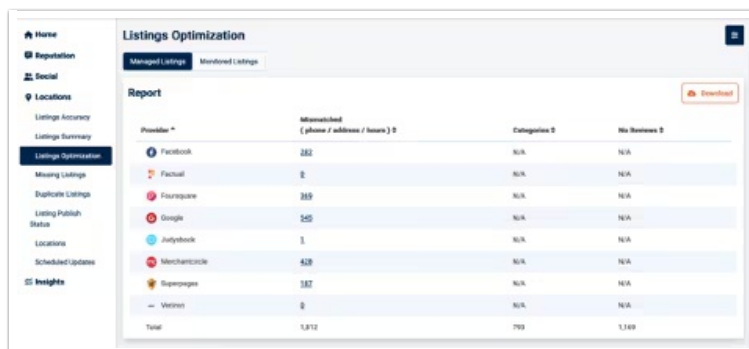# Listings Optimizations

Article Content

Learn how to find inconsistencies and incomplete information and correct them to improve your listings.

Inaccuracies in data may occur for any number of reasons, from different address variations used by different listing providers to outdated information from search providers. Chatmeter monitors listings for correctness and completeness. This includes the accuracy of business name, address, phone number, and hours as well as the presence of categories and reviews on listings.

Finding inconsistent location data

View **Locations** > **Listings Optimization** for a report on the data that doesn't match the accurate data about your locations, reported in the column **Mismatched**. 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 **Listings Optimization 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 drill down to details in the **Listings Optimization Report**, follow these steps:

1. In the **Listing Optimization Report**, find the provider you're interested in and select the number in the **Mismatched** column.

2. To see the details of the differences between the **Expected Listing** and the **Found Listing**, scroll to the **Listings Found** pane that appears below the **Report** pane.

The discrepancies between the location data you've supplied for your business and the discrepancies in the found listing are highlighted in red.

Editing or updating listings

You resolve discrepancies or add missing information to optimize your listings. Either edit the **Found Listing** to point to another **Listing URL** or edit your **Location** data.

You can update listings by editing location data on LocationHQ or on the Chatmeter Mobile App.

Editing the Listing URL in LocationHQ

To edit the URL in a **Found Listing** to point to a valid listing, follow these steps:

a. On the **Found Listing** you'd like to edit, select **Edit/Add URL** to display the **Listing URL Editor**.

b. On the **Listing URL Editor**, select the pencil icon.

c. Enter the new URL you'd like to use, which must match the URL format that the listing provider requires. If you type a URL that doesn't match the requirements, Chatmeter displays an error message with the listing provider's example URL format.

d. Once you've entered an acceptable URL, select **Update Listing.** You'll receive notification of success and your listing should appear within 24 hours.
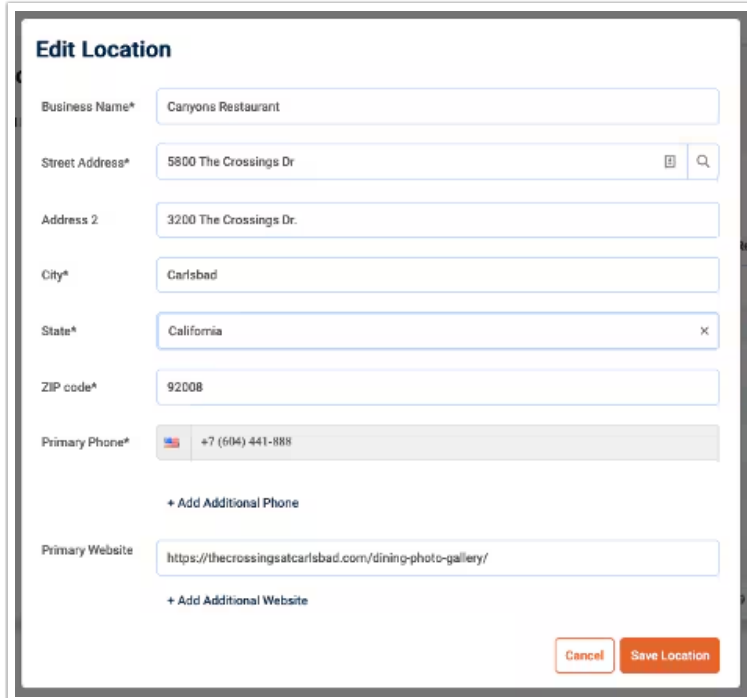

Updating information in the Expected Listing in

LocationHQ

To update information in the **Expected Listing**, follow these steps:

1. On the **Expected Listing** you'd like to edit, select **Edit Location** to display the **Location Editor**.

2. Make the changes needed, then select **Save Changes**.

3. You'll receive a success notification, and your changes should be visible within 24 hours.

Use the Chatmeter Mobile App to update information in the Expected Listing

You can also edit the location details of an expected listing from the **Listings** page on the Chatmeter Mobile App. Follow these steps:

1. Login to your account on the Mobile App.

2. On the **Listings** page, select the location you want to update.

3. Select **Edit**.

4. Select the sections you want to edit. Make all changes required, selecting **Back** as needed to go to the **Edit** page for the next section needing changes. Sections where you enter changes will show as Pending until you **Save and Submit** your changes.

5. When you've made all the changes needed, select **Save and Submit** to sync your changes with

all providers. They should be visible within 24 hours.