

# Optimize Your Local Search Results

Protect your brand identity and control your online presence across all platforms with an accurate, consistent and relevant listings solution powered by **MizaniApps by MizaniOne** Localize.



## Your Local Listings Matter

**81%**

of buyers research online before they make a purchase

**80%**

prefer search engines over friends to find products

**76%**

of those who search from mobile will visit the business in 24 hours

**1 in 3**

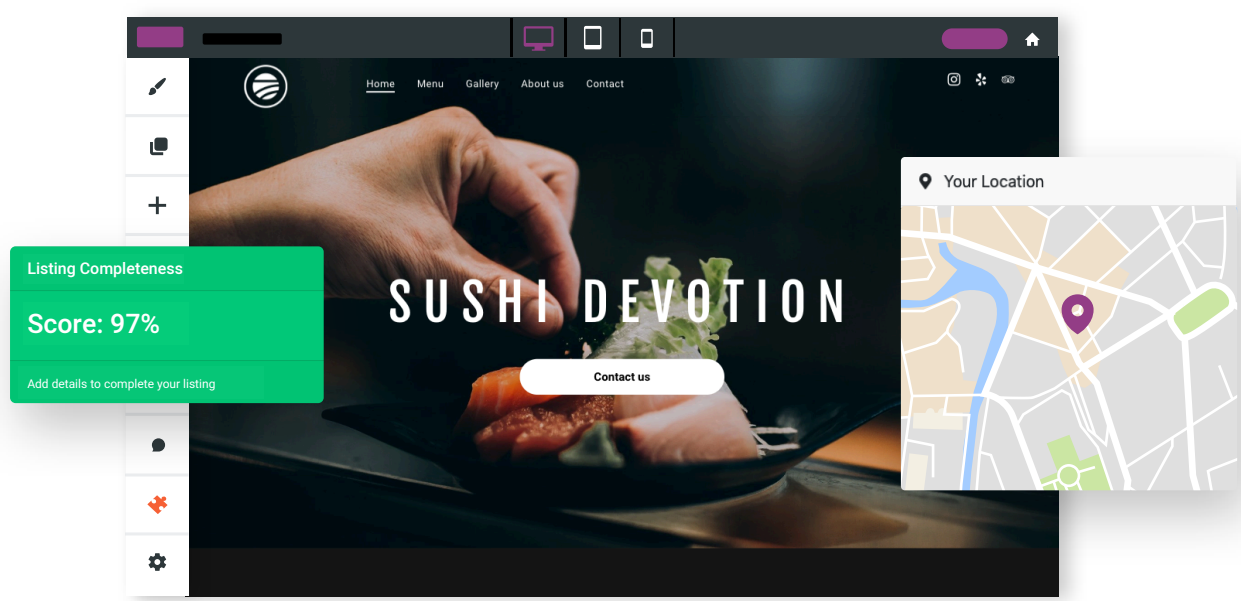
will choose another brand if they can't find all the info they need

**43%**

of businesses have at least one incorrect or missing address on their listings

## A Proven Solution

MizaniApps helps more than 800 small and medium businesses and 350 of the largest brands in the world establish trusted connections through local search.



## How it Works



### Review

listing details right from your site and make unlimited changes. Neustar's solution verifies the information everywhere it is listed online.



### Integrate

directly with Google My Business and sync in real-time to Google Search and Google Maps.



### Autocorrect

errors and duplicate information in order to help positively influence search results.



### Distribute

to over 90 search platforms, directories, navigation services, mobile apps, and social sites, including Google, Apple Maps, Yahoo, Bing, TomTom, and YP.com.



### Optimize

listings by including key information your customers are looking for including business hours, and payment options.



### Protect

your brand's online identity and reputation and ensure that your consumers get the right information about your business, no matter where they search.

## FAQ

### Can I take care of listings without Localize?

Technically you can. However, with so many online platforms, social media, directories, mapping, and voice search options, it can take up to 300 hours each year to manually review and update your business information across all of them. Localize makes it easy.

### What is the benefit of managing my listings from my site?

An all-in-one interface makes it easy to review your listing details and update your information. Additionally, Localize distributes your listing information across the local search network, including real-time syncing to Google Search and Google Maps. It also autocorrects information whenever possible in order to help positively influence search results.

### Do the listings automatically update when I update my website content?

Yes. Localize auto-syncs updates made from your website's content library, such as changes to business hours and payment options.

### How much time does it take to update the information to sync with Google and Online Directories?

Localize enables real-time syncing to Google Search and Google Maps.