



# Local Buzz Service Packages

Did you know that optimization of local listings, maps, reviews, & check-in promos can help customers find you before they find your competitors?

Local listings are increasingly used by people who are searching for products and services in their vicinity, who are also ready to make purchases either online or offline.

Here are our Local Buzz Service Packages designed to help your business succeed further.

Package Name		Beginner Local Buzz	Intermediate Local Buzz	Advanced Local Buzz	Turbo Local Buzz	Monster Local Buzz
Recommended Minimum Duration	?	6 Months	6 Months	6 Months	6 Months	6 Months
Services/Products		Up to 5	Up to 10	Up to 15	Up to 20	Up to 20
Business Categories		1	Up to 2	Up to 3	Up to 5	Up to 5
<b>MONTH 1 SERVICES</b>						
Local Business Listing Research and Creation						

Local Places Research						
Duplicate Google Places Analysis	?	Yes	Yes	Yes	Yes	Yes
Duplicate Foursquare Analysis	?	Yes	Yes	Yes	Yes	Yes
Duplicate Facebook Places Analysis	?	Yes	Yes	Yes	Yes	Yes
Duplicate Bing Local Analysis	?	Yes	Yes	Yes	Yes	Yes
Competition Category Analysis	?	Yes	Yes	Yes	Yes	Yes
Ranking Comparison Report - Google, Yahoo, Bing	?	Yes	Yes	Yes	Yes	Yes
Current Directory Listing Analysis and Overview	?	Yes	Yes	Yes	Yes	Yes
Business Address Consistency Check among Existing Directories	?	Yes	Yes	Yes	Yes	Yes
Google Places Competition Profile Page Analysis	?	Yes	Yes	Yes	Yes	Yes
Local On Page Optimization Analysis	?	Yes	Yes	Yes	Yes	Yes
Google Places Compatibility Check	?	Yes	Yes	Yes	Yes	Yes
Business Information						
Business Information Intake	?	Yes	Yes	Yes	Yes	Yes

Business Information Validation	?	Yes	Yes	Yes	Yes	Yes
Business Address Verification (if applicable)	?	Yes	Yes	Yes	Yes	Yes
<b>Email Account and Logo</b>						
Unique Email Account Creation for Local Listing Creations*	?	Yes	Yes	Yes	Yes	Yes
Turn Over of Email Account	?	Yes	Yes	Yes	Yes	Yes
Uploading of Logo for Linking into Local Listings	?	Yes	Yes	Yes	Yes	Yes
<b>Primary Local Business Directories</b>						
Google Places - Creation and Optimization	?	Yes	Yes	Yes	Yes	Yes
Google Plus User Account Creation	?	Yes	Yes	Yes	Yes	Yes
Google Plus Business Page Creation	?	Yes	Yes	Yes	Yes	Yes
Bing Local - Creation and Optimization	?	Yes	Yes	Yes	Yes	Yes
Facebook Places - Creation and Optimization	?	No	Yes	Yes	Yes	Yes
Foursquare - Creation and Optimization	?	No	No	Yes	Yes	Yes
<b>Additional Top Local Business Directories</b>						

Top Local Directory Account Creation and Optimization	?	5	10	20	30	40
Top Niche or Geo Related Directory Account Creation and Optimization	?	5	10	20	30	40
Basic Mobile Website Creation						
Microsoft Mobile Website Creation	?	No	No	No	Yes	Yes
Mobile Website Products and Services Setup	?	No	No	No	Yes	Yes
Microsoft Mobile Website QR Code	?	No	No	No	Yes	Yes
Image Creation, Optimization, and Publication						
High Quality Image Sourcing	?	No	4	6	10	12
Image Editing with Branding	?	2	4	6	10	12
Image Optimization and Publication	?	2	4	6	10	12
Image Geotagging and Backlink Generation	?	2	4	6	10	12
Image Uploading/Publishing in Primary 4 Local Business Directories	?	8	16	24	40	40
Review and Promotion Creation						
Review Competition Marketing Analysis	?	Top 2	Top 4	Top 6	Top 8	Top 10

Review Writing	?	4	8	12	16	20
Promotion Copy Writing	?	No	2	2	2	2
Promotion Banner/Image Design	?	No	No	2	2	2
Promotion Coupon Creation with Bar Code	?	No	No	Yes	Yes	Yes
Misc Service Items						
Dedicated IP Services	?	Yes	Yes	Yes	Yes	Yes
Reporting and Auditing						
Internal Report Auditing and Analysis	?	Yes	Yes	Yes	Yes	Yes
Ranking Report Updates	?	Yes	Yes	Yes	Yes	Yes
Work Reports	?	Yes	Yes	Yes	Yes	Yes
<b>MONTH 2 &amp; ONGOING MONTHLY</b>						
Custom (Citation) Building						
Directory Research	?	Yes	Yes	Yes	Yes	Yes
Specialized Directory Creation	?	5	10	20	30	40

Recommended Paid Directories Report	?	No	No	Yes	Yes	Yes
Review and Promotion Creation						
Review Competition Marketing Analysis	?	Top 2	Top 4	Top 6	Top 8	Top 10
Review Writing	?	4	8	12	16	20
Promotion Copy Writing	?	No	3	4	4	4
Promotion Banner/Image Design	?	No	No	4	4	4
Promotion Coupon Creation with Bar Code	?	No	No	No	Yes	Yes
Review Publication						
Review Publication	?	4	8	12	16	20
Local Mobile "Check In" Visibility						
Facebook Places Check In Promotion Publication	?	No	Yes	Yes	Yes	Yes
Google Places Check In Promotion Publication	?	Yes	Yes	Yes	Yes	Yes
Foursquare Check In Promotion Publication	?	No	No	No	Yes	Yes
Promotion and Event Social Updates						

Google Places Offers Creation/Update	?	Yes	Yes	Yes	Yes	Yes
Google Plus Business Page Promotion Update	?	Yes	Yes	Yes	Yes	Yes
Facebook Page Promotional Like Gateway Creation	?	No	No	Yes	Yes	Yes
Facebook Places Promotion Publication	?	No	Yes	Yes	Yes	Yes
Bing Local Deals Creation	?	No	Yes	Yes	Yes	Yes
Bing Mobile Deals Publication	?	Yes	Yes	Yes	Yes	Yes
Foursquare Promotion Update	?	No	No	Yes	Yes	Yes
Misc Service Items						
Dedicated IP Services	?	Yes	Yes	Yes	Yes	Yes
Reporting and Auditing						
Internal Report Auditing and Analysis	?	Yes	Yes	Yes	Yes	Yes
Ranking Report Updates	?	Yes	Yes	Yes	Yes	Yes
Work Reports	?	Yes	Yes	Yes	Yes	Yes