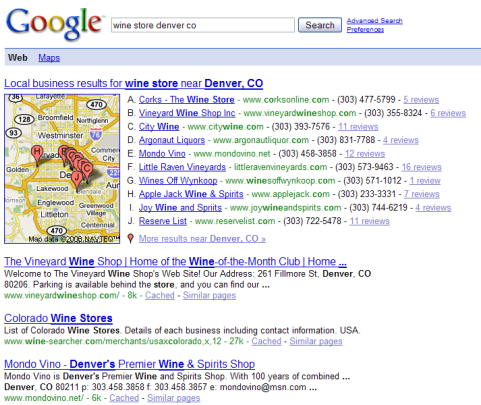




Challenge

As a large franchise company, universal marketing campaigns are great for branding purposes. But what if you want to market each individual store location? An impossible undertaking, you say? A waste of valuable resources, you scoff? Not with online local map listings.

Local map listings are business profiles that show up on the leading search engines, directories, internet yellow pages (IYPs), review sites, mobile phones and GPS devices. These profiles provide customers with all the information they need to contact a business online, over the phone or in store. Essentially, they are traditional yellow page listings on steroids—they have general business and contact info, directions and maps, customer reviews, pictures and more. Some even allow you to include short video spots.



Local results on Google for the keyword “wine store denver co.” Notice how local listings are given higher priority than organic listings.

Local map listings are ideal for large franchise companies. They can highlight each individual location without having to create intricate marketing campaigns for each. And with the growing popularity and prominence of local search, it is one of the most beneficial and cost effective ventures a franchise corporation can undertake.

One national signage company learned the extreme value of local map listings first hand. The company, which creates custom signs, banner, decals and graphics, has 442 locations across the United States and numerous stores in Canada, the United Kingdom and Australia. They wanted to advertise each store in the local community, allowing a bit of flexibility so that the store could promote popular services or announce unique offers, yet still maintain the overarching marketing message.

Rather than spend millions on television, print, radio or other traditional channels, the signage company opted to take advantage of Local Search Traffic’s affordable listing submission and management service.

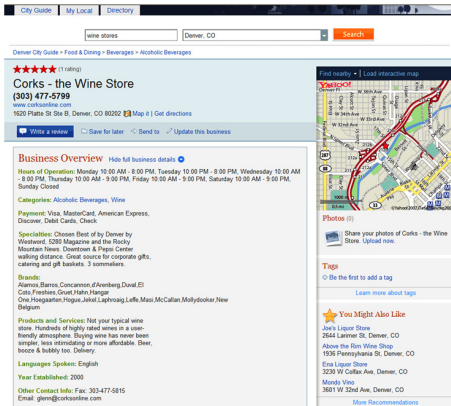
Strategy

For the signage company, the process was rather simple; all they had to do was provide us with contact information for the locations, and note any unique elements to include in specific profiles. We took care of the rest.

Our process, however, was quite a bit more intense. Once we received the signage company’s information, we had to submit all 442 U.S. locations as well as 15 international locations to 50+ search engines, directories, IYPs and review sites. Each channel has its own specific submission process and unique features. Our team of dedicated listing submission associates completed this laborious process, ensuring that each location was 100% accurate and properly enhanced.

Local map listings operate much like organic search—the more relevant a listing is to the search query, the higher

Enhanced local business listing on Yahoo! Local for Corks, a small wine store in Denver, CO.



ranking it will receive. We manually optimized all 457 listings to include proper keyword strategies. We researched relevant keywords to determine the terms and phrases that receive a great deal of actual searches each day. These keywords were used to develop the brand, product, services and business descriptions. Once the SEO techniques were determined, we geo-modified the keywords for each location, ensuring top placement for relevant, high-volume local searches.

We then monitored and maintained each listing to ensure they were not being tampered with, that all information was up-to-date and the customer reviews contained no scathing critiques.

Results

A simple search will reveal the success of the signage company's map listing campaign. Before our services, the average position for a sampling of 147 locations was 43.3 on Yahoo! and 32.4 on Google. The typical searcher will not venture past page two, let alone go five pages deep to find a local business; therefore, the signage company received no visibility for local searches. After we updated and enhanced their listings, the company secured an average position of 11.7 on Yahoo! and 7.19 on Google. Following are ranking summaries before and after our map listings for both Yahoo! and Google:

Yahoo! Ranking Summary (for 147 locations)		
Ranking	Before	After
Number 1	0	25
Top 5	0	70
Top 10	3	98

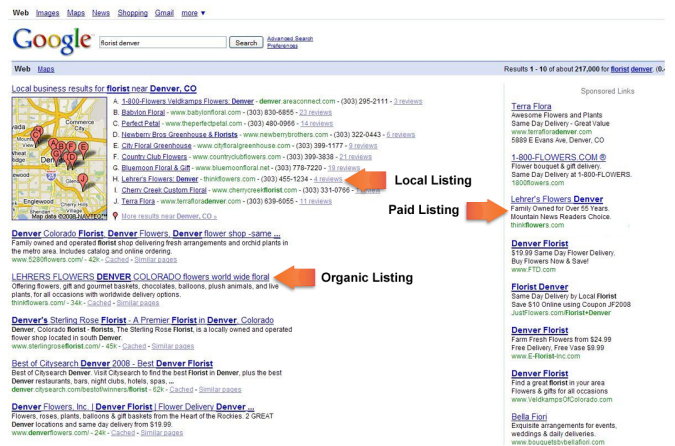
Google Ranking Summary (for 138 locations)		
Ranking	Before	After
Number 1	1	20
Top 5	0	82
Top 10	6	112

These rankings were found with highly-competitive, geo-modified keywords (e.g., "signs Denver, CO," "banners in Austin, TX," "signs Chicago, IL," etc.).

In April 2008 alone, the signage company's map listings had a total of 385,780 impression and 5,156 total profile views. This data is only for Google; it does not take into account the other 49+ local sites or the customers that telephoned or visited the locations in person.

Broad, highly-competitive keywords, such as "signs" and "banners," go for a pretty penny in paid search. The average cost per click in Google is \$1.54 for these two keywords. Had the signage company paid for these keyword as sponsored CPC clicks, they would have spent \$7,940.24. However, Local Search Traffic only charges a nominal, one-time fee per location. These 5,156 views cost the signage company nothing. Thus, in the first year alone, the signage company will more than double their investment on Google alone.

Local map listings are not only a great way for large franchise companies to mete marketing efforts and promote each store locally—they are also one of the most profitable ventures a company can undertake at this time. With the current economic instability and recent prominence of local search, local map listings are an obvious choice. The signage company is currently enjoying greater exposure on local search as well as increased sales at the individual locations.



The Search Trifecta: Local map listings round out search campaigns and help gain maximum search engine results page real estate.

Combined with their pay per click and search engine optimization efforts, the company now holds at least three prominent positions on the search engine results page, owning approximately 30% of first-page real estate. No matter how searchers prefer to find local sign making services, this signage company can be found. Using local map listings, PPC and SEO, they bet the Search Trifecta and won!