



## ASI Local Listings FAQs

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### **What is the Knowledge Graph?**

The Knowledge Graph is the underpinning of ASI Local Listings, powering local directory partner updates and syncing with search, voice assistants, and chatbots. The Knowledge Graph is your single source of truth for the public facts about your brand — allowing you to manage all the facts consumers seek about your people, places, products and events from locations, holiday hours, and in-store promotions to parking entrances and professional credentials. The Knowledge Graph's centralized control makes it easy to update and deliver the facts about your brand, giving you the ability to drive new efficiencies, win high-intent customers, and cultivate rich interactions everywhere online. Storing your data in a Knowledge Graph not only allows you to consolidate your data management strategy, but also improve the quality of your facts everywhere consumers search.

### **When will my information be updated?**

It will take about 30 days for your information to be pushed out to all 70 of our partner directories. A lot of times you'll see the information within a week but we say 30 days to be safe.

### **How should I define success with ASI Local Listings?**

Success with Local Listings can be defined in two ways:

1. Accurate business information listed across local directories
2. A clear improvement in calls or clicks that leads to increased lead generation

Each of these aspects can be attributed to the optimization work being done.

### **How do I measure success with Local Listings?**

The accuracy of your business information can be found reviewing the Listings Overview report in the Local Listings dashboard. This report shows Data Issues to be Fixed, Suggestions, Potential Duplicates, Location Listings Status, and more. To measure calls and/or clicks and traffic to your website, you will need to have Google Analytics on your website. We recommend that you take a snapshot today to set a benchmark for future results. We will add a UTM code that will allow you to track clicks and incoming website traffic from your Local Listings and Google My Business (if applicable) profiles.

### **How long does it take to see results from ASI Local Listings?**

The short answer: it depends. There are a lot of factors at play including local competition, and existing website optimization, content and links. Depending on the length of time you've been in business and the competitiveness of your local landscape, our customers

could start seeing results in 6-9 months.

## **What is the connection between a Google My Business listing and the Knowledge Graph?**

The Knowledge Graph is the underpinning of ASI Local Listings, powering local directory partner updates and syncing with search, voice assistants, and chatbots. Storing your data in a Knowledge Graph not only allows you to consolidate your data management strategy, but also improve the quality of your facts everywhere consumers search. Google is the most prominent provider of search, maps, apps, and voice assistants on which your business can be found by consumers, but manually updating your digital knowledge can be a painful process. Thanks to the ASI Local Listings integration with Google My Business, you can make updates to the facts about your business directly in our platform and publish them to Google in real-time.

## **What are the benefits to having a GMB profile linked to the Knowledge Graph?**

### **Save time**

Billions of searches are made by consumers on Google's properties every day, so you want the data they can see about your business to be accurate. ASI Local Listings gives you the unprecedented control and speed you need to power accurate information across Google Search, Google Maps, Waze, Google Home, Google+, and more. Even trigger verification and act on ownership conflicts, without ever leaving the Local Listings dashboard.

### **Gain enhanced functionality**

Google offers a variety of unique capabilities that help businesses engage and interact with their customers. By updating Google through the Knowledge Graph, you can take advantage of these capabilities beyond what's possible through manual management. Monitor and respond to questions consumers ask about your business across your locations on Google, as well as publish pre-answered FAQs.

### **Streamline your work**

Complete and consistent listings across the search ecosystem can improve your Google presence. By making ASI Local Listings your single source of truth for the digital knowledge about your business, you can manage your business on Google, and on all of the other maps, apps, voice assistants, search engines, GPS systems, and social networks that consumers use to search.

## **If I already have a Google My Business listing, do I need this service too?**

Yes! The structured NAP data provided by Local Listings is critical, even with Google My Business. GMB is an essential tool to adjust how your site shows in Maps, the Knowledge Graph, and organic search results. However, Google My Business is not the catch-all tool for your local search optimization. It has to work in tandem with your on- and off-site search optimization efforts. You won't climb the charts if your profile is inaccurate, but you also won't reach the top without a well-optimized site and localized content. These things go

hand in hand.

### **Is there anything that could hurt a company by not claiming its GMB listing?**

If a business is investing in ASI Local Listings but does not have a Google My Business listing, the business is not maximizing its local search strategy or taking advantage of the full capabilities of ASI Local Listings. [Claiming a GMB listing](#) gives a business far more control over its local data, and gives better insights into Analytics. As an owner or manager of your Google My Business listing, you'll have access to insights about how often your GMB profile has been viewed to help you gauge how popular your business is with current and potential customers. You can monitor and leverage these insights to make future decisions about how to market and promote your business.

### **Can ASI claim my Google My Business listing for me as part of Local Listings?**

No, we cannot claim your listing for you but we can help guide you through the process. [See Google's support instructions here](#). It is important that the owner or primary contact of the business (that's you!) claims the business listing so you have Admin control. If you need assistance with the process, please contact us at [LocalListings@asicentral.com](mailto:LocalListings@asicentral.com).

### **How often do I need to update my Listing?**

It's critical to remember that this is not a set it and forget it type of thing. Things change; your business changes. Keep everything active and updated, add photos, and request and monitor reviews. We recommend a quarterly review at a minimum.

### **Why do I need to show up in Bing or Yahoo? Don't most people use Google?**

It's true that millions of searches are conducted on Google. The reason it's so important to maintain accurate information across all the major search providers is that the Google Local algorithm refers to other websites to return the best results for a search. When your information appears on our 70+ directories, Google has a higher confidence in the accuracy of the information.

### **What happens if I cancel my Local Listings service? Does my business listing stay up to date?**

Think of it this way: if you bought a new home and hired a landscaping service to maintain your yard, and the landscapers removed all the weeds and had your lawn looking perfect, what would happen if you didn't have that landscaping service? Chances are the weeds would come back and your grass might get brown. Local Listings would be similar. Our "lock" on your business information would be removed, which means that other data publishers could push out old or incorrect information, and your data would slowly revert to lower accuracy across various directories, causing your local search rankings to suffer.

### **I work from my home and do not want my physical address to be**

**listed online, but I do want local customers to find my business, is that possible?**

Yes, you have the option to not show your address. Instead of your exact address being used, you can show a service area, a general geographical area that is local to your business. Local customers will still be able to find your business and contact you with the information you provide, like email and phone number.