

AND THE RESULTS ... 30% MORE VISITS FROM ORGANIC LOCAL SEARCH.



WITH NEUSTAR LOCALEZE:

- Pronto sees stronger traffic from organic local search
- Increased lead flow for Pronto customers
- Automation cuts human error in managing business listings
- Keyword rankings are higher

“Manually submitting name, address and phone information for hundreds of clients isn’t feasible,” says Tim Kelsey, SEO Manager, Pronto Marketing. The company provides Internet-presence services for small and medium businesses, but needed help in managing clients’ local search. The goal: to improve visibility on local search engines and directories for their customers.

Before, Pronto Marketing offered basic local search optimization, with listings on major search engines. However, Pronto was missing key pieces like directory citations and proper name, address and phone (NAP) management.

“LOCALEZE GAVE US A FLEXIBLE AND EASILY SCALABLE SOLUTION.”

Enlisting the help of Neustar Localeze, Pronto Marketing enables clients to gain more control over organic search. Clients can certify and manage their online local listings, plus enhance them with rich keywords and links. Localeze distributes these listings via [120+ local search platforms](#), along with top local, social and mobile sites like Yahoo, Bing, YP.com, Facebook and Twitter.

“Localeze gave us a flexible and easily scalable solution to manage the process,” says Tim. In one 90-day period, clients using Localeze saw a 30% increase in website visits from organic local search traffic.

Adds Tim, “Many of our clients depend on their website for lead generation. Building new leads is impossible without driving new traffic to the site via local search. The data speaks for itself.”