

# Local Search Marketing Checklist

Capability	Data Distribution	Google Places & Bing Listing Optimization	CMS, Location & Mobile Pages & Reporting	Ratings and Review Management	Performance Monitoring and Reporting
<b>Data Distribution</b>	Distribution to 100s of search engines and online directories	✓	✓	✓	✓
	Google Places Distribution	✓	✓	✓	✓
	Bing Listing Distribution	✓	✓	✓	✓
	Social Media Distribution Facebook, Foursquare, Twitter, etc	✓	✓	✓	✓
	Data Distribution to GPS and Mobile Devices	✓	✓	✓	✓
<b>Google Places &amp; Bing Listing Optimization</b>	Verify and Claim Google Places & Bing Listings		✓	✓	✓
	Optimize Location, Categories, Custom Fields & Business Descriptions		✓	✓	✓
	Publish & Optimize Location Photos & Videos		✓	✓	✓
<b>CMS, Location &amp; Mobile Pages &amp; Reporting</b>	Ability to Edit/Update Location Webpages Anytime/Anywhere at the Corporate, Region and/or Local Level (Content Management System)			✓	✓
	Custom, Optimized Location WebPages with Unique URLs			✓	✓
	Mobile Location WebPages			✓	✓
	Ability to link social and video marketing pages (Facebook, Twitter, YouTube)			✓	✓
<b>Ratings and Review Management</b>	Claim Review Site Pages for Each Location			✓	✓
	Integrate Unique Review Links to Corresponding Locations			✓	✓
	Create Collateral and Train Locations on "Best Practices" for review gathering and management			✓	✓
<b>Performance Monitoring and Reporting</b>	Click Tracking				✓
	Custom Lead Tracking Forms				✓
	Automated Emails With Monthly Reports At Location Level				✓
	24/7 Online Dashboard Reporting				✓