

# Top Ten Website Marketing Premium Listings Solution

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Consumer Behavior

The Importance of Managing Location Data

Our Solution

Questions

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# Consumer Behavior

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Smartphones have fundamentally changed how customers interact with local businesses.

**34x**

increase in  
"Near Me" searches  
since 2011

**4 in 5**

local mobile  
searches result  
in a purchase

**55%**

of conversions occur  
within 1 hour of initial  
mobile search

**93%**

of sales still  
occur in person

**40%**

of in-person purchases  
include online research

**76%**

of purchasing  
decisions are made  
in-person & locally



Today's mobile revolution is about more than the newest smartphone and the next big app.



It's about leveraging these technologies to make it easy for your customers to find you online and visit your location(s).

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# The Importance of Managing Location Data

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Offline business presence can be...confusing.



BRODIE MART



TOWN OF HILLSDALE



DYNASTY BUFFET



ELMHURST HOSPITAL

Compromised online business presence is *worse*.

Imagine asking 10 random people where a particular restaurant is and receiving the following answers:



Consistency results in **high confidence** (and higher ranking) for consumers and search engine crawlers



Now imagine asking 10 random people where a particular restaurant is and receiving the following answers:















Inconsistency results in **low confidence**, which decreases search ranking and risks lost business

## Changes to an unmanaged business listing over time



September 11, 2013

-  YellowBot
-  GetFave
-  WhitePages
-  Local.com
-  Mapquest
-  Topix
-  Yahoo
-  Bing
-  Avantar
-  CitySquare
-  MojoPages
-  CityMaps

## Premium Local Listings



Take control of how  
customers view you online



Build your  
business's brand

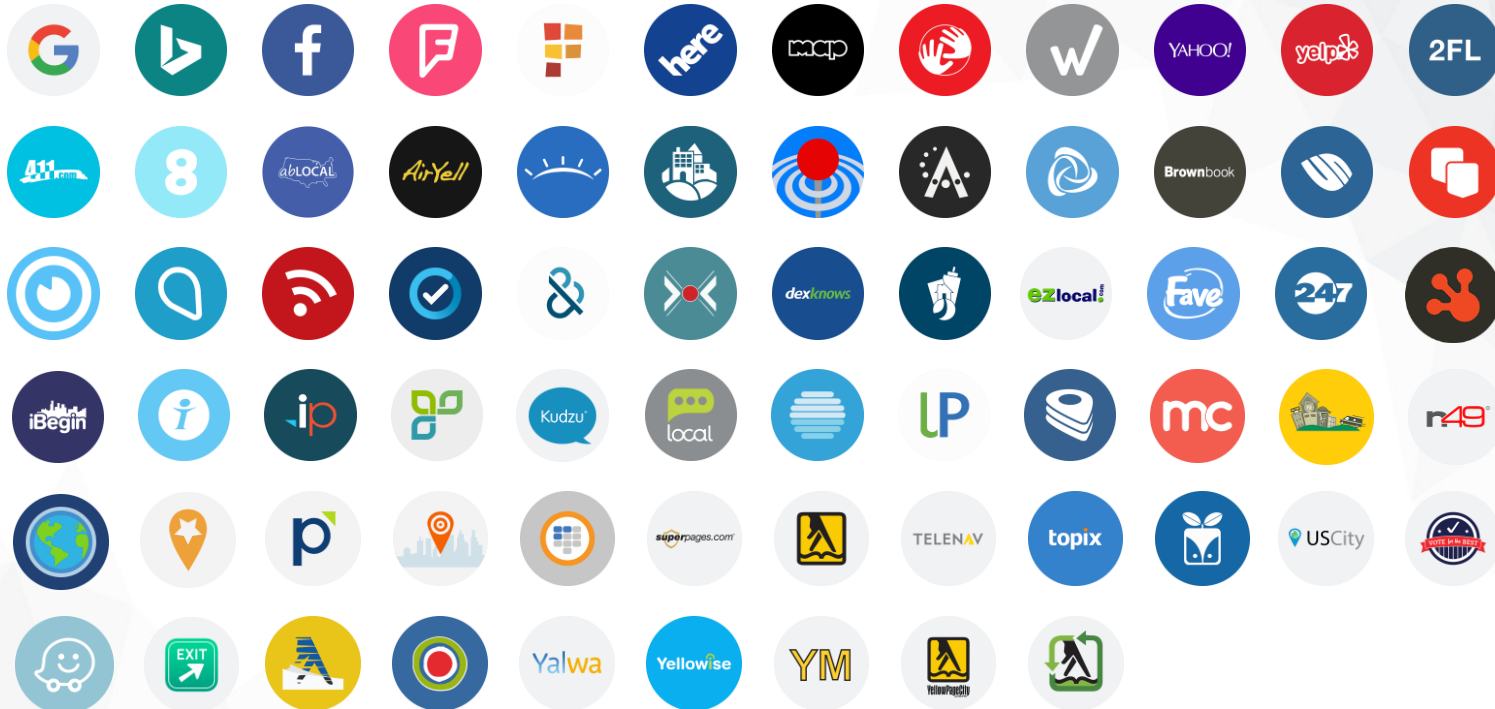


Dive more traffic  
online and offline



- **Integrated Technology** with online sites and directories means that you're in complete control of the information displayed to your customers online. What we put into the platform is exactly what your customers see and cannot be overwritten by anyone but you.
- **Duplicate Suppression** will solve SEO-damaging duplicate listings and keep them from reappearing.
- **Real-Time Updates** means that your business information will be 100% up-to-date all time time – no delays.

## Our Network, Your Reach





## Stand out from the competition



A listing with 14/14 fields complete receive...

**347%**

more searches



**214%**

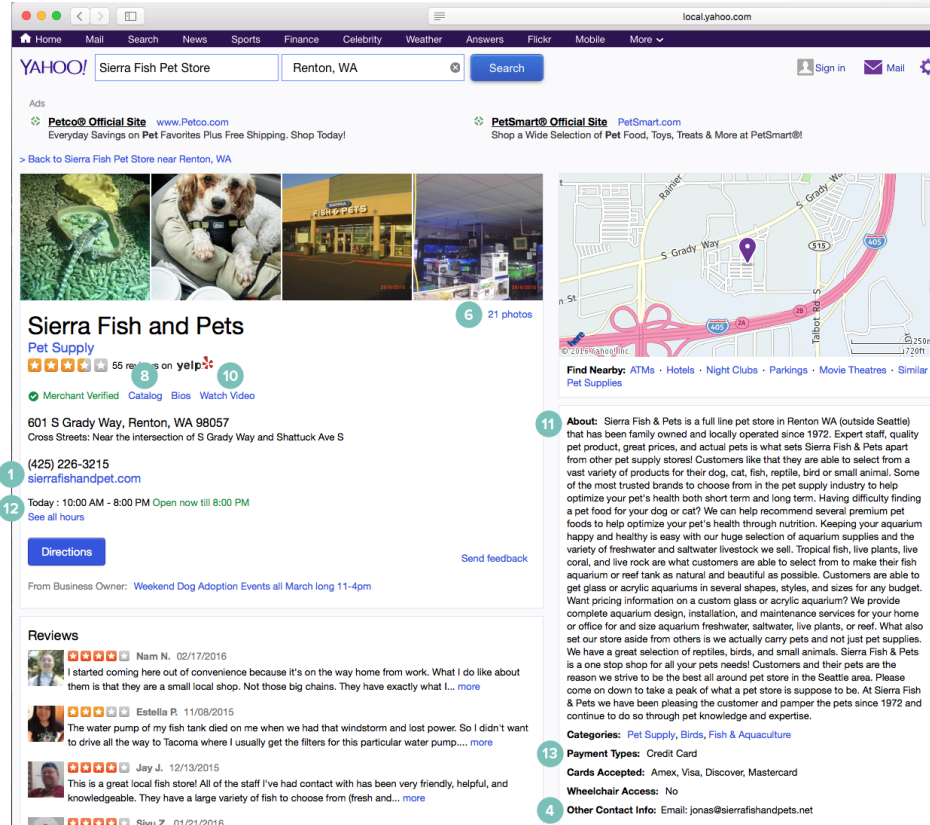
more Yelp page views



**416%**

more listing view

On average than a listing with 1/4 fields completed



local.yahoo.com

Home Mail Search News Sports Finance Celebrity Weather Answers Flickr Mobile More


YAHOO! Sierra Fish Pet Store Renton, WA Search Sign in Mail

Ads

**Petco® Official Site** [www.Petco.com](http://www.Petco.com)  
 Everyday Savings on Pet Favorites Plus Free Shipping. Shop Today!

**PetSmart® Official Site** [PetSmart.com](http://PetSmart.com)  
 Shop a Wide Selection of Pet Food, Toys, Treats & More at PetSmart!®

> Back to Sierra Fish Pet Store near Renton, WA

 6 21 photos

**Sierra Fish and Pets**  
 Pet Supply

8 55 reviews on **yelp** 10  
 Merchant Verified Catalog Bios Watch Video

601 S Grady Way, Renton, WA 98057  
 Cross Streets: Near the intersection of S Grady Way and Shattuck Ave S

1 (425) 226-3215  
 12 [sierrafishandpet.com](http://sierrafishandpet.com)

Today : 10:00 AM - 8:00 PM Open now till 8:00 PM  
 See all hours

Directions Send feedback

From Business Owner: Weekend Dog Adoption Events all March long 11-4pm

**Reviews**

1 Nam N. 02/17/2016  
 I started coming here out of convenience because it's on the way home from work. What I do like about them is that they are a small local shop. Not those big chains. They have exactly what I... more

2 Estella R. 11/08/2015  
 The water pump of my fish tank died on me when we had that windstorm and lost power. So I didn't want to drive all the way to Tacoma where I usually get the filters for this particular water pump... more

3 Jay J. 12/13/2015  
 This is a great local fish store! All of the staff I've had contact with has been very friendly, helpful, and knowledgeable. They have a large variety of fish to choose from (fresh and... more

4 Siyu Z. 01/21/2016

11 **About:** Sierra Fish & Pets is a full line pet store in Renton WA (outside Seattle) that has been family owned and locally operated since 1972. Expert staff, quality pet product, great prices, and actual pets is what sets Sierra Fish & Pets apart from other pet supply stores! Customers like that they are able to select from a vast variety of products for their dog, cat, fish, reptile, bird or small animal. Some of the most trusted brands to choose from in the pet supply industry to help optimize your pet's health both short term and long term. Having difficulty finding a pet food for your dog or cat? We can help recommend several premium pet foods to help optimize your pet's health through nutrition. Keeping your aquarium happy and healthy is easy with our huge selection of aquarium supplies and the variety of freshwater and saltwater livestock we sell. Tropical fish, live plants, live coral, and live rock are what customers are able to select from to make their fish aquarium or reef tank as natural and beautiful as possible. Customers are able to get glass or acrylic aquariums in several shapes, styles, and sizes for any budget. Want pricing information on a custom glass or acrylic aquarium? We provide complete aquarium design, installation, and maintenance services for your home or office for and size aquarium freshwater, saltwater, live plants, or reef. What also set our store aside from others is we actually carry pets and not just pet supplies. We have a great selection of reptiles, birds, and small animals. Sierra Fish & Pets is a one stop shop for all your pets needs! Customers and their pets are the reason we strive to be the best all around pet store in the Seattle area. Please come on down to take a peak of what a pet store is suppose to be. At Sierra Fish & Pets we have been pleasing the customer and pamper the pets since 1972 and continue to do so through pet knowledge and expertise.

**Categories:** Pet Supply, Birds, Fish & Aquaculture

13 **Payment Types:** Credit Card  
**Cards Accepted:** Amex, Visa, Discover, Mastercard  
**Wheelchair Access:** No

4 **Other Contact Info:** Email: [jonas@sierrafishandpets.net](mailto:jonas@sierrafishandpets.net)

- 1 **URL:** Business website
- 2 **Twitter:** Twitter profile
- 3 **Facebook:** Facebook page
- 4 **Contact Email**
- 5 **Events Calendar**
- 6 **Photo Gallery**
- 7 **Menu:** Restaurant or service
- 8 **Product List**
- 9 **Business Logo**
- 10 **Videos**
- 11 **Business Description**
- 12 **Business Hours**
- 13 **Payment Options**
- 14 **Foursquare Offer:** Special offer listed in Foursquare profile



Goodfella's  
Pizzeria  
**144 Archer St**  
New York, NY 10012  
(212)432-3200



Goodfella's  
Pizzeria  
144 Orchard St  
New York, NY 10012  
**(212)345-1122**



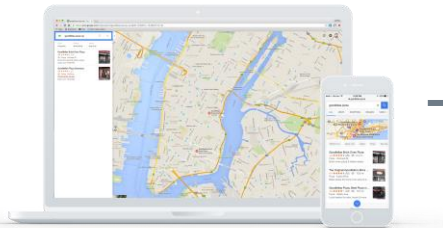
**Good Fella**  
**Brick Oven**  
144 Orchard St  
New York, NY 10012  
(212)432-3200



Goodfella's  
Pizzeria  
**144 Orchard Ave**  
New York, NY 10012  
**(212)432-1122**



Goodfella's  
Pizzeria  
144 Orchard St  
**Chicago, IL 60290**  
(212)432-3200



Goodfella's Pizzeria



John's Pizzeria







Questions?

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Thank You!

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