



THE LOCAL VISIBILITY BLUEPRINT:

**HOW ACCURATE LISTINGS
SAVE TIME, MONEY, AND
LOST CUSTOMERS**



www.kellyscreative.com

Kelly's
CREATIVE

WHY ONLINE VISIBILITY IS NO LONGER OPTIONAL



IMAGINE THIS:

A hungry customer is looking for a nearby sandwich shop. They pull out their phone, search "sandwich near me," and find your listing. But it says you close at 3 p.m. — even though you recently changed hours to 5 p.m. They skip you and head to your competitor. That's a lost sale because of inaccurate information.

According to Google and industry studies:



83% of shoppers research a business online before visiting it in person.



60% of all searches happen on mobile devices.



38% of local searchers take action within 24 hours of calling, visiting, or making a purchase.

If your information isn't consistent, correct, and complete across platforms, your business becomes invisible to ready-to-buy customers. **The first impression many people have of your business is not your storefront, it's your online listing.**

This is especially true for service-based businesses, medical offices, salons, restaurants, and any local storefront that relies on foot traffic or phone calls. Without a strong digital foundation, you're missing out on customers at the moment they're ready to buy.



THE REAL COST OF INACCURATE LISTINGS

Inconsistent or incorrect listings don't just confuse customers. They actively harm your business by undermining credibility, reducing search visibility, and causing lost opportunities.



Missed Opportunities

Your potential customers use directories, maps, and review sites to decide where to go. If your business isn't listed, or the information is incorrect, you simply don't exist to them.



Wasted Time

Manual updates across dozens of platforms [Google, Yelp, Bing, Apple Maps, Facebook, etc.] is time-consuming and error-prone. You could spend hours trying to update listings individually, and still miss out on hidden duplicates or aggregator sites.



Lost Revenue

Just one outdated listing can send customers to the wrong address, or make them call a disconnected number. Lost revenue due to misinformation can quickly add up, especially for high-intent, local traffic.



Damaged SEO

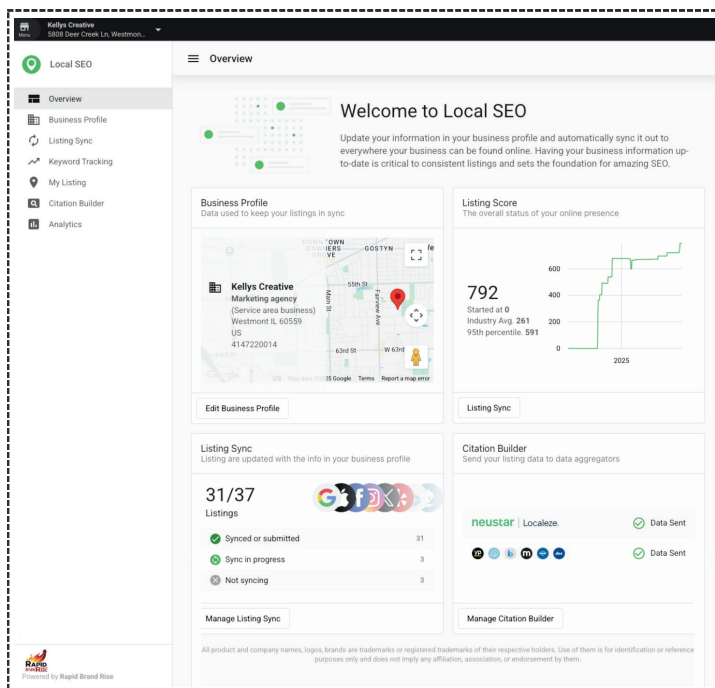
Google uses your business info to verify legitimacy and trustworthiness. Inconsistencies across platforms cause ranking penalties. You may drop off the map, literally, from local search results.

TOOLS THAT **FIX THIS, FAST**



Local businesses don't need to suffer through the hassle of fixing listings manually. With the right tools, you can:

- Sync your data once, and push it across the web
- Monitor and fix issues in real-time
- Get deeper insight into where and how your customers find you



LISTING BUILDER

A **powerful dashboard** that acts as your home base for listing management.

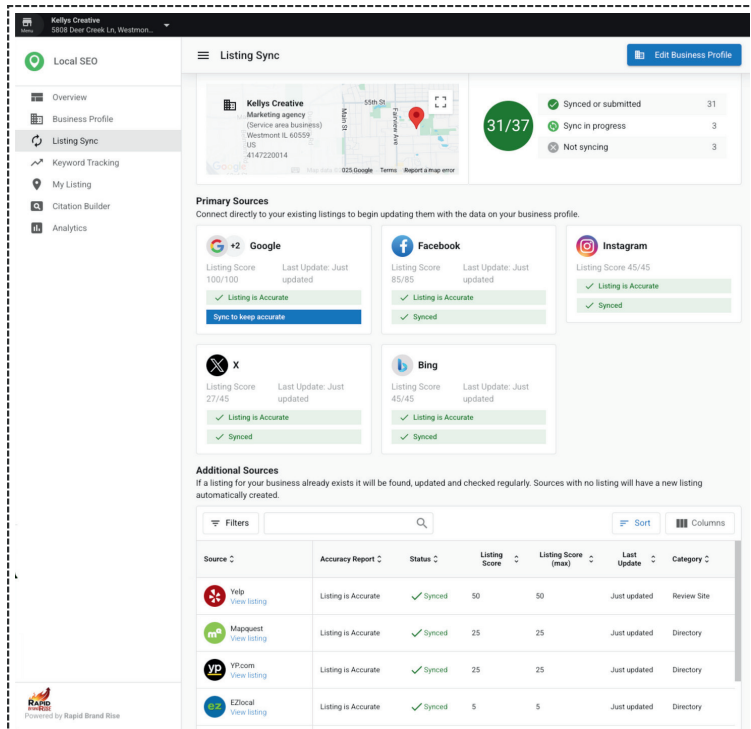
- **Create, edit, and maintain** all business listings from one place
- Get a snapshot of where your business info appears online
- **Scan for inconsistencies**, duplicates, or missing listings
- Pull customer behavior data from **Google Insights**, helping you understand how customers are interacting with your listing [calls, direction requests, visits]

TOOLS THAT FIX THIS, FAST

LISTING SYNC PRO

This is the powerhouse that **distributes your correct info everywhere** it matters.

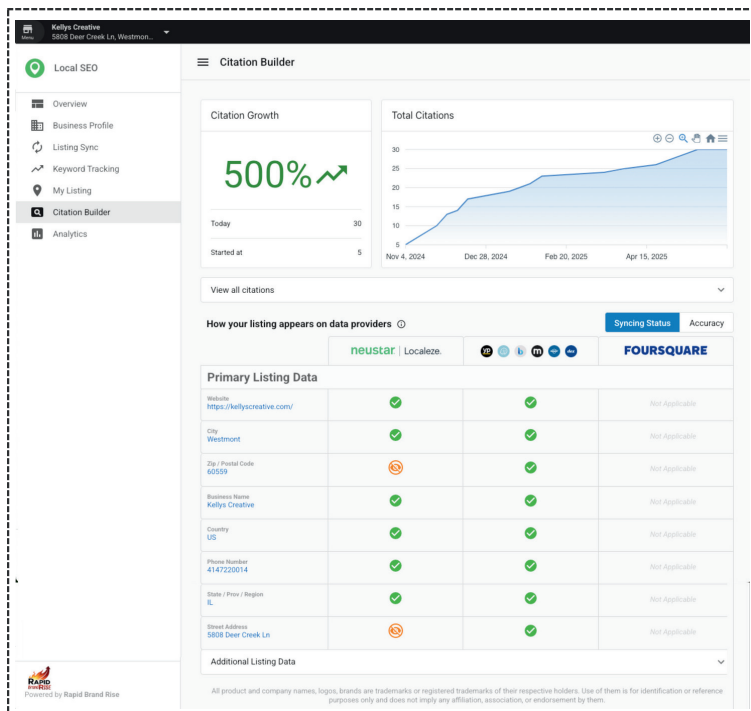
- **Push accurate data instantly** to dozens of top sites
- **Suppress outdated or duplicate listings**, avoiding confusion
- Ensure customers always see your most recent hours, contact info, and services
- **Save massive time** by avoiding repetitive manual work



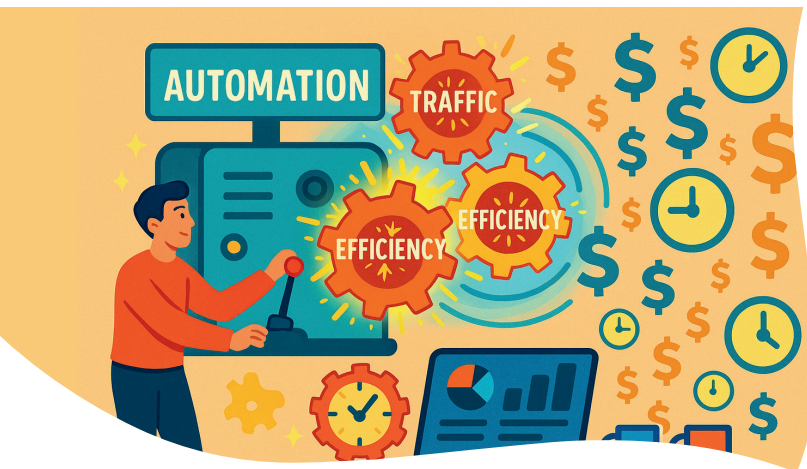
LISTING DISTRIBUTION

Go even deeper with listing authority.

- **Sends your info to the big data aggregators:** Data Axle, Neustar/Localeze, and Foursquare
- These providers feed business data to **hundreds of secondary directories and GPS systems**
- The dashboard lets you **track citation accuracy**, measure reach, and prove listing health over time



THE HIDDEN VALUE: AUTOMATION = TIME + TRUST + TRAFFIC



You didn't start your business to manage digital listings.

That's why automation isn't just a convenience — **it's a necessity.**



Save Time

No more logging into a dozen platforms every time you change a holiday hour. Set it, sync it, and move on to what you do best.



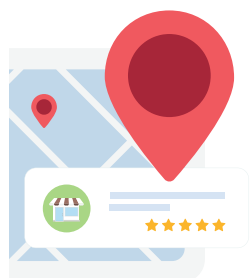
Save Money

Manual labor, web design tweaks, and customer service to fix misunderstandings = real cost. Accurate listings minimize support calls and increase foot traffic.



Build Trust

Customers are more likely to engage with businesses that show up reliably across search platforms. Accurate information boosts your credibility before the first conversation.



Get Found Faster

Google rewards accuracy. The more consistent your data, the higher you rank. Appear in map packs, voice search, and "open now" filters where real customers are searching in real-time.

NEED A CUSTOM STRATEGY THAT WORKS FOR YOU?



Every business has a unique footprint. Whether you serve one neighborhood or multiple locations, your listing strategy should reflect that.

That's where Kelly's Creative comes in.

We go beyond the basic tools to:

- Audit your current local SEO and digital listings
- Build a tailored listing strategy based on your audience and industry
- Connect and manage your profiles in one seamless platform
- Provide ongoing reporting, updates, and insights to show ROI

SPECIAL OFFER

LOCAL SEO PRO

\$250 FOR 3 MONTHS

The laptop screen shows the 'Listing Sync' interface with a 'Listing score' of 412. It lists primary sources like Google, Facebook, Instagram, X (formerly Twitter), Bing, and Apple, each with a 'Listing score' and 'Sync to fs' button. It also shows 'Additional sources' at the bottom.

**Let's make sure
your business is
showing up
where it matters.**

Get started with

**Local SEO Pro
for only \$250**

for the first three months,
then \$91.25/month thereafter.

[Includes Listing Builder +
Listing Sync Pro]

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**GET FOUND,
STAY FOUND,
AND CONVERT
LOCAL SEARCHES
INTO
REAL REVENUE!**

 **Contact Kelly's Creative** for a
personalized consultation.



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