

BENEFITS OF 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

[Learn More Today](#)

PHONE

France: 0800-909-776
Germany: 0800-182-8063
UAE: 800-0357-03762
UK: +44-(0)-1784-448-444
US: +1-855-898-0036
Australia: +61-3-9866-3710



Thirty Percent More Visits From Organic Local Search

"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.

Neustar Localeze Provides 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."

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

www.home.neustar