RM

R. Martin Creative
Marketing, Web & Print

LOCAL PRESENCE MANAGEMENT · ONE-TIME PACKAGE

Every listing, every directory, in one project.

The complete package: Industry & AI Dominance plus the Local Authority & Aggregators add-on. Your main platforms, 20+ general directories, industry directories, data aggregators and local listings are all cleaned up and made consistent in one go.

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WHAT'S INCLUDED

MAPS & AI	Google	Apple Maps	Bing	Facebook	Instagram
DIRECTORIES	20+ general directories	Duplicates merged or removed			
INDUSTRY	Industry directories picked for your business				
AGGREGATORS	Data aggregators	Chamber & city listings			

$749

One-time fee. Saves $49 compared with buying the two separately.

4 layers

Main platforms, general directories, industry directories, aggregators and local listings.

$0 to start

Begins with a free Website + Search Health Check.

Maps & AI INCLUDED IN EVERY PACKAGE

The five platforms customers check first

These are the places people look you up on their phones, and the sources that voice assistants and AI tools read from. Each one is set up and fully optimized, so the details customers see are complete and correct.

PLATFORM	WHERE IT SHOWS YOU	WHY IT MATTERS
Google Business Profile	Google Maps, the Local 3-Pack, Google Search and AI Overviews	The listing most customers see first when they search for a business near them
Apple Business Connect	Apple Maps, Siri and Spotlight	Every iPhone user who asks Siri or opens Apple Maps
Bing Places for Business	Bing Maps and Microsoft Copilot	Powers Bing search, Windows, and Microsoft's AI assistant
Facebook	Your Facebook business page	Matched to your listings so the details agree everywhere
Instagram	Your Instagram business profile	Matched to your listings so the details agree everywhere

What "set up and fully optimized" means, on every platform

- [ ] **Claimed and verified**
  In your name, under your account
- [ ] **Exact name, address and phone**
  Written the same way on every platform
- [ ] **Hours and holiday hours**
  So nobody shows up to a locked door
- [ ] **Primary and secondary categories**
  So you appear for the right searches
- [ ] **Services**
  What you offer, in the words customers use
- [ ] **Description**
  What you do and where, in plain language
- [ ] **Service area**
  The towns and areas you cover
- [ ] **Website link**
  Pointing to the right page
- [ ] **Photos**
  Real photos of your work, team and location
- [ ] **Attributes**
  Details like accessibility, payment types and more

> The main map and AI platforms are usually done **within a couple of weeks**. Google and Apple verify new listings themselves, which can take a few days.

Directories COMPLETE CITATION CLEANUP AND UP

20+ general directories, cleaned up

Your business is probably already listed on dozens of directory sites, often with an old phone number, a past address, or two listings for the same place. Search engines and AI assistants compare these sources to decide which details to trust, so mismatches cost you.

1 What happens on each directory

1
Made consistent
Name, address and phone match your official format exactly.

2
Duplicates merged
Two or three listings for the same business become one.

3
Outdated listings removed
Old addresses, closed locations and wrong numbers are cleared out.

2 Where the 20+ come from

MAJOR DIRECTORIES · DONE FIRST

Yelp | Better Business Bureau (BBB) | Nextdoor | YellowPages | MapQuest | Manta | Superpages | DexKnows

SECONDARY CITATION DIRECTORIES

MerchantCircle | Hotfrog | EzLocal | Brownbook | Local.com | ChamberofCommerce.com | YellowBook | Cylex USA | eLocal | Judy's Book | n49 | ShowMeLocal | USCity.net | B2BYellowpages | Bizwiki | Infobel USA | CitySquares | Express Business Directory | My Huckleberry | LocalStack

> You get **at least 20 directories**, chosen from this list based on what's active and relevant when we start. Your hand-off report lists every one that was done.

Industry

INDUSTRY & AI DOMINANCE AND UP

Industry directories picked for your business

General directories tell search engines you exist. Industry directories tell them, and your customers, what kind of business you are. These are the sites people browse when they're actively comparing options, and the ones AI assistants lean on when someone asks for a recommendation.

IF YOUR BUSINESS IS IN	DIRECTORIES WE CHOOSE FROM
Home services and trades	Angi, Thumbtack, Houzz (design and remodeling), Porch, BuildZoom
Professional and B2B	LinkedIn company page, Clutch, GoodFirms, DesignRush, UpCity
Restaurants and hospitality	Yelp, Tripadvisor, OpenTable or Resy
Healthcare	Healthgrades, Zocdoc, WebMD, Vitals
Legal	Avvo, Justia, FindLaw

> You don't need all of them. The health check shows which ones your customers and competitors actually use, and those are the ones that get set up.

Where the "AI" comes in

AI tools like Google's AI Overviews, Microsoft Copilot, Siri and ChatGPT don't have their own map of local businesses. They draw on the same profiles, directories and industry sites covered here. **The more places that agree on who you are, what you do and where you work, the more confidently those tools can recommend you.**

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

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.

Process HOW IT WORKS

From health check to hand-off

Every package follows the same five steps, and every one starts with a free health check, so you only pay for what your business actually needs.

1 **Free Website + Search Health Check**

I find where you're listed, what's wrong and what's missing, and we agree on the exact name, address, phone and hours to use everywhere.

2 **Confirm your package**

The health check shows which package fits. We confirm it and the price before any work starts. If the add-on is included, you also get an estimate of any third-party fees to approve.

3 **Give me access, not your passwords**

Where a platform allows it (like Google Business Profile), you add me as a manager. You never hand over a password and can remove me anytime.

4 **The work, in order**

The five main platforms first, then the general directories, then your industry directories, then the aggregators and local listings.

5 **Hand-off**

You get a complete report of everything that was done, and every account stays in your name.

Yours, always

Every listing stays in your business's name and under your own accounts.

No passwords

Where a manager role exists, I use it. Remove me anytime with a click.

One-time fee

Nothing recurring, unless you choose to add an ongoing plan later.

What you get when the project is done

- [ ] **Listings report**
  Every listing touched, with its link, its status (claimed, fixed, created, merged, removed or pending) and the account it's under
- [ ] **Login and ownership list**
  Which email owns each account, and confirmation that you, not me, are the owner on every platform
- [ ] **Third-party fee receipts**
  Every fee paid on your behalf, with receipts
- [ ] **Manager access, your call**
  I offer to remove my manager access, or keep it if you move to an ongoing plan or the Monthly Retainer
- [ ] **Your official name, address and phone format**
  Exactly as used everywhere, so any future listing stays consistent
- [ ] **Pending items**
  Anything still waiting on verification, a directory's review, or aggregator updates spreading, with expected timing
- [ ] **Before-and-after summary**
  What was wrong when we started, and what was fixed

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	+$199	—	—	—	✓
Everything, bundled THIS GUIDE	$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.

Keep it that way

Listings drift over time: Google accepts suggested edits from the public, duplicates reappear, and reviews need answers. Two optional plans keep things in shape after the project, with no long-term contract: **Local Presence Guard** ($39/month or $49/quarter) for regular checks, fixes and review alerts, and **Local Search Dominance** ($149/month) for active management.

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Questions, or ready for your free health check?

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