

Monitoring and Managing Business Listings Overview

Alchemer ensures that when potential customers search for your brand online, they find consistent, accurate listings for your business locations across various providers, including Google, Facebook, Yelp, Bing, Apple Maps, and many others. The goal is to translate these listings into increased traffic to your locations.

Customers who have purchased the Listings Management package have their location data published from the Alchemer platform to the providers in our network. This process resolves any inaccurate data and duplicate listings.

Alchemer also monitors location data on other listing providers and reports on many sites. However, customers must work directly with these providers to update location data.

For customers with Listings Management, we provide data divided between managed and monitored listings. Listings reports are automatically refreshed once a month, and individual listings are updated when changes are made in LocationHQ.

Detailed information about the business listings monitored by Alchemer can be found in LocationHQ under the **Locations** menu. There you can learn about:

- [Listings Accuracy](#)—Get reports with statistics on the accuracy of names, addresses, and phone numbers on listings for locations over time, and the increase or decrease in the number of listings.
- [Listings Summary](#)—A report detailing the number of your business's listings found, duplicated or mismatched and the number of listings with at least one review and/or photo.
- [Listings Optimizations](#)—A report on discrepancies between the data you've supplied for your locations, what exists in listings, and how to edit or update listings to resolve discrepancies.
- [Missing Listings](#)—A report on providers that don't include your business location(s) on their sites, with instructions on how to add them.
- [Duplicate Listings](#)—A report on locations where Alchemer has detected more than one listing and how to resolve them.

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