and updates critical fields like name, address, phone number and website, across the PowerListings Network. Change your information any time and we guarantee your business information will be accurate and up-to-date everywhere.

Stand out from the competition with enhanced listings

- **Detailed Categories** - Add categories to increase traffic. 49% of searches are unbranded. Our technology automatically configures your categories to be compatible with the PowerListings Network.
- **Photos and Video Uploads** - Engaging content like photos and videos significantly increases clicks on your profile. Listings with videos saw 282% more clicks and updated photos had 248% more. Powerlistings makes it easy to add and update them instantly.
- **PowerListings+ Enhanced Content Lists** - Much of what's happening at your business location isn't represented in your online listing. Add in-store business information like *Product / Service Lists, Event Calendars, Staff Bios and Menus* to your online listings to give your customers the information they need to choose you over the competition.

See customer feedback in real time

- **Review Monitoring** - Yext actively monitors all your business listings for reviews, comments and ratings, and automatically updates your account about new ones. See all reviews ever published, or monitor reviews from the last 24 hours.
- **Precision Search** - Quickly and easily identify the reviews with specific terms or keywords that matter to you. Our precision search helps you take care of business by understanding customer wants and needs.
- **Email Review Notifications** - Receive an alert email when new reviews are posted to allow timely responses. Set the alert by search criteria to send to central marketing teams or to local store managers.

Track local search performance with full analytics

- **Advanced Reporting** - First-ever available tracking platform for all local listings traffic to show impact to views and traffic.
- **Smart Cross-Tab and Filter** - See your profile views, search impressions and featured message clicks across days, weeks and months, so you can track the metrics that matter to you.

Local Listings Are Often Incorrect Across US Sites

Information	% Wrong
Address	41%
Name/Listing	59%
Phone Number	10%

Add Rich Location Information to Every Local Search

Name • Address • Phone
Website • Email • Offers • Hours
Photos • Category • Staff Bios
Payment Options • Products
Services • Event Calendars



Add Enhanced Content Lists



Menus



Calendars



Products



Staff

Sign Up for PowerListings Today!

Packages are Tailored to Your Individual Requirements

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