

Missing Listings

Learn how to identify and resolve missing listings. If your listings don't appear on providers' sites, you're leaving potential customers behind. Using the **Locations > Missing Listings**, you can see the providers that don't include your business location(s) on their sites.

The **Missing Listings** page reports the providers that don't have a listing for locations that you have selected. In some cases, there might be a listing with enough mismatched information—too many variations in Name, Address, and Phone number (NAP)—that it is not considered a match and hence, the provider shows as a missing listing.



If you have Listings Management, this data is broken down based on **Managed Listings** and **Monitored Listings**, accessible from the top tabs.

You can filter the **Missing Listings Report** using the **Global Filter**, which is accessible from the three-layer icon in the upper right to search for specific accounts, groups, or locations, or, through the **Page Filter**, to search for specific providers.

You can download the data results into a CSV-formatted file, sorted by either providers or locations.

To get detail on the listing expected, select the number in the **No Listing Found** column.



Scroll to see the detail, which displays below the **Missing Listings Report**.



How to add a URL for a missing listing

If Alchemer didn't find a listing for your location, but you have a URL for a listing that you'd like to use, you can add a URL for the site manually. Follow these steps:

1. On **Locations > Missing Listings**, select the number in the **No Listing Found** column for the provider you'd like to list with.
2. In the **Missing Listings** panel, select **Add URL** to display the **Listing URL Editor**.|

3. In the **Listing URL Editor**, enter the URL for the listing you'd like included. The format must match the URL format that the listing provider requires. If you type a URL that doesn't match the requirements, Alchemer displays an error message with the listing provider's example URL format.

Note that when adding a Facebook URL, it must include the Facebook page ID in the URL.

Learn how to find a Facebook page ID in the Facebook Help Center:

<https://www.facebook.com/pageid>.

4. Once you've entered an acceptable URL, select **Updating Listing URL**.

5. You'll receive notification of success and your listing should appear within 24 hours.

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