Local Buzz Services

Here are our Local Buzz Services Packages designed to help your business succeed further.

Package Name		Beginner Local Buzz	Intermediate Local Buzz	Advanced Local Buzz	Turbo Local Buzz	Monster Local Buzz
Recommended Maximum Duration	?	40 Months	20 Months	10 Months	5 Months	3 Months
Services/Products		Up to 5	Up to 10	Up to 15	Up to 20	Up to 20
Business Categories		1	Up to 2	Up to 3	Up to 5	Up to 5
MONTH 1 SERVICES						
Local Business Listing Research and Creation						
Local Places Research						
Duplicate Google Places Analysis	?	Yes	Yes	Yes	Yes	Yes
Duplicate Foursquare Analysis	?	Yes	Yes	Yes	Yes	Yes

Duplicate Facebook Places Analysis	?	Yes	Yes	Yes	Yes	Yes
Duplicate Bing Local Analysis	?	Yes	Yes	Yes	Yes	Yes
Competition Category Analysis	?	Yes	Yes	Yes	Yes	Yes
Ranking Comparison Report - Google, Yahoo, Bing	?	Yes	Yes	Yes	Yes	Yes
Current Directory Listing Analysis and Overview	?	Yes	Yes	Yes	Yes	Yes
Business Address Consistency Check among Existing Directories	?	Yes	Yes	Yes	Yes	Yes
Google Places Competition Profile Page Analysis	?	Yes	Yes	Yes	Yes	Yes
Local On Page Optimization Analysis	?	Yes	Yes	Yes	Yes	Yes
Google Places Compatibility Check	?	Yes	Yes	Yes	Yes	Yes
Business Information						
Business Information Intake	?	Yes	Yes	Yes	Yes	Yes
Business Information Validation	?	Yes	Yes	Yes	Yes	Yes
Business Address Verification (if applicable)	?	Yes	Yes	Yes	Yes	Yes

Email Account and Logo						
Unique Email Account Creation for Local Listing Creations*	?	Yes	Yes	Yes	Yes	Yes
Turn Over of Email Account	?	Yes	Yes	Yes	Yes	Yes
Uploading of Logo for Linking into Local Listings	?	Yes	Yes	Yes	Yes	Yes
Primary Local Business Directories						
Google Places - Creation and Optimization	?	Yes	Yes	Yes	Yes	Yes
Google Plus User Account Creation	?	Yes	Yes	Yes	Yes	Yes
Google Plus Business Page Creation	?	Yes	Yes	Yes	Yes	Yes
Bing Local - Creation and Optimization	?	Yes	Yes	Yes	Yes	Yes
Facebook Places - Creation and Optimization	?	No	Yes	Yes	Yes	Yes
Foursquare - Creation and Optimization	?	No	No	Yes	Yes	Yes
Additional Top Local Business Directories						
Top Local Directory Account Creation and Optimization	?	5	10	20	30	40
Top Niche or Geo Related Directory Account Creation and Optimization	?	5	10	20	30	40

Image Creation, Optimization, and Publication						
High Quality Image Sourcing	?	No	4	6	10	12
Image Optimization and Publication	?	2	4	6	10	12
Image Geotagging and Backlink Generation	?	2	4	6	10	12
Image Uploading/Publishing in Major Local Business Directories	?	8	16	25	40	40
Misc Service Items						
Dedicated IP Services	?	Yes	Yes	Yes	Yes	Yes
Reporting and Auditing						
Internal Report Auditing and Analysis	?	Yes	Yes	Yes	Yes	Yes
Work Reports	?	Yes	Yes	Yes	Yes	Yes

MONTH 2 & ONGOING MONTHLY

Custom (Citation) Building						
Directory Research	?	Yes	Yes	Yes	Yes	Yes
Specialized Directory Creation	?	5	10	20	30	40

Blog and Forum Comment Posting						
Blog and Forum Comment Posting	?	4	8	12	16	20
Promotion Creation						
Promotion Copy Writing	?	No	4	4	4	4
Promotion Banner/Image Design	?	No	No	4	4	4
Promotion Coupon Creation with Bar Code	?	No	No	No	Yes	Yes
Review Publication						
Review Publication	?	4	8	12	16	20
Local Mobile "Check In" Visibility						
Facebook Places Check In Promotion Publication	?	No	Yes	Yes	Yes	Yes
Foursquare Check In Promotion Publication	?	No	No	No	Yes	Yes
Promotion and Event Social Updates						
Facebook Places Promotion Publication	?	No	Yes	Yes	Yes	Yes
Foursquare Promotion Update	?	No	No	Yes	Yes	Yes

Recommended Maximum Duration

The minimum recommended duration for any local marketing campaign is 6 months. Ideally local campaigns run forever. Local marketing is a long term marketing strategy that should be factored into a company's monthly overhead. What is contained within this proposal does not cover 100% of ranking and traffic factors. We recommend you to run this marketing campaign for a minimum of six months.

Duplicate Google Places Analysis

Duplicated listings for a single business can be problematic when they appear in Google search results or in a business owner's Google Places account. There should only be one listing per business location, both in the Google Places account and in search results. We will develop the best solution should your business appear more than once in your account or in search results. We will present the proposed changes before implementing any modifications.

Duplicate Foursquare Analysis

Foursquare is one of many secondary local search engines where you will need to list/claim and verify your business. Listing and claiming your business properly with Foursquare is an essential step to improving your local presence.

One can't create duplicate listings in Foursquare. If there's an existing listing, we will report it to you so you can decide if you would like us to claim it. Otherwise, should Foursquare creation be part of your package, we will create and optimize a new listing for you.

Duplicate Facebook Places Analysis

Facebook allows people to share where they've been, where they're headed and where they are now. This feature is an opportunity for businesses to promote their products and services within their local area.

We will find duplicate Places for your business by searching for its name or locations where people made when they checked in. If we found duplicates, we will claim and merge the duplicates to keep your customers' likes and check-ins in one place.

Duplicate Bing Local Analysis

Having your business added properly in Bing Business Portal is an important step in improving your local presence. Bing is one of the major search engines where you can have your business listed and verified.

We will find duplicate listings in Bing by searching for its name or locations and report it to Bing if we find any duplicates.

Competition Category Analysis

We conduct Competition Category Analysis to see how you're performing and to acquaint you with the existing competition for your category. We will then compare our analysis with that of other advertisers in your niche/category. With this data, we can make informed decisions on which types of optimization changes are suitable for your account. This is important because "categories" in Google places are not selected from a drop down menu, they are typed in. Therefore the options of what to enter as a category are limitless.

Ranking Comparison Report - Google, Yahoo, Bing

This service triangulates search results gathered from leading search engines. We will analyze your business website's rankings based on their positions on these search engines in relation to your chosen search terms. The comparison is made by looking for your details on the three largest search engines today (Google, Yahoo!, and Bing). Local search results (Google Places, Yahoo! Local, and Bing Local) will also be part of the report and shown side by side of your organic rankings.

Current Directory Listing Analysis and Overview

We will be running a report to analyze your current Local Directory Standings:
What business directories is your business currently listed in? What type of information is the directory submission site using? Is your listing using a description or photos? Does your listing currently contain any reviews or have a star rating?

Local Online Directories are the modern equivalent of the Yellow Pages. As more local consumers turn to the Internet to find information about local businesses, these directories are seeing a huge growth in users. Directories can be a direct source of new customers but they can also boost your local SEO ranking. Therefore it's important that your business is listed on all these leading directories and that your business information on them is correct.

Business Address Consistency Check among Existing Directories

It's important for your Business Name, Address, and Phone Number to be recorded consistently across all the main search engines and local directories. Inaccurate information can be confusing for customers and more so for Google. Google likes to verify the information it holds about your business with other sources such as local online directories.

It is ideal that your Name, Address, and Phone Number are the same on each site. If there are any discrepancies, appropriate measures should be implemented. Updating the inaccurate results by claiming your listing on those directories and correcting the erroneous information effectively resolves this issue.

Google Places Competition Profile Page Analysis

This process efficiently analyzes your performance on Google Places. Google Places is Google's local search service and contains listings of local businesses, organizations, and places. Google often shows Google Places results for search queries that contain a location (also known as a Geotag). It is also used in Google's local applications for mobile phones. Google Places is a very powerful local marketing tool and should be utilized by all local businesses.

This research compares your Google Places listing to your top 5 Google competitors. These competitors are the top ranked companies for your target search terms. We will be analyzing your competitors quantity of photos, reviews, videos, star rating and other factors such as their categories, description, and verification status.

Local On Page Optimization Analysis

This section analyzes the On-Site SEO factors that affect your ability to rank high in search engines and specifically the Google Places/Maps. On-Site SEO factors comprise the fundamental elements on your website, either visible on the page (which you can readily see) or seen only in your website's code (which search engines scout for). It's easier to improve SEO factors on your own site because you have control over them. Listed below is a quick bullet list of some of the components we will be analyzing:

- Meta Tags and Page Titles
- Heading Tags
- Robots.txt
- Error Pages
- Keyword Visibility per Target Page
- Primary Location Visibility Check on Website
- Internal Site linking structure
- Sitemap
- Contact Us Page Analysis
- Microformat Analysis

Google Places Compatibility Check

This section analyzes your performance in Google Places. We will examine your website's categories, rank, verification status, number of reviews, and Google's star rating. We will also pay close attention to your current listing if it includes any type of coupon promotions. In doing so, we are able to quickly analyze the flaws in the current Google Local Listing. Should one exist, we will immediately determine if it matches your company name, phone number, and address.

Business Information Intake

This form is provided to gather all the necessary information to facilitate the optimization process and should be filled out in full and returned so we may proceed with the optimization process.

Business Information Validation

It is very important that all company information on the Internet is consistent with your website. We will use the pieces of information on the form and verify them against the target website and any other directories we can find online. We do this to ensure that the information we are using is updated. This also guarantees that all information about your business on the Internet is consistent.

Business Address Verification (if applicable)

We check to make sure the address given for the business location matches a verified location in the USPS official database. It is not confirmed but heavily believed that Google cross references the USPS official database to check the validity of the business location. We will be able to tell if the address is residential or commercial. Note this is only for USA clients.

Unique Email Account Creation for Local Listing Creations*

If an email account and its password are not provided once the campaign launches, we will create a unique email account for the Local Business Listing Creation process.

Turn Over of Email Account

We will be providing you with the email account and password upon delivering the monthly report. Please note that we would like to be notified if the email account's password is changed while the campaign is still in progress so we may update our records accordingly.

Uploading of Logo for Linking into Local Listings

In order to upload a Logo to a Local Business Listing, the logo must first be hosted online and assigned a corresponding URL.

Google Places - Creation and Optimization

Our Google Local services includes the creation, optimization and submission of a Google Local Business Listing. The listing must be claimed by receiving a PIN number. This PIN number will be sent to you within 2 weeks of us making the request. Once you receive the PIN number on the post card, you will need to email it to us so we can claim the listing for you.

Google Plus User Account Creation

If a Google Plus User account and its password are not provided once the campaign launches, we will create a Google Plus User account for you. This is required for us to create your Google Plus Business Page.

Google Plus Business Page Creation

Your Google Plus Business page is your brand's home on Google. When your customers search on Google, the results may include relevant posts, photos, and videos from your Google+ page. Get found across Google, right when your customers are most interested.

We will create and optimize this page for your company to have maximum exposure in Google Plus. We will help you stand out from the competition by including compelling online content such as photos and logos. We will also add your business hours, services, and other information.

Bing Local - Creation and Optimization

Our Bing Local services include the creation, optimization and submission of the Bing Business Portal. We will help you stand out from the competition by including compelling online content such as photos and logos. We will also add your business hours, services and other information. It typically takes two to three weeks for a Bing Local listing to be published.

If your business is located outside of the US, we will be creating a Yelp listing instead since the Bing Business portal is not available in your location. As with Bing, it will typically take two to three weeks for your Yelp listing to be published.

Facebook Places - Creation and Optimization

We will set up a Facebook Places Page on your behalf. People can check into this Page when they're nearby. We will make sure that your Facebook page contains accurate information. We will add your company description, phone number, location, hours of operation, specialties, services, payment options, etc. Facebook Places requires phone verification.

Foursquare - Creation and Optimization

Claiming and verifying your listing in Foursquare is the first step to get discovered and be successful in Foursquare. Foursquare has millions of business listings, all submitted by customers who go to those places.

We will find your business and make sure that the information for your claimed business is accurate. We will add your company description, phone number, hours of operation as well as links to your website and social media profiles – Facebook, Twitter, etc.

Verification of Foursquare will require a credit card payment of $1.

Top Local Directory Account Creation and Optimization

While setting up your listings in Primary Local Business Directories, we will also submit your business information to top local directories such as Yelp, Judysbook, and Insiderpages. As more and more local consumers turn to the Internet to find information about local businesses, these citation directories are witnessing a huge growth in popularity. These citation directories can be a direct source of new customers, but they can also boost your local presence.

Top Niche or Geo Related Directory Account Creation and Optimization

We will conduct a research to find niche specific or geo related directories. Using this data we will be able to not only target the directories that is niche specific or geo targeted for better local presence, but we will be also able to find directories where your target market hangs out. Our ability to use specialized research and citation/directory tracking resources will give us a leg up on your competition.

High Quality Image Sourcing

We will find compelling, high quality, relevant images to represent your brand. Finding the right image is crucial in increasing your sales, market share and brand recognition.

Image Optimization and Publication

We will optimize the branded images without changing their look or visual quality. These images will load fast which increases the likelihood of being exposed to consumers in the world wide web. Images will have the ability to index in the search engines when your clients type in relevant keywords describing your business. Images are often times part of the first page search engines results.

Image Geotagging and Backlink Generation

After uploading your branded images online, we will write optimized descriptions and insert BB Codes to generate backlinks pointing to your website. We will also geotag these images to help improve your local presence and pin point the images location on a map.

Image Uploading/Publishing in Major Local Business Directories

Branded images will be also uploaded to the primary 4 local business directories in a form of an update. This will help in increasing brand awareness which could later lead to sales and conversions.

Dedicated IP Services

We will provide a dedicated IP for each campaign for use when accessing your accounts.

Internal Report Auditing and Analysis

All Reporting is subjected to a monthly routine auditing and assessment process. We perform this auditing on a monthly basis to assure that all reports are up to date, error free and properly formatted.

Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

Directory Research

We will conduct research to find all the directories your competition has listings in, and use other variables to research additional directories you should be listed in, but currently are not. Using this data we will be able to not only target the directories that really matter, but we will also be able to track the number of active directories you are listed in vs. the average number of directories your competitors are listed in. Our ability to use specialized research and citation/directory tracking resources will give us a leg up on your competition.

The purpose of this analysis is to gauge where your competition is. In doing so, we can better tailor a unique citation building campaign in line with your Local Listing Optimization Campaign and overall SEO efforts.

Specialized Directory Creation

Collectively, Local Online Citation Directories are the modern equivalent of the Yellow Pages. As more and more local consumers turn to the Internet to find information about local businesses, these citation directories are witnessing a huge growth in popularity. These citation directories can be a direct source of new customers, but they can also boost your local places rankings.

The directories we decide to built new listings in will be determined by the "Directory Research" as described in the above line item. Another way to gain prominence on these citation directories is to enhance your listing with more detail about your business.

We will create directory listings using (but not limited to) the below example information.

*Company Name
*Website
*Address
*Local Phone Number
*Services
*Categories
*Email Address
*Products and Brands

Blog and Forum Comment Posting

We will conduct research to find all the directories your competition has listings in, and use other variables to research additional directories you should be listed in, but currently are not. Using this data we will be able to not only target the directories that really matter, but we will also be able to track the number of active directories you are listed in vs. the average number of directories your competitors are listed in. Our ability to use specialized research and citation/directory tracking resources will give us a leg up on your competition.

The purpose of this analysis is to gauge where your competition is. In doing so, we can better tailor a unique citation building campaign in line with your Local Listing Optimization Campaign and overall SEO efforts.

Promotion Copy Writing

Before your campaign starts, we will ask you about what promotions you can run for each month. We will write compelling messages for the promotion to push your products and build your brand. The goal of this is to make your brand the first brand that comes to mind when a customer is asked an unprompted question about a business category.

Promotion Banner/Image Design

Aside from creating branded images, we will design a promotional banner with a custom deal or promotion that you want for that month. We will publish them in your Primary 4 Local Business Directories in a form of a company update.

Promotion Coupon Creation with Bar Code

Before your campaign starts, we will ask you about what promotions you can run for each month. Once we have that information, we will create high-quality printable coupons. These coupons can be published in your website and in your Primary 4 Local Business Directories for viral distribution. This will create a buzz in your local area and significantly increase your local presence.

Note: If you're using a barcode system, you can give us the barcode details for your coupon.

Review Publication

Upon being furnish with reviews you have collected, we will publish each of them to one of the top review publication websites.

Facebook Places Check In Promotion Publication

Before your campaign starts, we will ask you about what promotions you can run for each month. Check-in Deals are based on people's Facebook check-ins when they visit your business. You can run check-in deals across multiple store locations, and create different types of deals to achieve different business objectives.

There are four types of check-in deals you can create.:

1. Individual Deal: You can offer this type of deal to both new and existing customers. You may create Individual Deals when you want to launch a new product, get rid of excess inventory, offer seasonal incentives, or simply get more people into your store.

2. Friend Deal: Friend Deals allow you to offer discounts to groups of up to 8 people, when they check in together. Friend Deals are a great way to build even more exposure for your business because more stories are generated when multiple people check-in.

3. Loyalty Deal: To focus on rewarding your most loyal customers, create a Loyalty Deal. These deals may be claimed by customers only after a certain number of check-ins. Depending on your business, the number of check-ins may vary. Please note that you must create a deal that is redeemable after no fewer than two and no more than 20 check-ins.

4. Charity Deal: Create a Charity Deal to make a donation to the charity of your choice. This is a great way for your business to give back to the community while adding a human touch to your business.

Foursquare Check In Promotion Publication

People who have checked in or look at your business page will see your updates on their phone – there's no need for customers to subscribe.

Before your campaign starts, we will ask you about what promotions you can run for each month. We will publish promotions or 'specials' that can attract new customers or reward loyal ones by giving them an added incentive to visit your business.

You can offer anything from a free cup of coffee for a first visit, or a 10% discount for a fifth visit. And it doesn't have to be monetary – for example some businesses offer an express checkout line for people who check in.

Facebook Places Promotion Publication

Promotions in Facebook will be published in Facebook and in other Primary Business Directories as a company update. This will create a 'buzz' in the local scene and can be potentially distributed virally to your target market.

Foursquare Promotion Update

Foursquare allows you to engage and reward customers. We will post updates, listing events or offers to entice people to stop by your business. People who have checked in or look at your business page will see your updates on their phone – there's no need for customers to subscribe.

Updates can be anything, like news about an upcoming event or a special offer you're promoting. You can create updates anytime, or re-use existing content or signage, to reach people nearby.