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R. Martin Creative
Marketing, Web & Print

LOCAL PRESENCE MANAGEMENT · ADD-ON

Fix your listings at the source.

An add-on for any package. Your corrected details go to the data aggregators that supply many smaller sites and apps, and to the local chamber, city and regional directories that show you're an established part of the community.

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WHAT'S INCLUDED

AGGREGATORS	Data aggregators · Chamber & city listings
WORKS WITH	Any package: Core, Citation Cleanup, or Industry & AI

+$199
Added to the price of your package. Third-party fees are separate.

3 aggregators
Data Axle, Neustar Localeze and Foursquare.

You approve
Any third-party costs are sent to you to approve before anything is submitted.

Add-on LOCAL AUTHORITY & AGGREGATORS

What the add-on covers

Many smaller sites, apps and in-car navigation systems don't collect business details themselves. They buy them from a handful of data aggregators. Correcting your details there fixes them downstream. Local listings add the community signals that show you're a real, established local business.

1 Data aggregators

Aggregator
Data Axle
Formerly Infogroup. One of the largest US business databases.

Aggregator
Neustar Localeze
Supplies business listings to search engines, apps and directories.

Aggregator
Foursquare
Its location data feeds many popular apps and maps.

2 Local authority listings

- **Your local chamber of commerce** directory
- **City or municipal business directories**, plus downtown or business district listings
- **Regional news or local paper** business directories, where your area has them

Add-on FEES AND TIMING

What to expect

Two things work a little differently with aggregators and local listings, so here they are up front.

Third-party fees, approved by you first

Some aggregators and directories charge their own fees, and a chamber listing may require a membership. These fees are **not included in the $199**, and they change over time. I'll send you the exact costs to approve before anything is submitted, and nothing is paid without your written okay (email is fine).

Set your expectations

Aggregator updates take time to travel. Changes can take **a few months** to spread from the aggregators to all the smaller sites they supply. Your hand-off report lists anything still in progress.

Added to your hand-off report

- ☐ **Third-party fee receipts**
  Every fee paid on your behalf, with receipts
- ☐ **Aggregator status**
  Which submissions are complete, and which are still spreading, with expected timing

How the packages compare

PACKAGE	PRICE	5 MAIN PLATFORMS	20+ GENERAL DIRECTORIES	INDUSTRY DIRECTORIES	AGGREGATORS & LOCAL
Core Search & Maps	$149	✓	—	—	—
Complete Citation Cleanup	$349	✓	✓	—	—
Industry & AI Dominance	$599	✓	✓	✓	—
Local Authority & Aggregators THIS GUIDE	+$199	—	—	—	✓
Everything, bundled	$749	✓	✓	✓	✓

> The **Local Authority & Aggregators** add-on goes on top of a package. **Everything, bundled** is Industry & AI Dominance plus the add-on for $749, which saves $49.

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Want to add it to your package?

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