Boost digital engagement and on-premise foot traffic by improving the integrity and accuracy of your center’s local listing data. Streamline the process of monitoring and maintaining these listings across multiple platforms and services with PlaceWise Local Listings.

INACCURATE LOCAL DATA RESULTS IN NEGATIVE SHOPPER ENGAGEMENT

Incorrect information about your shopping center on online search engines, directories, and map providers is confusing and deterring for shoppers. Finding, fixing, and maintaining this information across digital channels is a time-consuming and tedious process. Common SEO strategies, such as structured data and keywords, can only do so much to improve or fix the inaccurate data.

CONTROL YOUR DATA

With PlaceWise Local Listings, you can protect your center’s listings from unauthorized and incorrect updates and changes. We ensure that only the most current information about your center is sent directly to online listing services, such as Google Knowledge Graph.

PlaceWise Local Listings will maintain the integrity of your shopping center’s data, SEO, and digital presence across major online search engines, directories, and map providers including:

- Google + Google Knowledge Graph
- Google Maps
- Bing
- Apple Maps
- Yelp
- Facebook
CONTROL YOUR CENTER'S REPUTATION

Duplicate listings often contain conflicting information, further damaging your center’s digital reputation and weakening its SEO and data accuracy. With our Duplicate Listing Management tool, you can also manage and suppress your center’s duplicate listings, therefore bolstering your center’s reliability and online reputation.

Our Reputation Management tools enable your team to easily and instantly communicate with your digital community and quickly reply to any reviews across various platforms to ensure your center’s reputation is completely under your control.

ANALYZE YOUR ENGAGEMENTS

With accurate information about your center now propagated across these providers, you will want to fully understand the impact of that data. PlaceWise will aggregate these insights to show you the broader view of how shoppers interact with your center before and after these changes. Knowing where and how your shoppers are engaging with your center online can help create deeper, more targeted digital campaigns and experiences for your shoppers.

PLACEWISE LOCAL LISTINGS SCORE

Curious to see your center’s PlaceWise Local Listing Score? Reach out to our Sales Team to receive a full report on your center’s local listing presence. Unblock the path to purchase at your center with PlaceWise Local Listings.

ABOUT PLACEWISE DIGITAL

PlaceWise Digital is the leading provider of digital services to the shopping center industry. Established in 1998, the company delivers over 200 million digital engagements annually, enabling unique data driven insights and connecting local shoppers to over 800 shopping center clients throughout North America. We Make Shopping Better.

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