HOW ONE WRONG BUSINESS LISTING CAN MEAN ERRONEOUS LISTINGS ACROSS THE WEB

We ran an online reputation report on BMW of San Francisco, and noticed that they had the wrong address listed on many sites across the web. Sites like Facebook, Yellowpages and Foursquare were leading customers to an incorrect address.

WHERE DO LISTINGS COME FROM?

Google and other search engines get business listing information from many sources, including:

- business owners enter their own information
- government sources
- user-generated content (UGC)
- Google sources (MapMaker, Places, etc)
- data providers

This information is all compiled in Google's server cluster, and can be verified by a Google 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 others.

BMW OF SAN FRANCISCO'S ONLINE VISIBILITY

Location Information ✏

BMW of San Francisco
1675 Howard St
San Francisco
CA
94103
Ph. (415) 863-9000
http://www.bmwsf.com/

The store owner entered their correct information online. This is the same information that was found on many listing sites and directories.

Despite a fairly high presence score, many sites reported the wrong address. From search engines to review sites, directories to social sites, BMW's address was consistently coming up incorrect.

Recurring erroneous listing:
75 Howard St

THE WHY   When we looked at how BMW of San Francisco's listing appeared on the four major data providers, we found that there were discrepancies with their listing and what Acxiom was reporting. When we further delved into the "details" section, it became clear that Acxiom was reporting the wrong address that had been seen on so many listing sites — 75 Howard Street.

How your listing appears on data providers				Icons / Details
	neustar // Localeze.	factual.	acxiom.	infogroup
Business Name BMW of San Francisco	BMW of San Francisco	BMW of San Francisco	Bmw Of San Francisco	BMW Of San Francisco
Street Address 1675 Howard St	1675 Howard St	1675 Howard St	75 Howard St	1675 Howard St
City San Francisco	San Francisco	San Francisco	San Francisco	San Francisco
State / Prov / Region CA	CA	CA	CA	CA
Country US	US	US	US	US
Zip / Postal Code 94103	94103	94103	94105	94103
Phone Number 4158639000	(415) 863-9000	(415) 863-9000	(415) 863-9000	(415) 863-9000
Website http://www.bmwsf.com/		http://www.bmwsf.com	http://BMWSF.COM	

✔ Accurate   ⚠ Contains Errors   ✖ Not Found   ⊖ Not Relevant

THE SOLUTION – LISTING DISTRIBUTION

Listing Distribution is part of our **Presence Builder** software. Presence Builder has several components that help businesses improve local search, reach consumers and correct and verify business listing information. Listing Distribution utilizes a partnership with all four major listing data providers — Factual, Acxiom, Infogroup, and Neustar (Localeze) — which are trusted by more than 300 listing directories, from prominent networks such as Urbanspoon to major auto manufacturers using it in their navigation systems. Our system ensures correct business listing information with all four providers, and transparency reporting when that data is taken up.

BMW of San Francisco had their information correct on three out of the four major data providers, but their address was listed incorrectly in many places. It's not enough to work with one, two, or even three of the four major data providers. When a business has incorrect information on even one of these major web influences, that information is disseminated all over the web.