

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.

90%
Presence Score
i

Search Engines

	Bing Local notes	⚠️	We found your listing on Bing Local but there are possible errors in the contact info. show details
	Google Plus Local notes	✅	You are listed on Google Plus Local. show details
	Yahoo! Local notes	⚠️	We found your listing on Yahoo! Local but there are possible errors in the contact info. show details

Review Sites

	Cars.com notes	✅	You are listed on Cars.com. show details
	Citysearch notes	⚠️	We found your listing on Citysearch but there are possible errors in the contact info. show details
	DealerRater notes	✅	You are listed on DealerRater. show details

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Visibility Stats

Found and Accurate	✅	9
Found with Possible Errors	⚠️	19
Missing	❌	3

Listing Distribution

Subscription: Not Enabled

[Monitor in Presence Builder](#)

[Activate Subscription](#)

Directories

	411.com notes	✅	You are listed on 411.com. show details
	BestLocalSearch notes	⚠️	We found your listing on BestLocalSearch but there are possible errors in the contact info. hide details
	Better Business Bureau notes	⚠️	We found your listing on Better Business Bureau but there are possible errors in the contact info. show details
	DexKnows notes	✅	You are listed on DexKnows. show details
	iYellow.com notes	⚠️	We found your listing on iYellow.com but there are possible errors in the contact info. hide details
	Local.com notes	⚠️	We found your listing on Local.com but there are possible errors in the contact info. hide details
	LocalEdge notes	❌	We have not found a listing for you on LocalEdge. view possible matches
	LocalSolution.com notes	⚠️	We found your listing on LocalSolution.com but there are possible errors in the contact info. hide details

Local Listings

	MakellLocal.com notes	⚠️	We found your listing on MakellLocal.com but there are possible errors in the contact info. hide details
	Mapquest notes	⚠️	We found your listing on Mapquest but there are possible errors in the contact info. show details
	MerchantCircle notes	⚠️	We found your listing on MerchantCircle but there are possible errors in the contact info. hide details
	OpenList notes	❌	We have not found a listing for you on OpenList. view possible matches
	Superpages notes	✅	You are listed on Superpages. show details
	SureWest notes	❌	We have not found a listing for you on SureWest. view possible matches
	Yellow Book notes	⚠️	We found your listing on Yellow Book but there are possible errors in the contact info. hide details
	Yellow Bot notes	⚠️	We found your listing on Yellow Bot but there are possible errors in the contact info. show details
	YellowPages notes	✅	You are listed on YellowPages. show details
	Ziplocal notes	⚠️	We found your listing on Ziplocal but there are possible errors in the contact info. show details

Social Sites

	Facebook notes	⚠️	We found your listing on Facebook but there are possible errors in the contact info. hide details
	Foursquare notes	⚠️	We found your listing on Foursquare but there are possible errors in the contact info. show details
	LinkedIn notes	✅	You are listed on LinkedIn. show details
	Twitter notes	✅	You are listed on Twitter. show details

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

	neustar.//Localeze.	factual.	acxiom.	infogroup
Business Name 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://BMW/SF.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.