

Dr. Miinala Marketing Offers Services To Help With Listing Distribution

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Dr. Miinala Marketing, a digital marketing agency based in Mercer, PA, has announced that they offer services that can help clients with their listing distribution. Dr. Marjukka Miinala, the owner and founder of the marketing agency, had previously published posts on listing distribution. In one of those articles, Dr. Miinala explained how to enhance listing consistency and build a business' online presence. In another article, she explained low long should be the duration of listing distribution.

Dr. Miinala explains: "Listing distribution submits your business listing to the four major data providers: Factual, Acxiom, Infogroup, and Neustar (Localeze). Together, these data providers are referenced by over 300 online listing directories. It is vital that you are listed with each of them if you want to have an impact online."

One of the key areas of importance, according to the digital marketing agency, is that there are three factors that a listing should be optimized for. Doing so properly has a tremendous impact on the local search rank. The three key factors are the number of online citations, the popularity of the sources that they appear on, and the consistency and accuracy of the listing information itself.

As part of their services, Dr. Miinala Marketing now offers full listing distribution services. She says: "Simply activate your Listing Distribution, and watch as your listings improve over time."

When properly listed on the four data providers, over 300 other websites can be reached. These include the big ones of importance, which are FourSquare, Google, Yahoo!, Bing, Judy's Book, UrbanSpoon, OpenTable, CitySearch, and Cars.com. The fact that listing information is shared across not just those but also 300 other websites truly highlights the importance of consistency and accuracy.

Dr. Miinala continues: "You must make sure that all your information is up-to-date and accurate, across each of the data providers. One mistake means that you miss out on some 300 potential sources. Not just that, faulty information does not instill trust in your prospective customers, so it will harm you in other ways as well."

The digital marketing agency welcomes inquiries from businesses looking to improve their listing distribution. They encourage everyone to check that they are listed and listed properly, and to contact Dr. Miinala Marketing for further information and help.
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