

LOCAL BUSINESS CITATIONS

MUST BE CONSISTENT



Name

Address

Phone Number

VALUE

- Organic Search
- Maps/Business Page, G+, etc.
- Future Search

RULES

1. Consistent Display of Information
 2. Search Engine Databases
 - Localeze
 - Acxiom
 - Infogroup
 - Factual
- Google
 - Yahoo
 - Apple Maps
 - Facebook