



# LISTING BUILDER Platform



Listing Builder

Included

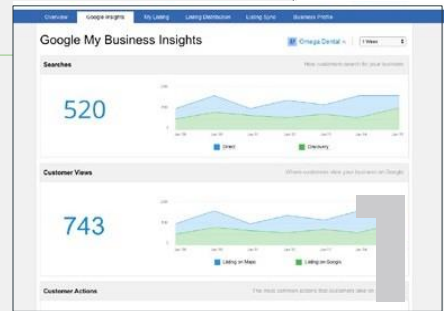
## Be found. Grow revenue. Manage Digital Assets

Deal with your online presence and establish accurate business listings with this dLook platform. **Appear in more places across the web.** Our central platform tool is packed with three powerful presence management tools—Google Insights, Listing Sync and My Listing—Listing Builder is **the most comprehensive business platform solution** and when combined with any of Reputation Manager, Social Manager, Anchor or Express.

### Google Insights

Understand how your **business is performing on Google Search and Maps**. Google Insights in Listing Builder provides a valuable glimpse into your customer's activities, including:

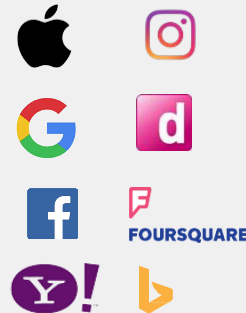
- How customers find your listing
- Where customers find you on Google
- What customers do once they find your listing



### Listing Sync

Accurate business listings help search engines and consumers find local businesses online. Listing Sync gives you **one place to create and sustain accurate business listings** across an established network of 30 listing sites. With Listing Sync you can:

- Sync to **Google, Facebook, and Twitter** for no extra charge.
- Generate and fix business listings with one click.
- Make unlimited updates from one place.
- Protect listings from changes by third parties.



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### My Listing

With My Listing, you can **easily create extra mobile-responsive business basic listing using the directory data that is optimized for local search**. This customizable listing allows you to:

- Drive more traffic to your website.
- Display your store hours and contact info (so it'll be easier for people to find your business).
- Design and share coupons to generate new revenue.



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## Listing Builder Presence

With the dLook Listing Builder platform, you can **easily create and manage many listings and entries** across the web. Save many hours per annum. The tool includes:

- Google Insights access, My Listing Manager site, Listing Sync and dLook Directory submission.
- Each account has its own Business dashboard to manage services, social and presence.
- Access to Reputation, Review, Sync Pro and Social tools.
- Link to other sites with mobile responsive tools.
- Options for Do It for Me solutions if you are time poor.
- Grow your content to integrate with Express websites, SEO & SEM solutions.



## Keep Your Business Listings Up-to-Date

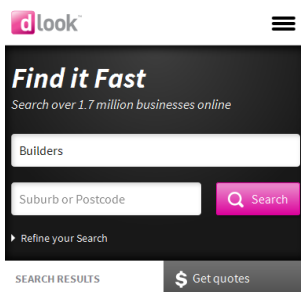
Whenever you make changes to your business info within our platform—including hours of operation and website—we'll automatically sync this info to all of your business listings.

## Why do you need accurate listings?

Customers depend on accurate search details when searching for a local businesses online. Incorrect or mismatched business listings or entries lead to lost sales opportunities, frustrated consumers, and weakened search rankings. In fact, 73% of consumers stated that they lose trust in a brand when an online listing shows incorrect information. Therefore, accurate listings are considered to be an essential component of the local marketing stack.

*4/5 consumers use search engines to find local information like business address, hours and directions.*

*local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours*



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