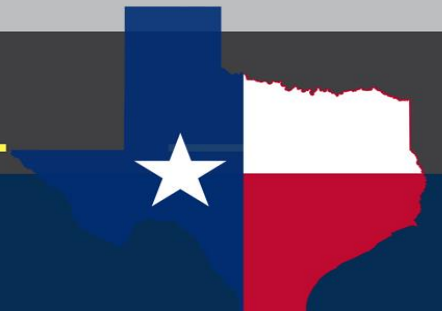


# HOW TO AVOID GETTING TRAMPLED

IN THE NORTH TEXAS SMALL BUSINESS STAMPEDE



THE FRISCO CONSULTING GROUP



As a business owner in North Texas, you know the crucial 2016 holiday shopping season is almost upon us.

If your customers, clients or patients come to your location to purchase your products or services, you'll need to go make sure your business is listed both correctly and accurately in each of these business listings.

Below, **you will find the most important places, your business should be listed online**, when your target audience begins to 'go shopping' this season. And guess what? **They're all FREE.**

Now, depending on your local level of competition, getting your listings published into these directories **can literally explode your rankings on Google** and other online areas where your target audience is shopping.

This results produced by this list could mean the difference between a business who has their 'phones ringing & doors swinging'...and a business who simply waits for people to show up.

**What you will receive in this checklist are the most important places to:**

- A. Check to ensure your business is listed with them **ACCURATELY** (correct name, address, hours of operation, correct website URL link etc.)
- B. Add your **FREE** listing to the ones who aren't currently showing your published listing.

At first glance, this may seem like a daunting task. This is exactly why we've given you the ability to check each 'box' inside the spreadsheet, as you complete each listing.

Now...some of you may complete your first few listings and find yourself on Page 1 of Google for your type of local business, fairly quickly. If this happens, **consider yourself lucky and keep going down the list.**

Your competitors may be hot on your trail and completing every listing **ACCURATELY** is one way to help give you an 'edge' with your local search results.

For the rest of you, please keep in mind that many of these information systems and data aggregators only 'push' their information out to Google and other search engines, GPS systems etc. once every 30-60 days...so don't expect miracles. In fact...don't expect **ANYTHING**. **Be pleasantly surprised.**

Expectations create disappointment and remember that **this checklist is one of the most important tasks you can ever do for your business, if you wish to compete locally, in 2017.**

Your results will depend on to many factors to list here including:

- i. The quality of your website
- ii. Your level of competition (as I mentioned previously)
- iii. 'Consistency of information' across these listing and more.

And one other thing...here's a bit of advice. **Follow through with this checklist.** Don't 'get to it later.'

Life **WILL** distract you and if you make this a top priority now, you may be surprised with your results soon.

**Happy Holidays from The Frisco Consulting Group!**

**Kevin Saint Clair**

**The Frisco Consulting Group**

**Frisco, Texas**

**<https://TheFriscoConsultingGroup.com>**

	Website	URL	Status	Username	Password	Misc	Notes
1	Google	<a href="https://www.google.com/business/">https://www.google.com/business/</a>	<input type="checkbox"/>				
2	BING	<a href="https://www.bingplaces.com/">https://www.bingplaces.com/</a>	<input type="checkbox"/>				
3	Acxiom	<a href="https://mybusinesslistingmanager.myacxiom.com/">https://mybusinesslistingmanager.myacxiom.com/</a>	<input type="checkbox"/>				
4	Yahoo	<a href="https://smallbusiness.yahoo.com/local-listings?s_local">https://smallbusiness.yahoo.com/local-listings?s_local</a>	<input checked="" type="checkbox"/>				
5	InfoGroup	<a href="http://www.expressupdate.com/search">http://www.expressupdate.com/search</a>	<input type="checkbox"/>				
6	Factual	<a href="https://www.factual.com/contact#update_add_business">https://www.factual.com/contact#update_add_business</a>	<input checked="" type="checkbox"/>				
7	YELP	<a href="https://biz.yelp.com/">https://biz.yelp.com/</a>	<input checked="" type="checkbox"/>				
8	Facebook	<a href="https://www.facebook.com/pages/create?url=https%3A">https://www.facebook.com/pages/create?url=https%3A</a>	<input type="checkbox"/>				
9	Twitter	<a href="http://www.twibs.com/">http://www.twibs.com/</a>	<input type="checkbox"/>				
10	Yellow Pages	<a href="http://adsolutions.yp.com/free-listing-benefits">http://adsolutions.yp.com/free-listing-benefits</a>	<input type="checkbox"/>				
11	Manta	<a href="http://www.manta.com/">http://www.manta.com/</a>	<input type="checkbox"/>				
12	Hotfrog	<a href="http://www.hotfrog.com/">http://www.hotfrog.com/</a>	<input type="checkbox"/>				
13	Show Me Local	<a href="http://www.showmelocal.com/">http://www.showmelocal.com/</a>	<input type="checkbox"/>				
14	LinkedIn	<a href="https://smallbusiness.linkedin.com/">https://smallbusiness.linkedin.com/</a>	<input type="checkbox"/>				
15	Mojo Pages	<a href="https://www.mojopages.com/add-business">https://www.mojopages.com/add-business</a>	<input type="checkbox"/>				
16	Superpages	<a href="http://claimlisting.superpages.com/spportal/quickbpflo">http://claimlisting.superpages.com/spportal/quickbpflo</a>	<input type="checkbox"/>				
17	Kudzu	<a href="https://register.kudzu.com/packageSelect.do">https://register.kudzu.com/packageSelect.do</a>	<input type="checkbox"/>				
18	Foursquare	<a href="http://business.foursquare.com/">http://business.foursquare.com/</a>	<input type="checkbox"/>				
19	Google Mapmaker	<a href="http://www.google.com/mapmaker">http://www.google.com/mapmaker</a>	<input type="checkbox"/>				
20	Apple Maps	<a href="https://mapsconnect.apple.com/">https://mapsconnect.apple.com/</a>	<input type="checkbox"/>				
Notes	<a href="http://www.TheFriscoConsultingGroup.com">www.TheFriscoConsultingGroup.com</a>						