



eLocal Business Profiles

Online Local Search Listings Optimization

- Ensure the Most Accurate Location Information
- Add Rich Content to Trigger Consumer Buying Decisions
- Be Found in Local Search Listing Site Results
- Have a search-engine optimized online business profile

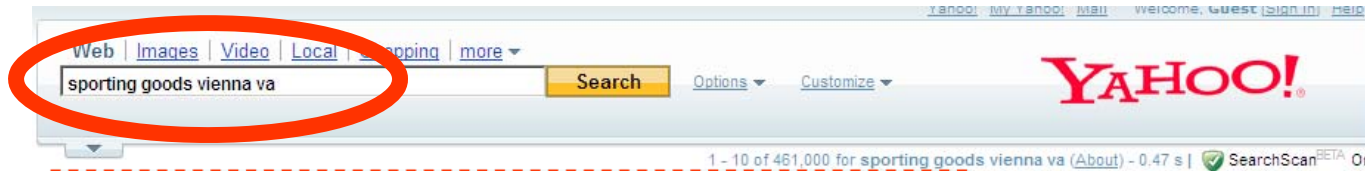
Why Local Search Matters

- 80%+ of searches start with a search engine₁
- Over 25% of searches are local in nature₂
- Over **1.7 Billion** Local Searches Conducted Each Month in 2007 (42% increase vs. 2006)₄
- 78% of local consumers using online search to research a product or service, make the purchase from a local business offline₃
- 37% made contact online₄

1 SMX 2008; 2 Screenwork: Setting The Record Straight, 2008
3. WebVisible and Nielsen//NetRatings survey, September 2007
4. comScore & DoubleClick Study

Top National Properties by Share of Local (IYP) Searches	
Total Internet	100%
Yahoo Sites	22.4%
Idearc Media (Superpages)	19.6%
Google Sites	12.3%
Yellowpages.com	10.3%
AOL - Time Warner	7.2%
Local.com	4.5%
Yellow Book	2.7%
Microsoft Sites	3.8%
Other	12.3%
Source: comScore qSearch, 2007	

Local Search Listings- Their fit in the major search engines



**Pay Per Click (ppc)
SEM – SE Marketing
“paid ads”**

[Cabela's Official Site](#)
Free Shipping on all orders over \$50
www.Cabelas.com

Local Search Results

Sporting Goods near Vienna
local.yahoo.com

- [The Sports Authority](#) - ★★★★★ (1)
(703) 827-2206 - 8355 Leesburg Pike, Vienna, VA
[Get Directions](#) | [Official site](#)
- [Sports Authority](#) (1)
(703) 281-2004 - 224 Maple Ave E, Vienna, VA
[Get Directions](#) | [Official site](#)
- [Zalewski, Marek Owner - Nordic Walking US](#) - ★★★★★ (3)
(703) 281-2189 - 2421 Carey Ln, Vienna, VA
[Get Directions](#) | [Reviews](#) | [Official site](#)

Yahoo! Shortcut - [About](#)

**Website Optimization
SEO**

[Sporting Goods in Vienna, VA on Yahoo! Local](#)
Results for Sporting Goods in Vienna, Virginia. Get ratings & reviews on Vienna Sporting Goods with photos, maps, driving directions and more at Yahoo! Local
local.yahoo.com/VA/Vienna/Recreation+Sporting+Goods/Sporting+Goods

[Sporting Goods in Vienna, VA \(Virginia\) @ Yellow Book](#)
Find Sporting Goods in Vienna, VA (Virginia) in the Yellow Book business directory. Yellow Book - For Complete Local Yellow Pages Nationwide.
yellowbook.com/category/sporting-goods

[Sporting Goods in Vienna, VA on Switchboard.com](#)
Find Sporting Goods in Vienna, VA (Virginia) on Switchboard.com. Get phone, address, driving directions and more at Switchboard.com
switchboard.com/swbd.main/...&KW=Sporting+Goods&LO=City+of+Vienna,+VA-277k - [Cached](#)

[northern virginia sporting goods classifieds - craigslist](#)
craigslist sporting goods classifieds for northern virginia ... Vectra home fitness 3 station machine - \$4000 - (Vienna, VA) pic ...
washingtondc.craigslist.org/nva/spo - [Cached](#)

[Sporting Goods in Vienna, VA Yellow Pages by YELLOWPAGES.COM](#)
Find Sporting Goods and other area businesses in Vienna, VA (Virginia) using Yellow Pages

SPONSOR RESULTS

[Va Sporting Goods](#)
Find va sporting goods at Target. Shop Target.com.
www.Target.com

[Trackpack Cooler](#)
The drink dispensing backpack cooler - Free shipping through July 4th.
www.TrackPackCoolers.com

[Sporting Goods Offers](#)
Enter Your Zip Code to Compare Sporting Goods Deals and Prices.
www.ShopLocal.com

[Dick's Sporting Goods](#)
Find Top Quality Sporting Goods. Save 20% Off The Cost!
www.DicksSportingGoods.com

**Pay Per Click (ppc)
SEM – SE Marketing
“paid ads”**

[Sports Authority](#)
Shop Top Quality Sporting Goods. Free Shipping Offers - Official Site.
www.SportsAuthority.com

[Infant & Children's Sportfish Apparel](#)
Onesies, Bibs, Hats, T-Shirts, Short sets for boys and girls.
www.lilbitsparty.com

[See your message here...](#)

Local Search Listings – Why They’re Critical for Your Business

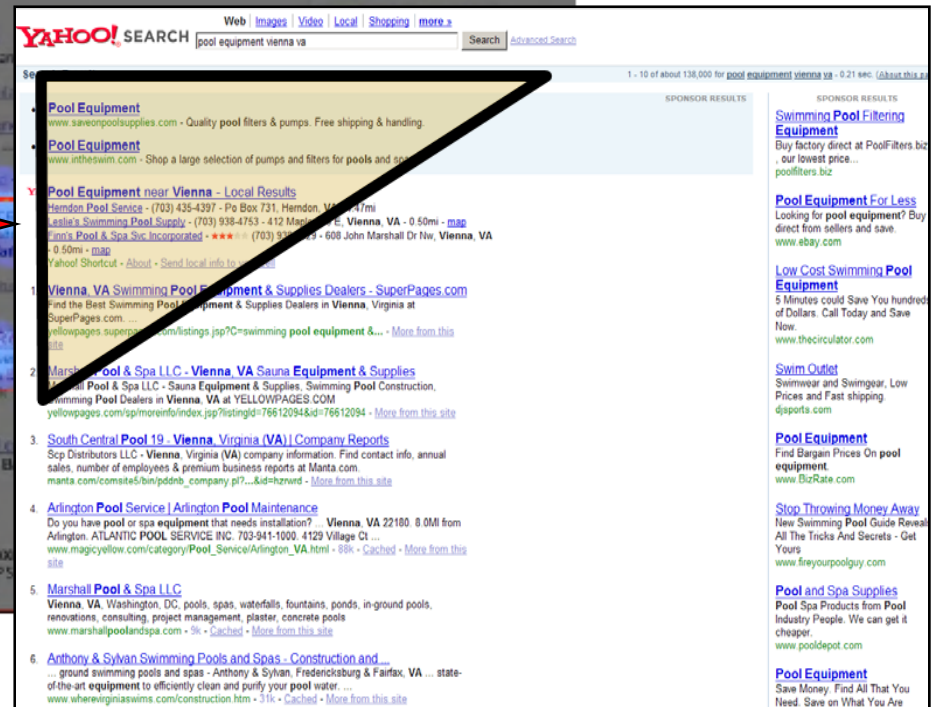
Eyetracking Heatmap: How Searchers View the Google One Box




The vast majority of Searchers look in the “Golden Triangle”

and *That's Where Local Search Listings are Presented!*

BUT--
Are You Represented?



Example – Optimized Profile Page

The Sports Authority
(703) 827-2206
sportsauthority.com
8355 Leesburg Pike, Vienna, VA 22182  [Map it](#) | [Get directions](#)
Cross Streets: Between Saic Dr and Chain Bridge Rd

Business Overview

Hours of Operation: Open 7 Days A Week

Categories: Exercise Equipment, Sporting Goods, Golf Retailers, Cycling

Payment: Diners Club, American Express, MasterCard, Visa

Specialties: Sporting Goods, Ski Rentals, Golf Equipment, Exercise Equipment Sales, Bicycle Sales, Camping Equipment, Sportswear, Sports Apparel, Athletic Shoes, Fitness Equipment, Fishing, Tennis, Team Sports.

Brands: Nike, Under Armour, Callaway Golf, Adidas, Easton, Asics, North Face, Columbia, Reebok, Titleist, Timberland, Franklin, Louisville Slugger, New Balance, Spalding, Wilson, Lifetime, Rawlings, Footjoy

Other Contact Info: Toll Free: (888) 566-5487

1. Basic Local Listing Info:

- **Business Name**
- **Local Address**
- **Local Number**

2. Business Attributes:

- **Drives “Findability”**
- **Triggers Action**
- **Make Accurate**

**~ Business Profile Page ~
More details on the business**

Before & After

2007

2008

Lids
(513) 985-0887
www.lids.com
7875 Montgomery Rd # 1233, Cincinnati, OH 45236  [Map it](#) |

[Write a review](#) [Save for later](#) [Send to](#)

Business Overview
Categories: [Clothing Accessories](#)

 Know more details about this business? Share them with us

Lids
(513) 985-0887
lids.com
7875 Montgomery Rd, #1233, Cincinnati, OH 45236  [Map it](#) | [Get directions](#)
Cross Streets: Between Kenwood Rd and Hosbrook Rd

[Write a review](#) [Save for later](#) [Send to](#)

 Share your photos of Lids
[Upload now.](#)

[Own this business?](#) [Get guaranteed top placement](#)

Business Overview [Edit Info](#) [Hide details](#)

Hours of Operation: Mon - Fri 10:00 - 9:00 P.M., Sat 10:00 - 10:00 P.M., Sun 12:00 - 6:00 P.M.,
Holiday Hours May Vary

Categories: [Clothing Accessories](#), [Sporting Goods](#)

Payment: Visa, MasterCard, American Express, Diners Club, Discover

Specialties: Lids, Hatworld, Hat World, Hats, Caps, Apparel, Kids, Baseball, Basketball, Football, Mlb, Ncaa, College, Nfl, Franchise, Fitted Hats, Personalized, Sports, Custom Embroidery, Boston Red Sox, Yankees

Brands: New Era, Hurley, Dc Shoes, Nike, Zephyr, Kangol, Top Of The World, Adidas, Billabong, Fox Racing, Reebok, Burton, Budweiser, Quicksilver, Twins Enterprise, Puma, Twins Enterprises, Under Armour

Other Contact Info: Email: contactus@hatworld.com

Generation of Business Listings

Factors:

- ⑤ Geo-Proximity to the Searched Location/Zip Code
- ⑤ Searched “business or service/product/brand” – is in the Business Name?
- ⑤ Searched “business or service/product/brand” – this ‘content’ associated with the business profile
- ⑤ Has the marketplace interacted with the listing – i.e. User feedback, etc...

sporting goods

Vienna, VA

Search

Sporting Goods in Vienna » City Guide > Recreation & Sporting Goods > Boating > Sales & Service

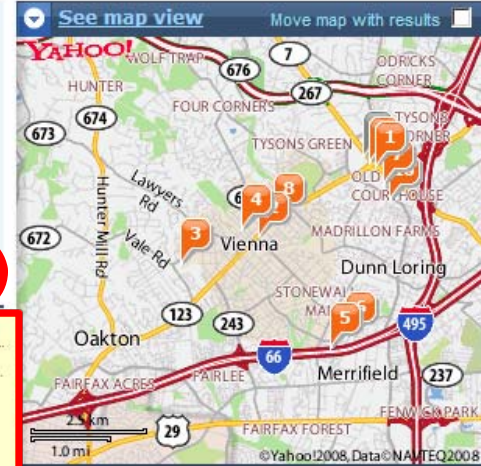
CATEGORY SPONSORS

- [Cabela's Official Site](#)
www.Cabelas.com - Free Shipping on all orders over \$150 at Cabela's. Offer ends 6/25.
- [Army Surplus Cheap -Free Shipping No Min](#)
www.armynavydeals.com - Planet Earth's Largest True Army Surplus Store. Free Dog Tags + more.
- [Beware Make Money Scams](#)
www.SiteReviewAuthority.org - 98.3% Make Money Sites Are Scams. Learn 3 Tested Ways to Make Money.

Narrow your search by: Category ▾ Location ▾ Distance ▾ A-Z ▾

Sorted by: top results | distance | highest rated

Results 1-10 of 473 (2) Print results



2

1 [The Sports Authority](#)

Merchant verified
(703) 827-2206
8355 Leesburg Pike, Vienna, VA
Get Directions
sportsauthority.com

★★★★★ (1)
Write a review

2.13 mi.

4

2 [Spokes Etc](#)

(703) 281-2004
224 Maple Ave E, Vienna, VA
Get Directions
www.spokesetc.com

★★★★★ (1)
Write a review

0.24 mi.

3

3 Content Found in Profile

3 [Zalewski, Marek Owner - Nordic Walking US](#)

★★★★★ (3)
a Yahoo! Local User - "It is about time someone started a Nordic Walking..." more

"...US is really enthusiastic about the sport and very knowledgeable. We were ... poles at..."

1.03 mi.

4 [Karla Colletto Swimwear Incorporated](#)

(703) 281-3262
319 Mill St Ne, #D, Vienna, VA
Get Directions
karlacolletto.com

★★★★★
Write a review

0.35 mi.

SPONSOR RESULTS
[Get A Money Loan Now](#)

Payday Loan In 1 Hour. Bad Credit Ok. Easy Application. Low Fees.
www.PaydayLoansin1Hour.com

[Big 5 Sporting Goods](#)

Looking for big 5 sporting goods? Find exactly what you want today.
www.eBay.com

[Sporting Goods Store Business Plan](#)

Immediate download. Business Plan is designed to start up a sporting goods store....
www.125aday.com

Local Search on Google

[Advanced Search](#)
[Preferences](#)[Web](#) [Maps](#)Results 1 - 10 of about 65,100 for **florist Ashburn, VA** (0.33 sec)

[ashburn florist](#)

[www.abbottsflorist.com](#) Abbott's **Florist** - family owned and operated since 1970.

[Florist Ashburn](#)

[JustFlowers.com/Florist+Ashburn](#) Same Day Hand Delivery Guaranteed. Get \$10 off on Flowers and Gifts.

[Local Ashburn Florist](#)

[www.goFlorist.com/AshburnFlowers](#) Guaranteed Sameday Delivery Here in **Ashburn Florist** Save \$10 online !

Sponsored Links

Sponsored Links

[Ashburn Va Florist](#)

\$10 Off All Online Orders!
Family Owned Since 1946
[www.800wesleys.com](#)

[FTD Florist Free Delivery](#)

Free FTD Same Day Delivery
Order Online and Save Now!
[ftdfloristonline.com](#)

[Ashburn Florist Delivery](#)

Personally Delivers beautiful
flowers to entire Northern **VA** area
[www.bundleofroses.com](#)

[Toledo Florist](#)

Free Delivery, Free Vase \$9.99
Farm Fresh Flowers from \$24.99
[www.E-Florist-Inc.com](#)

[Local Ashburn Flowers](#)

Same Day **Ashburn** Delivery Guarantee
Family Owned and Operated!
[www.FlowerShopping.com/Ashburn](#)

[Toledo Flower Delivery](#)

Low Price, Same Day Flower Delivery
by local Toledo **florists**.
[www.1stinflowers.com/](#)

[Ashburn Florist](#)

Send Roses, Lilies & other Flowers.
"Best Value" - Wall Street Journal.
[www.proflowers.com](#)
Virginia

[Ashburn florist](#)

Find a great **florist** in your area

Local business results for **florist** near **Ashburn, Virginia**

A. [Lavender Fields](#) - [www.lavenderfieldsflowers.com](#) - (703) 858-1780 - [more](#)

B. [Giant Food Inc and Giant Drug Ashburn Town Farm Center](#) - [www.giantpa.com](#) - (703) 723-2160 - [2 reviews](#)

C. [Giant Food](#) - [www.giantpa.com](#) - (703) 729-3877 - [more](#)

D. [Giant Food](#) - [www.giantpa.com](#) - (571) 223-3848 - [more](#)

E. [Flower Company The](#) - [maps.google.com](#) - (703) 729-9911 - [more](#)

F. [KaBloom of Ashburn](#) - [www.kabloomofashburn.com](#) - (703) 723-8500 - [more](#)

G. [Petal N Stem Florist](#) - [www.petalnstem.com](#) - (800) 638-2741 - [2 reviews](#)

H. [All Seasons Floral Preservation](#) - [www.allseasonspressed.com](#) - (703) 283-9447 - [more](#)

I. [Village Flowers and Gifts](#) - [www.myvillageflowers.com](#) - (703) 444-7820 - [more](#)

J. [Herndon Florist](#) - [www.herndonflorist.com](#) - (703) 437-4990 - [1 review](#)

[More results near Ashburn, Virginia >](#)

[Ashburn Florists - Flowers Ashburn VA - KaBloom of Ashburn](#)

KaBloom of **Ashburn**, your local **Ashburn florist**, sends fresh flowers throughout the **Ashburn, VA** area. KaBloom of **Ashburn** offers same-day flower delivery on ...
[www.kabloomofashburn.com/](#) - 27k - [Cached](#) - [Similar pages](#)

[Ashburn Florists - Flowers Ashburn VA - Lavender Fields](#)

Lavender Fields, your local **Ashburn florist**, sends fresh flowers throughout the **Ashburn, VA** area. Lavender Fields offers same-day flower delivery on all ...
[www.lavenderfieldsflowers.com/](#) - 18k - [Cached](#) - [Similar pages](#)

[Ashburn Florists, Flowers, Local Florist Shops - Virginia \(VA\)](#)

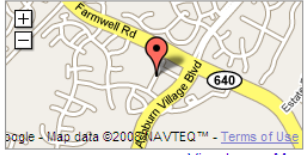
Ashburn Florists, **Flowers**, **Local Florist Shops - Virginia (VA)** You can find an **Ashburn, Virginia (VA) florist** or flower shop, free, from our online Internet ...
[www.locateflowershop.com/states/VA/Ashburn.asp](#) - 32k - [Cached](#) - [Similar pages](#)

Google Maps search bar with 'florists' and 'Ashburn, VA' entered. Includes 'Search Businesses' button.

Maps [Print](#) [E](#)

Lavender Fields

Write a review
43930 Farmwell Hunt Plz # 120
Ashburn, VA 20147
(703) 858-1780
lavenderfieldsflowers.com



Get Directions: [To here](#) - [From here](#)
[Edit](#) New! [View Larger Map](#)

[Overview](#) [Details \(1\)](#) [Reviews](#) **Web Pages (20)**

[Ashburn Flowers - Florist in Ashburn VA - Lavender Fields](#)
... **Lavender Fields** in Ashburn, VA provides flower delivery service to the following areas and zip codes in Virginia: Our shop serves the following areas: Aldie, Ashburn, Belmont, Brambleton, Sterling, Leesburg, Potomac Falls, South Riding and ...
www.lavenderfieldsflowers.com/

[Lavender Fields - Ashburn, VA - Flower Delivery and Gifts](#)
Lavender Fields contact information ...
www.lavenderfieldsflowers.com/aboutus.asp
[[More results from www.lavenderfieldsflowers.com](#)]

[Lavender Fields - Ashburn VA - Florists & Plants - \(703\) 858-1780 - 20147.net](#)
... Free Delivery FTD Flowers. Serving Your Area. Free FTD flowers delivery, FTD florist satisfaction guaranteed! ...
www.20147.net/ashburn-va_lavender-fields/195813503/

[Florists in Ashburn VA, Virginia Business Yellow Pages at Yellowbook.com](#)
Yellowbook Corporate ...
www.yellowbook.com/category/florists/virginia/ashburn/

[Lavender Fields Ashburn VA 20147 - Find A Florist](#)
... **Lavender Fields** 43930 Farmwell Rd., 120 Ashburn, VA 20147-5800.
www.lavenderfieldsflowers.com ...
www.findaflorist.com/virginia-va/ashburn/lavender-fields.aspx

[Florists - Lavender Fields 43930 Farmwell Rd #120 Ashburn VA Florists ...](#)
www.checkbook.org/.../Florists/detail.cfm?uKey=8581780
[[More results from www.checkbook.org](#)]

[Ashburn, VA - Virginia flower shops and florists](#)
Ashburn, VA - Virginia ...
www.floralandgift.com/state/va/ashburn.html

[Ashburn Virginia Pack & Ship Guide](#)
Buyers ...
www.ashburn-real-estates.com/business_directory/Pack_&_Ship

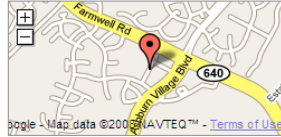
[Lavender Fields Ashburn VA 20147 -- MerchantCircle.com](#)
Giant Food Inc. Western Union, Send/Payout. 89 in the Ashburn area, who are already using our free marketing tools to find new local customers ...
www.merchantcircle.com/business/Lavender.Fields.703-858-1780

[Ashburn Florists. Flowers. Local Florist Shops - Virginia \(VA\)](#)
Ashburn **Florists** & Flower Shops in Virginia (VA) ...
www.locateaflowershop.com/states/VA/Ashburn.asp

Maps

Lavender Fields

Write a review
43930 Farmwell Hunt Plz # 120
Ashburn, VA 20147
(703) 858-1780
lavenderfieldsflowers.com



Get Directions: To here - From here
Edit New!

View Larger Map

Overview Details (1) Reviews Web Pages (20)

Results 11-20 of 20 for florists near Ashburn, VA.

Reston Florists - Master's Touch Florist & Gifts Potomac Falls Florist Flower Gallery of Chantilly ...
www.florist-services.com/tags/Reston?page=3

Leesburg Florists in Leesburg VA Yellow Pages by Yellow Page City
Leesburg VA Florists Page 176 of 437. 43930 Farmwell Rd Ashburn VA 20147 ...
www.yellowpagecity.com/US/VA/Leesburg/Florists

Business Directory on AshburnWeb.com
43951 Farmwell Hunt Plz ...
www.ashburnweb.com/business/busdir.htm

Local Florists in Ashburn, Virginia 20147 that offer Flower Delivery ...
www.deliveryflowers.org/.../Ashburn_20147_flower_delivery.php

Local Florists in Ashburn, Virginia 20148 that offer Flower Delivery ...
www.deliveryflowers.org/.../Ashburn_20148_flower_delivery.php
[More results from www.deliveryflowers.org]

Ashburn Real Estate Loudoun County, Virginia
Resource Center ...
www.ccseils.com/resources.cfm

Gifts & Retailers Category Loudoun County, VA, Sterling, Ashburn, Leesburg ...
www.loudoundeals.com/ldgifts.php

Florists - Washington DC
Who Rates Best (& Worst) in the Washington DC Area? Now You'll Know. Florists ...
www.checkbook.org/.../Ratings_And_Articles/Florists/
[More results from www.checkbook.org]

GNC - Ashburn, VA 20147-5800 - Directory
goldbamboo.com/yp-ype2695919.html

Additional Info: 100% Guaranteed Products And Services: The Freshest Flowers ...
yellowpages.superpages.com/profile-SRC_local-LID_3%2F3Go1tyu...

Local Search Listings – How They Work, The Challenge for Your Business

Local Search Listings are managed and maintained in separate Local Search Site Databases, comprised primarily of data from print Yellow Pages, which can be up to 2 years old.

Meaning your Local Search Listings are possibly being viewed by motivated online consumers right now and,

Your current listings may be:

- ***INACCURATELY REPRESENTING YOUR BRAND***, due to Inaccurate, incomplete and out-of-date information, and/or;
- ***OMMITED FROM SEARCH RESULTS COMPLETELY, OR PROVIDING LITTLE CONSUMER BUYING MOTIVATION***, due to lack of deep information on your business that's necessary for your listings to “come up” in results, and providing inadequate buying information when they do.

Getting Control Over your Local Search Listings Content – What We Do for You

Manage An Easy, Cost Effective Five Step Process:

1. CAPTURE Current Listings

From U.S. Repository of All Businesses*

2. CORRECT, UPDATE and DEEPEN Current Listings

3. ORGANIZE and STRUCTURE Updated, Deep Listings

Dramatically enhances visibility/"find ability using a proprietary, hierarchical taxonomy engine*

4. DISTRIBUTE Updated, Deep Listings, Optimized for Local Search Listings Results To over 85 top search engines, Internet Yellow Pages and specialty directories

5. MANAGE Updated, Deep Listings, in batch or one-off processes

Some “Best Practices” Tips and Tools Used to Deepen Your Content, Enhance Your Listings Visibility

*Content Drives
the Ability to be
Found in
Local Listing Search Results*

Add Rich Content to Local Listing Information:

- Website
 - Email Address
 - 800 #
 - Fax #
 - Hours Of Operation
 - Brand Affiliation
 - Products
 - Services
 - Payment Methods
-
- Avoid Duplication Across Listings
 - Provide Address Whenever Possible.
 - Provide Alternated Phone Numbers

Consider that Consumers Search by “Top of Mind”:

- Business Name (Superior Air Company)
- Category (Business Type, i.e., Heating & Air Conditioning)
- Brands (Trane, Carrier, Lenox etc..)
- Products (Furnaces, Air Conditioners, Humidifiers)
- Services (Furnace Repair, AC Maintenance)

Accommodate for Both Types of Local Search:

- **Recovery Search:** Business Name is Known – looking for more information from that Business to make an Intent to Purchase
- **Discovery Search:** Business Name is not Known – product or service is searched and desired business uncovered

***This is Where
We Can Help!***

Where Your Updated, Enhanced Listings Go— The Distribution Network (Over 85 partners today = 90% of Local Searches)



Local Business Profile

Local Business Profile View Details	
<p>J.K. Lee Black Belt Academy Brookfield, Wisconsin 12010 W. Lullow Road Brookfield, Wisconsin 53005 (262) 784-8111 http://www.jkleeblackbelt.com 4 Locations Proudly Serving:</p> <ul style="list-style-type: none"> Milwaukee Brookfield Wauwatosa Springfield Fox Road Providence 	 <p>Having learned kicking and punching</p>
<p>Contact: Chan Lee Phone: 262-784-8111 Toll-Free: 800-261-2467 Hours of Operation: 10:00 AM to 6:00 PM Monday-Friday 9:00 AM to 1:00 PM Saturday Languages: English Style: Tae Kwon Do Founded: 1976 Fee: 262-784-8111</p>	<p>Business Categories MARTIAL ARTS, KARATE & OTHER MARTIAL ARTS INSTRUCTION, EXERCISE & PHYSICAL FITNESS PROGRAMS</p> <p>Products and Services Martial Arts in Brookfield Martial Arts Training in Brookfield Martial Arts School in Brookfield Karate in Brookfield Kung Fu in Brookfield Karate School in Brookfield Karate Studio in Brookfield Kung Fu School in Brookfield Kung Fu Studio in Brookfield Martial Arts Studio in Brookfield Self Defense in Brookfield Taekwondo in Brookfield Taekwondo in Brookfield Taekwondo in Brookfield</p> <p>Social Networking Business Profile MySpace Group Facebook Profile Facebook Business Facebook Group</p>
	
<p>Martial Arts in Brookfield, Wisconsin J.K. Lee Black Belt Academy 12010 W. Lullow Road Brookfield, Wisconsin 53005</p>	

The Take Aways

- Local Search is here, and going mainstream
- eLocal Business Profiles are a **prominent, increasingly popular component** of the Local Search landscape
- **Recency, accuracy and depth of content** are critical to supporting your business image...and bringing you qualified customers
- Online consumers are fragmented--**robust, broad content distribution** is key to maximize reach
- We've created an **easy, affordable one-stop-shop** for you to realize the benefits of eLocal Business Profile content management and distribution