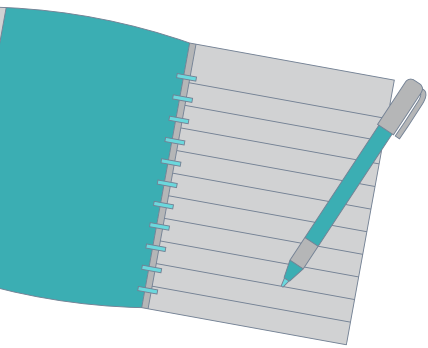





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# What are Business Listings?




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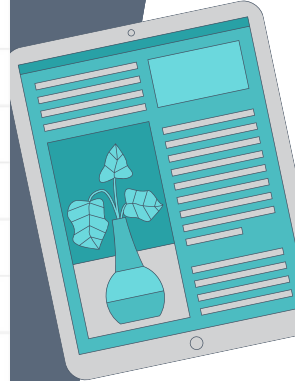



















**Business listings are online directories or databases that contain information about businesses, such as their name, address, phone number, website, hours of operation, and other relevant details. These listings are often used by consumers to find businesses in their local area or to research companies before making a purchase.**



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Business listings can be found on a variety of websites, including search engines like Google, Bing, social media platforms like Facebook and LinkedIn, and specialized directories like Yelp and Yellow Pages. Some business listings are free to use, while others require businesses to pay for premium placement or additional features.

Source	Accuracy Report	Status	Listing Score	Listing Score (max)	Last Update	Category
 Google Dr. Connor McDavid 	Accurate	✓ Synced 	100	100	Just updated	Directory
 Facebook Identified 	Found with 2 possible errors	✓ Synced 	85	85	53 days ago	Social
 Instagram Identified 	Accurate	✓ Synced	45	45	3 days ago	Social
 Twitter John17381972 	Accurate	✓ Synced 	45	45	Just updated	Social
 Foursquare View listing	Found with 2 possible errors	Manual update only	15	75	Just updated	Social
 Neustar / Localeze	Not found	Manual update only	0	65	Never	Aggregator
 Data Axle	Found with 6 possible errors	Manual update only	13	65	Just updated	Aggregator
 Yelp View listing	Found with 3 possible errors	✓ Synced	50	50	Just updated	Directory
 Manta View listing	Found with 2 possible errors	✓ Synced	15	25	1 days ago	Directory
 Opendi View listing	Found with 2 possible errors	✓ Synced	5	5	Just updated	Directory



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Having accurate and up-to-date business listings is important for businesses because it helps customers find them more easily and can improve their search engine rankings. Additionally, having consistent and accurate information across all business listings can help build trust with potential customers and increase their confidence in doing business with the company.



Listings Summary		Listing Accuracy	
<b>546</b> Listing Score	Started At <b>70</b> Industry Avg. <b>461</b>	<b>27%</b> Listings accurate	<b>Listing Sync Pro Active</b>
<b>4</b> Accurate	<b>10</b> Possible Errors	<b>12</b> Not Found	<a href="#">See How It Works</a>

Your business information is accepted on 16 listing sources.  
3 sources can only be updated by you.  
Update all of your listings to maximize your listing accuracy and improve your SEO ranking on top search engines like Google.

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# Why business listings are important?




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## Increased online visibility:

Having a presence on various business directories and search engines can increase a business's online visibility and make it easier for potential customers to find them.







**Consistent and accurate information:**  
Consistent and accurate business listings help build trust with customers and increase their confidence in doing business with the company.



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**Search engine optimization:** Search engines like Google use business listings to verify and validate a business's information, which can improve their search engine rankings and help them appear higher in search results.



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**Mobile search:** More and more people are using their smartphones to search for businesses, and having accurate and up-to-date business listings makes it easier for them to find what they're looking for.




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**Customer reviews:**  
Many business listings  
also include customer  
reviews, which can help  
potential customers  
make informed decisions  
about which businesses  
to patronize.



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**Overall, having accurate and consistent business listings is an important part of a business's online presence and can have a significant impact on their visibility and reputation.**




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# How to create business listings




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**Creating business listings is a relatively straightforward process, and there are a few steps you can follow to ensure your listings are accurate and effective:**




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**Determine which  
business directories you  
want to be listed on.  
Some popular  
directories include  
Google My Business,  
Yelp, Yellow Pages, and  
Facebook.**




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**Gather your business information, including your business name, address, phone number, website URL, hours of operation, and any other relevant details. Make sure this information is accurate and consistent across all directories.**



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Create an account on each directory you want to be listed on, if necessary. Some directories allow you to create a listing without an account, while others require you to register first.

[Reference this blog.](https://www.avenitymercantile.com)



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**Enter your business information into each directory's listing form. Be sure to provide as much information as possible, including photos, videos, and descriptions of your products or services.**



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**Verify your business information, if necessary. Some directories require you to verify your business information by phone, email, or postcard to ensure that it is accurate.**




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**Monitor your listings regularly and update them as needed. Make sure your business information is always up-to-date and that you respond to customer reviews and feedback.**



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**By following these steps, you can create accurate and effective business listings that help customers find your business online.**



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## Examples of business listing sites

1. Google My Business
2. Yelp
3. Bing Places
4. Facebook Business
5. Yellow Pages
6. Foursquare
7. TripAdvisor
8. Angie's List
9. Citysearch
10. Manta
11. Superpages
12. DexKnows
13. MerchantCircle
14. Local.com
15. Hotfrog






# How many different business listing sites are there?




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**It's difficult to provide an exact number of different business listing sites because new directories are created and old ones may become outdated or merge with others over time. However, there are thousands of business directories and listing sites available online. Some of these directories are general in nature and cover a broad range of industries, while others are more niche-focused and cater to specific industries or regions.**



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**The most popular business directories, such as Google My Business, Yelp, and Facebook Business, tend to have the widest reach and largest user bases. However, there are many other directories that may be more relevant to certain industries or regions, and businesses may benefit from being listed on multiple directories to increase their online visibility.**



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# Top ten reasons your business needs citations




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Citations are mentions of a business's name, address, and phone number (NAP) on other websites or directories. Here are ten reasons why citations are important for businesses:







**Improved local search rankings:** Citations can help improve a business's local search rankings on search engines like Google, which can make it easier for potential customers to find them.




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**Increased online visibility:** Having consistent and accurate citations across multiple websites can increase a business's online visibility and make them more easily discoverable by potential customers.




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**Enhanced credibility and trust:** Consistent and accurate citations across multiple directories can help build credibility and trust with potential customers, increasing the likelihood that they will choose to do business with the company.




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**Improved search engine indexing:** Citations help search engines like Google verify the accuracy and legitimacy of a business's information, which can help them index the business's website more effectively.




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**Increased referral traffic:** Citations on popular directories and websites can drive referral traffic to a business's website, which can increase their overall online visibility and potentially lead to more customers.



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**Greater brand awareness:** Citations can increase a business's brand awareness by increasing their online presence and making them more recognizable to potential customers.




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**Improved local  
relevance:** Citations on  
local directories and  
websites can help  
increase a business's  
relevance in their local  
area, making them more  
likely to appear in local  
search results.




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**Better customer engagement:** Citations on websites that allow customer reviews can increase customer engagement by providing a platform for customers to share their experiences and feedback.




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**Competitive advantage:**  
Having accurate and consistent citations can give businesses a competitive advantage over their competitors by making them more visible and credible to potential customers.




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**Cost-effective marketing:** Citations are a cost-effective way to improve a business's online presence and increase their visibility, making them a valuable marketing tool for small businesses with limited budgets.



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**Final thoughts.... I know your thinking this will take forever! Do listings really help me get found?**



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**Having accurate and consistent business listings and citations is crucial for businesses of all sizes.**

**They provide several benefits, including increased online visibility, improved search engine rankings, greater brand awareness, and increased customer engagement.**

**They also help businesses build credibility and trust with potential customers, which can lead to increased sales and revenue.**

**Don't have the time to do it yourself?  
We can help - [Learn more](#)**



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**By creating accurate and consistent business listings on popular directories and websites and building citations across the web, businesses can improve their local search rankings, attract more customers, and increase their overall online presence. This can be especially important for small businesses with limited marketing budgets, as it provides a cost-effective way to reach new customers and increase revenue.**

**Find out more**

<https://www.avenitymercantile.com>





**Therefore, businesses should prioritize creating and managing their business listings and citations to ensure that their information is accurate, consistent, and up-to-date across all directories and websites. This can help them stand out in a crowded online marketplace and increase their chances of success.**

**Want to learn how?**

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Get the solution today!



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