



THE POWER OF LOCATION:

## How Rich Listings Drive More Business

# Location matters more than ever

In a mobile world, location provides the ultimate context for what consumers are doing and how they might spend their money. Businesses that engage mobile consumers with accurate and relevant content in the local moments that matter stand not only to drive more foot traffic to their door but also to create more opportunities for meaningful loyalty.

At Yext, we're passionate about helping brands update, manage, and control their location data everywhere, all the time. Location is at the heart of everything we do, and in this Comparative Rich Listings Study we analyzed over 31,000 businesses to demonstrate how something as simple as a complete online business listing can dramatically impact consumer engagement.

We hope you find this research enlightening, and welcome the opportunity to help your company harness the power of location.



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# Introduction

Too many businesses still think of local digital presence with a yellow pages mindset, believing that name, address, and phone are all customers need to make a decision. Today's mobile consumers expect more.

Getting a business listed on a website, app, or directory site is the essential foundation of building a digital presence. But the full value is unlocked when businesses start using their location data not just for basic discovery but as a distinct marketing channel.

You can differentiate your business and stand out from the competition by leveraging rich listings – moving beyond name, address, and phone to incorporate additional listing information to both inform and engage consumers

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# The Yext 2015 Comparative Listings Study

Yext conducted a three-month study of 31,000 brick-and-mortar business locations to illustrate the relationship between rich listings and consumer engagement. The study used our own PowerListings® Analytics to measure how the completeness of a business listing affected the following metrics:



## Impressions

How often a business listing was displayed to a user in search results



## Listing views

How often a user viewed a business listing



## Special offer clicks

How often a user clicked a special offer within a business listing



## Yelp page views

How often a user viewed a Yelp business listing



# Basic vs. rich listings

When it comes to online business information, less isn't more. Time and time again, our research found that rich business listings with images, descriptions, contact information, directions, and reviews outperformed their more basic counterparts.

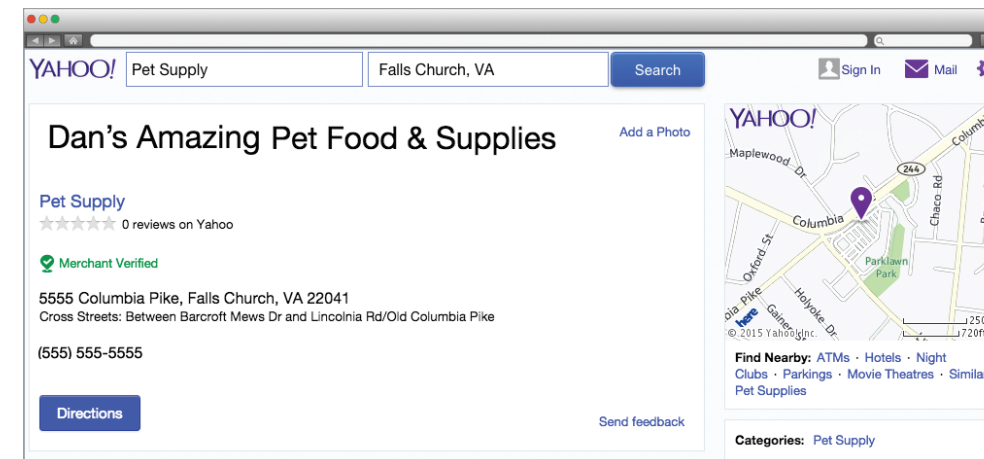


Fig. 1: Example of basic listings with name, address, and phone only

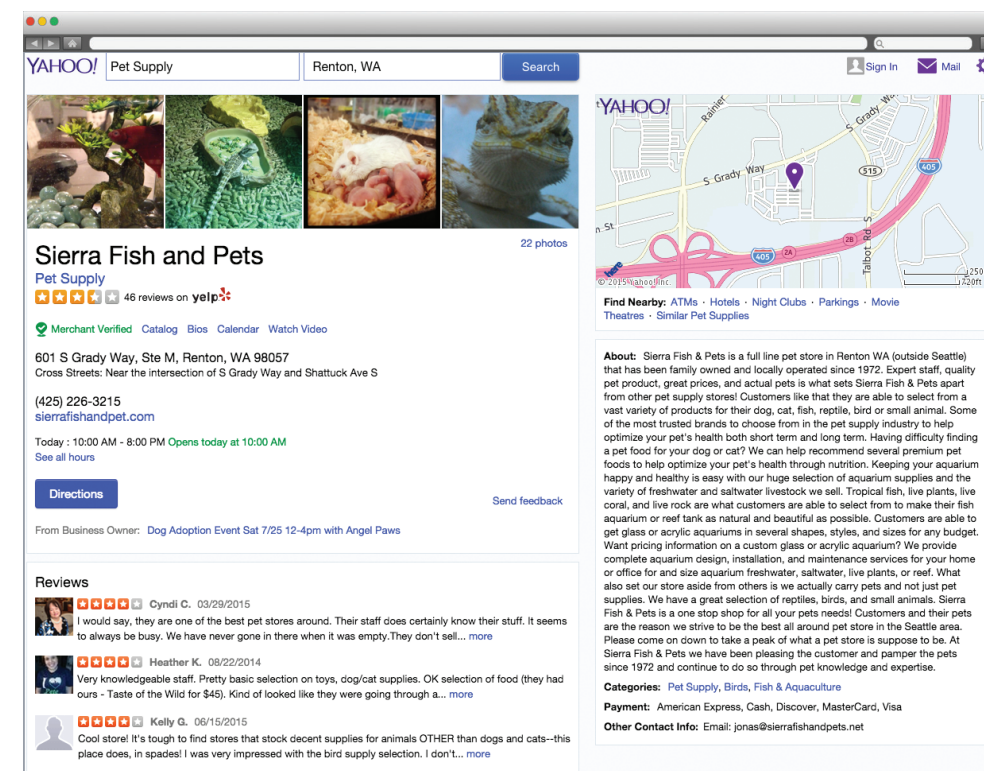
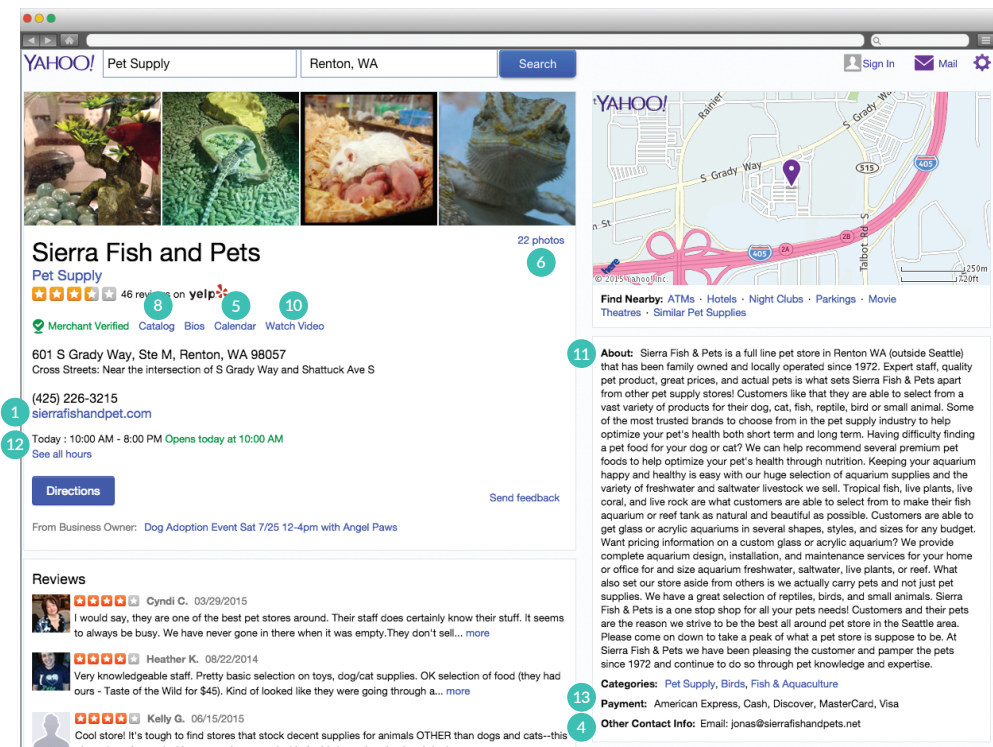


Fig. 2: Rich listing with complete listing information fields

# Listings fields studied

The study analyzed 14 popular business listing information fields (beyond name, address, and phone) and compared metrics for locations with each field complete versus metrics for locations with the field blank. The goal was to identify fields that businesses could add to increase consumer engagement and foot traffic.

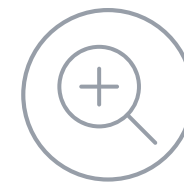


- 1 **URL:** Business website
- 2 **Twitter:** Twitter profile
- 3 **Facebook:** Facebook page
- 4 **Contact Email**
- 5 **Events Calendar**
- 6 **Photo Gallery**
- 7 **Menu:** Restaurant or service

- 8 **Product List**
- 9 **Business Logo**
- 10 **Videos**
- 11 **Business Description**
- 12 **Business Hours**
- 13 **Payment Options**
- 14 **Foursquare Offer:** Special offer listed in Foursquare profile

# Key findings

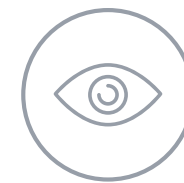
A listing with 14/14 fields complete received:



**347%** more searches



**214%** more Yelp page views



**416%** more listing views



## Paint a fuller picture

The Yext 2015 Comparative Listings Study shows that enriched listings are more effective at engaging consumers. By adding a few simple pieces of information to their local listings, businesses paint a fuller, more compelling picture for consumers. All of this is accomplished with minimal effort and cost.

Locations with a URL link in the listing received 116% more listing views on average than those with no URL. Completion of any of the other 14 fields also increased consumer engagement.

This type of improvement typically might require businesses to create new content or paid ads, but in this case it was a product of adding basic business information. URL, logo, hours, and payment options are details that businesses have regardless of vertical. Very little, if any new content needs to be created by the business.

Completed listings lifted by field

Field	Lift:
URLs	2.16x
Menu	2.12x
Logo	1.99x
Hours	1.84x (2.20x on Yelp)
Twitter Handle	1.83x
Gallery	1.61x
Videos	1.59x
Payment Options	1.58x
Facebook Page URL	1.54x
Calendar	1.52x
Descriptions	1.45x
Foursquare Offer	1.42x
Emails	1.26x
Product List	1.11x

## Key takeaways

Enriching local business listings is a simple, powerful way for businesses across all verticals to increase impressions, views, and special offer clicks – all of which increase in-store visitors. Rich listings also increase intent-to-visit among consumers.

- 1** For Yelp, listings with hours received 120% more page views. This is likely driven by the high percentage of searches on Yelp that come from mobile users (65%), who are more likely to convert immediately.
- 2** Businesses that link to their Twitter handle and Facebook page from listings received 54%-83% more listing views. Social profiles provide consumers another opportunity to engage with a business.
- 3** Listings with rich content (photo gallery, videos, descriptions) received 45%–61% more listing views. Many businesses have this content on their website or social profiles that can easily be repurposed for use in listings.
- 4** Listings with enhanced content lists (menus, calendars, product lists) received up to 120% more listing views on average. For certain verticals (restaurants, beauty) lists related to the highest number of profile views.

**By adding a few simple pieces of information to their listings, businesses paint a fuller, more compelling picture for consumers.**



## Industry-specific findings

The Yext 2015 Comparative Listings Study also revealed variation in results across five major industries. Brands in these industries should pay close attention to ensure that they have these critical fields complete.

### Increase in listing views when fields complete:



#### Food & Dining

URLs

**85%**



#### Retail

Payment Options

**105%**



#### Financial Services

Hours

**190%**



#### Automotive

Logo

**141%**



#### Hospitality

Videos

**117%**

## Conclusion

Accurate and complete location data in your business listings drives visibility, engagement, and more consumers through your doors. Since you can often enrich your listings with information that already exists, this effort is low-hanging fruit that marketers can use to boost in-store traffic. It's time to move beyond mere name, address, and phone in your listings, and embrace today's mobile consumers with the rich information that moves them.

**Improved business listings are low-hanging fruit that can boost in-store traffic.**



# #FixWithText

Mobile consumers demand accurate information about your business.

With the Yext Location Management Platform, you can update, manage & control your location data across Google, Apple Maps, Facebook, Bing, Yahoo, Yelp, and 100+ publishers as well as your own website, apps, and store locators.

Request a demo at [yext.com](http://yext.com)

