



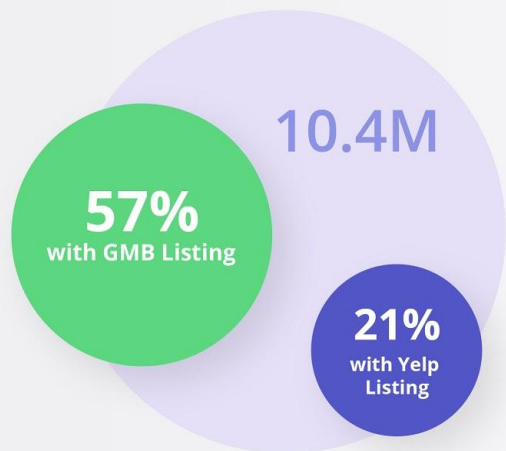
Infographic

Opportunities for Local Listing & Reputation Management Services in the US

August 2020

Local Listing Management Opportunity: \$1.5B

Analysis of 10.4M SMBs in the US



GMB and Yelp Listings Dominate SERPs

- GMB is the most important “local directory” for ranking in Google search results.
- Yelp appears in the top five local search results 92% of the time.
~ FreshChalk

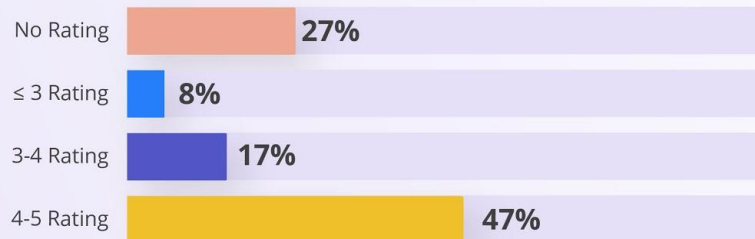
Claimed Versus Unclaimed Listings

Claimed listings appear more credible online and make online ads more effective. ~ Google



GMB Listings Rating Distribution

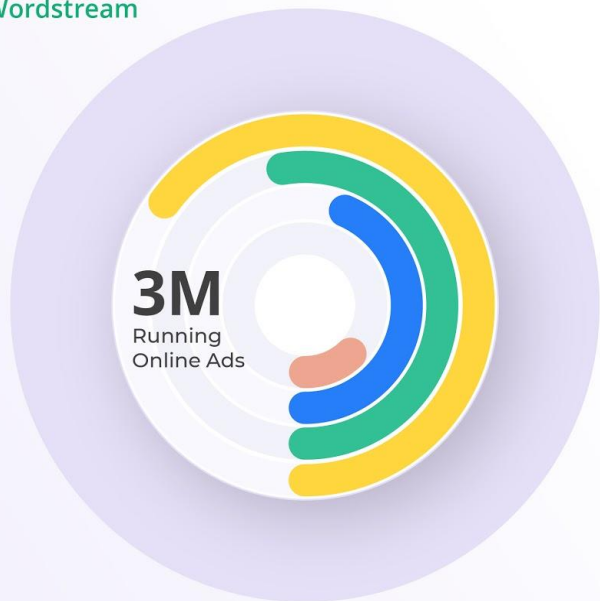
Searches including terms like “best” only show results for businesses with a 4-star rating or above. ~ Yext



29% SMBs in the US are running Ads online

For high commercial intent searches paid ads get 65% of all clicks.

~Wordstream



7% Yelp Ads

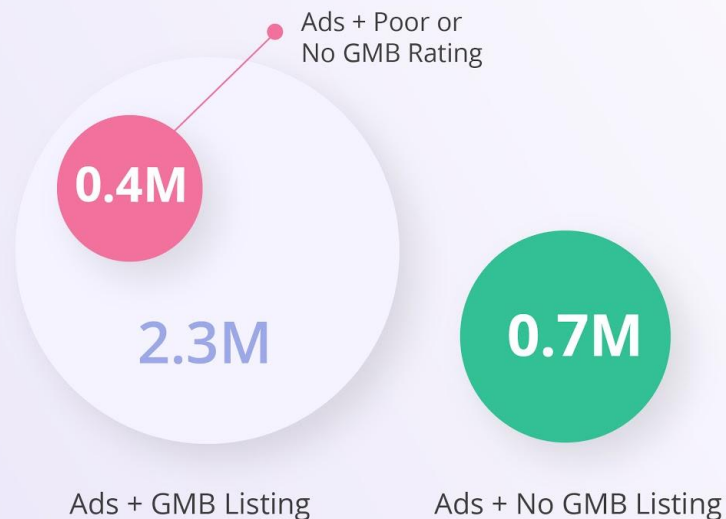
51% Google Ads

43% Facebook Ads

62% Display Ads

SMBs running Ads but poor or no GMB listing

These are businesses that are spending online BUT lack in organic ranking.





**Do you want to find out the Local Listing
Management Opportunity in your local market?**

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