

## **Yext Powerlistings Local Listings Scan**

The past decade has seen a massive shift in the way consumers identify and interact with local businesses. Traditionally, merchants looking to drive in-store visits would focus on mass media such as television and radio to drive general awareness and demand. Yellow pages or directory assistance would then close the loop for the customer by providing accurate business listing information.

However, the past decade has seen consumers shift their primary channel of finding business listing information to the web - through search engines, mobile applications and internet yellow pages.

This has caused a large disconnect in the consumer purchase process. Consumers are not able to find reliable listings information online, primarily due to poor quality of information in the fragmented online directory ecosystem. Studies show that over one in ten businesses are not listed online, and around one in five have an improper name, address or phone number. *This is a hard but vital problem for businesses to solve.*

This Local Listings Scan (LLS) is designed to provide insight into the health of your business's local listings. There are three primary areas of focus for your listings:

1. Basic Presence - are you there?
2. Quality Content - is your business information represented optimally?
3. Searchability - are you indexed optimally for consumer searches?

This report provides a baseline to understand the health of your local listing and insight into those areas that could be problematic for consumers which are looking for you. For more information on how to fix these problems quickly and efficiently, please talk to your Yext representative.

# SAMPLE COMPANY Local Listings Scan (LLS)

## Overview

101 random locations were scanned on PowerListings sites. Problems discovered are presented below.

### Basic Presence

The table below shows the number of listings scanned and the number of listings that are missing on each publisher.

Aggregate Presence Report		
Site Name	Locations Scanned	Missing
Yahoo	101	39 38.61%
Citysearch	101	11 10.89%
MapQuest	101	4 3.96%
Superpages	101	7 6.93%
Yellowbook	101	37 36.63%
WhitePages	101	7 6.93%
Local.com	101	45 44.55%
YellowBot	101	16 15.84%
<b>Total</b>	<b>808</b>	<b>166 20.54%</b>

The table below shows a breakdown by publisher of listings we found and the accuracy of the Name, Address and Phone numbers (NAP).

Aggregate Problem Summary by Site							
Site Name	Listings Scanned	NAP Error		NAP or Content Error		NAP Error, Content Error, or Missing Content	
Yahoo	62	1	1.61%	1	1.61%	62	100%
Citysearch	90	6	6.67%	6	6.67%	90	100%
MapQuest	97	97	100%	97	100%	97	100%
Superpages	94	6	6.38%	6	6.38%	94	100%
Yellowbook	64	21	32.81%	21	32.81%	64	100%
WhitePages	94	7	7.45%	7	7.45%	91	96.81%
Local.com	56	31	55.36%	31	55.36%	56	100%
YellowBot	85	9	10.59%	9	10.59%	85	100%
<b>Total</b>	<b>642</b>	<b>178</b>	<b>27.73%</b>	<b>178</b>	<b>27.73%</b>	<b>639</b>	<b>99.53%</b>

## Quality Content

The tables below shows a breakdown of the content problems across all your local listings.

Aggregate Content Problems			
Problem	Count	Listings Scanned	Frequency
No special offer	637	642	99.22%
No owner description	636	642	99.07%
No photos	471	642	73.36%
Incorrect name	154	642	23.99%
No web site	58	642	9.03%
Incorrect phone number	30	642	4.67%

Content Problems for Yahoo			
Problem	Count	Listings Scanned	Frequency
No special offer	62	62	100%
No owner description	61	62	98.39%
No photos	29	62	46.77%
Incorrect name	1	62	1.61%

Content Problems for Citysearch			
Problem	Count	Listings Scanned	Frequency
No owner description	90	90	100%
No special offer	89	90	98.89%
No photos	73	90	81.11%
No web site	16	90	17.78%
Incorrect phone number	5	90	5.56%
Incorrect name	1	90	1.11%

Content Problems for MapQuest			
Problem	Count	Listings Scanned	Frequency
No owner description	97	97	100%
No photos	97	97	100%
No special offer	97	97	100%
Incorrect name	96	97	98.97%
Incorrect phone number	5	97	5.15%
No web site	1	97	1.03%

Content Problems for Superpages			
Problem	Count	Listings Scanned	Frequency
No special offer	94	94	100%
No owner description	93	94	98.94%
No photos	93	94	98.94%
No web site	11	94	11.7%
Incorrect phone number	4	94	4.26%
Incorrect name	2	94	2.13%

Content Problems for Yellowbook			
Problem	Count	Listings Scanned	Frequency
No owner description	64	64	100%
No photos	64	64	100%
No special offer	64	64	100%
Incorrect name	21	64	32.81%
Incorrect phone number	1	64	1.56%

Content Problems for WhitePages			
Problem	Count	Listings Scanned	Frequency
No owner description	90	94	95.74%
No special offer	90	94	95.74%
Incorrect phone number	7	94	7.45%
No web site	2	94	2.13%

Content Problems for Local.com			
Problem	Count	Listings Scanned	Frequency
No owner description	56	56	100%
No photos	56	56	100%
No special offer	56	56	100%
Incorrect name	31	56	55.36%
No web site	4	56	7.14%
Incorrect phone number	1	56	1.79%

Content Problems for YellowBot			
Problem	Count	Listings Scanned	Frequency
No owner description	85	85	100%
No special offer	85	85	100%
No photos	59	85	69.41%
No web site	24	85	28.24%
Incorrect phone number	7	85	8.24%
Incorrect name	2	85	2.35%

## Searchability

For a business to maximize online listings exposure, it is critical to be indexed properly. The below tables demonstrate the categorization profile for your business which can affect the number of times your business is found.

Categories for Yahoo			
Category	Count	Listings Scanned	Frequency
Ice Cream& Yogurt	61	62	98.39%
Restaurants	58	62	93.55%
Bagel& Donut Shops	6	62	9.68%
Bakeries	2	62	3.23%
Coffee Houses	2	62	3.23%
American Restaurants	1	62	1.61%
Cafes	1	62	1.61%
Catering Services	1	62	1.61%
Ice	1	62	1.61%

Categories for Citysearch			
Category	Count	Listings Scanned	Frequency
Ice Cream Parlors	89	90	98.89%
Frozen Yogurt Shops	87	90	96.67%
Dessert Shops	54	90	60%
Restaurants	50	90	55.56%
Unclassified	8	90	8.89%
Bagel Shops	7	90	7.78%
Doughnut Shops	7	90	7.78%
Coffeehouses	6	90	6.67%
Diners	3	90	3.33%
Catering	2	90	2.22%
Women's Clothing	2	90	2.22%
Bakeries	1	90	1.11%
Delis And Delicatessens	1	90	1.11%
Food Stores	1	90	1.11%
General Merchandise Stores	1	90	1.11%
Steakhouse	1	90	1.11%
Wholesale Foods	1	90	1.11%

Categories for MapQuest			
Category	Count	Listings Scanned	Frequency
No Categories	97	97	100%

Categories for Superpages			
Category	Count	Listings Scanned	Frequency
Ice Cream& Frozen Yogurt Shops	86	94	91.49%
Dessert Restaurants	81	94	86.17%
Restaurants	7	94	7.45%
Coffee& Tea Shops	6	94	6.38%
Coffee Retail	6	94	6.38%
Donut Shops	6	94	6.38%
Ice Cream& Frozen Mixes	1	94	1.06%

Categories for Yellowbook			
Category	Count	Listings Scanned	Frequency
No Categories	64	64	100%

Categories for WhitePages			
Category	Count	Listings Scanned	Frequency
Ice Cream Parlors	87	94	92.55%
Fast Food	80	94	85.11%
Refreshment Stands	80	94	85.11%
Smoothies& Juice Bars	80	94	85.11%
Bakers	10	94	10.64%
Coffee Houses& Tea Rooms	10	94	10.64%
Donuts	10	94	10.64%
Coffee Roasting	7	94	7.45%
No Categories	4	94	4.26%
Bagels	3	94	3.19%
Delicatessens	3	94	3.19%

Categories for Local.com			
Category	Count	Listings Scanned	Frequency
Ice Cream& Frozen Yogurt Stores	46	56	82.14%
Donuts	9	56	16.07%
Ice Cream, Yoghurt& Dessert Restaurants	3	56	5.36%
Caterers& Catering	1	56	1.79%
Food And Dining	1	56	1.79%
Ice Cream& Frozen Desserts Wholesale& Frozen Desserts Wholesale& Manufacturers	1	56	1.79%
Ice Wholesale	1	56	1.79%
Sandwich Shop Restaurants	1	56	1.79%
Snack And Non-Alcoholic Beverage Bars	1	56	1.79%

Categories for YellowBot			
Category	Count	Listings Scanned	Frequency
Dessert Shops	79	85	92.94%
Ice Cream Parlors	78	85	91.76%
Frozen Yogurt Shops	75	85	88.24%
Ice Cream	73	85	85.88%
Restaurants	66	85	77.65%
Restaurant	63	85	74.12%
dining	60	85	70.59%
food	60	85	70.59%
ice cream parlor	58	85	68.24%
Refreshment Stands	57	85	67.06%
Kid Friendly	49	85	57.65%
Fast Food	48	85	56.47%
Food& Dining	48	85	56.47%
Family-Friendly Dining	46	85	54.12%
American	45	85	52.94%
Cheap Eats	43	85	50.59%
frozen dessert	35	85	41.18%
Groceries	35	85	41.18%
Dessert	31	85	36.47%
Miscellaneous categories (each with 30 listings or fewer)	63	85	74.12%