

Why do businesses need Listing Distribution?

Listing Distribution is the submission of business listings to data providers (e.g., Neustar Localeze, Factual, Acxiom and Infogroup). Together, these data providers are referenced by hundreds of online listing directories, search engines, local search platforms and mobile apps.



EZlocal sends the correct (or preferred) listing details to ALL FOUR data providers so it is used consistently across major search sites and directories. This improves Local SEO and saves you valuable time compared to attempting to update each listing manually (approx 300 hours of work).

What is a data provider?

As the name suggests, data providers (aka data aggregators) gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines, and more. They also power the latest apps such as Apple Siri, Google and Bing Maps, Facebook Graph Search and personal navigation systems.

Four major players offer this data: Neustar Localeze, Factual, Acxiom and Infogroup, providing data to over 300 online listing sources. Listing Distribution submits listings to all four of these data providers, providing maximum exposure and valuable citations that impact your rankings.

A Closer Look: [The Local Search Ecosystem](#) (map).

What is NAP consistency?

NAP is an acronym that stands for “Name, Address and Phone Number”. NAP Consistency occurs when your business’s Name, Address, and Phone Number are consistently listed with the same spelling and formatting throughout the web. It is also important to have your website address listed consistently as well.

Why is NAP consistency good for Local SEO?

When Google crawls the web, for instance, it can notice even the slightest variations in a business name, address, phone number, and/or website address published across various sites. These variations can hinder the search engine’s confidence in the accuracy of the information. *Could this business be spamming a fake location?*

Since the number one goal of any search engine is to provide a quality user experience, it’s critical your NAP is consistent across the web. See: [Citation Inconsistency Is No.1 Issue Affecting Local Ranking](#).

Even subtle differences in your published NAP can trigger inconsistency issues:

			
Quality Roofing	Quality Roofing	Quality Roofing LLC	Quality Roofing, LLC
Drury Ln Suite 555	Drury Lane	Drury Ln Ste 555	Drury Ln Suite 555

Google’s search algorithm may flag inconsistent listings as potential spam or consider them different businesses which lowers your overall chance of ranking.

How often are listings sent to the data providers?

When a listing is created or modified in our system, the information is sent to the four data providers within 24 hours. Data providers accept this data and provide us with confirmation within six weeks.

We also keep sending your listing data to these providers once every week to ensure that they always have the most accurate version of your data.

How long does Listing Distribution take?

Listing Distribution is a continual process needed to maintain and build your web presence. As soon as you enter your business information, we push it to the four data providers. The hundreds of sites and sources that turn to these providers for information query them at various intervals -- some seek out the information daily, weekly, monthly, etc.



What if a business has duplicate listings -- how does Listing Distribution take care of those?

We submit the listing to the core data providers, and the providers have their own process to eliminate duplicate listings. EZlocal can, however, help manually remove duplicate Google listings.

Where do listings come from, anyway?

- Search engines and other sources get your business information from a huge number of sources, including:
- Business owners enter their own information
- Government sources
- User-generated content
- Google sources (MapMaker, Google My Business, etc.)
- Data providers

This information is usually compiled in a server cluster, and can be verified by an actual employee. The most importantly weighted information in the US, however, comes from the four major data providers -- Neustar/Localeze, Infogroup, Acxiom and Factual. These providers disseminate their listing information to over 300 listings sites -- Yelp, yp.com, judy's book and many, many others. If their information is wrong, your customers won't be able to find you.

How often can I make changes to my business profile?

You can update your business profile (login.ezlocal.com) as much as you want while your Listing Distribution subscription is active. There's no limit on the number of changes you can make.