



## ZAP System FAQ's

### *What exactly is ZAP System?*

ZAP System is a service that works on behalf of the local business, scouring the web to find search engine results, sponsored listings, user reviews, ratings, blog and Twitter posts, newspaper articles, etc.– just about any reference to the business online. The information we find is gathered into a report that offers a comprehensive view of the reputation and presence of the business. Based on the results of the report, we take action to create, improve, or fix online business listings as needed. Over time, ZAP System reports capture new user activity and improvements in business listings.

The improvement of your information/message, influence within your target audience, and expanded reach creates higher lead generation. Why not be everywhere you **need** to be all at once 24/7/365??

### *What are the two components of ZAP System?*

- Reporting Component
- Management/Submission/Syndication service

### *What is found in a ZAP System report?*

- Search engine analysis, targeting the most prominent results for your business category and city.
- Listings for your business on internet yellow pages, local search, social networking, and regional and category specific sites.
- Number of ratings or reviews and standardized average star rating across multiple sites.
- Content of prominent reviews across multiple sites.
- Mentions of your business in blogs, Twitter, local newspapers, online forums, and other



sources.

- Sponsored listing results for keywords related to your business.
- Relevance rankings, telling you which sites matter **most** for your business.
- An overall score, used to track your progress over time.

### *How is your score derived in the report?*

The score is a value from 0 to 100 that represents the presence of accurate and complete listings data, as well as user generated content across internet yellow pages, local search, social networking, and regional and category specific sites. The score is a summary result based on multiple data points. The relative rank and score of sites in the report help us to determine **where the merchant will receive the most benefit from syndication.**

### *What is the overall INFLUENCE of the merchant as it relates to the score?*

- Minimal (0-20): Little or no presence in organic (unpaid) search results on major search engine sites. Basic listings in some but not all local search and online yellow pages sites. Little or no additional information in local search and online yellow pages sites. Few if any ratings and reviews.
- Fair (21-40): Some presence in organic (unpaid) search results on major search engine sites. Basic listings in some local search and online yellow page sites. Little additional information in local search and online yellow pages sites. Few ratings and reviews.
- Good (41-60): Presence in organic (unpaid) search results on major search engines. Basic listings in many local search and online yellow page sites. Some additional information in local search and online yellow page sites. Some ratings and reviews.
- Excellent (61-80): Highly ranked presence in organic (unpaid) search results on major search engines. Basic listings in all or nearly all local search and online yellow page sites. Additional information in local search and online yellow page sites, including some sponsored listings. Many ratings and reviews.
- Maximum (81-100): Top-ranked presence in organic (unpaid) search results on all major search engines.
- Basic listings in all local search and online yellow page sites. Additional information in



local search and online yellow page sites, including several sponsored listings. Many ratings and reviews.

*What would cause a merchant's score to go up and down?*

The merchant's score will increase gradually & consistently as a result of syndication activity. Within that context, scores will fluctuate naturally due to the dynamic nature of online search rankings, and the emergence and disappearance of sites that publish business information.

*What search engines do we crawl for search results?*

Google and Bing/Yahoo! - Statistically, these are the most populated search engines for users on any given basis.

*How are site rankings derived?*

Site rankings are directly relevant to the merchant's **category** and **location**. We do not just rely on nationwide rankings (though we do use them as a reference point.) The primary method for determining rankings is to search by business category and city across various search engines and group the results by site category: internet yellow pages, regional directories, social networking, etc.

Using this method, we can determine the most relevant social networking site for your category and city, the most relevant internet yellow pages site, and so on.

*What additional features are available to ZAP System subscribers?*

- Notifications of report activity sent via email or text message.
- Ability to request new reports at any time.
- Full-featured business profile that can be updated at any time.
- Competitive analysis – see how you rank against known competitors and businesses with high online visibility.



- Syndication of your business profile across internet yellow pages, local search, social networking, and regional and category specific sites.
- Syndication of social networking media through Facebook and Twitter.
- Syndication of your business profile through the Acxiom publisher network.

### *What does syndication mean?*

Syndication is the process of claiming merchant listings and creating accounts across multiple online destinations, for the purpose of increasing the merchant's online presence and pushing out a consistent message about the business to all the places where customers are looking.

### *How does syndication work?*

We ask subscribers to fill out a detailed business profile including basic contact information, web address, list of products and services, business description, and other elements. Using the information in this profile, we visit local search sites with business directories and create, enhance, or fix listings for the business.

We also allow merchants to enrich their business profiles with photos (up to 3) and their logo, which can then accompany the syndicated listings. If merchants already have them, Facebook and Twitter profiles can also be connected to the business profile; merchants may then decide to republish reviews posted about them on their social media outlets.

### *What is the benefit of syndication?*

Our detailed analysis of the subscriber's online presence helps us target those sites that offer the greatest opportunity to boost the subscriber's visibility. Over time, this syndication effort is rewarded by a steady increase in the merchant's score, which drives traffic to the merchant's website and storefront.

### *Do you notify the merchant when a submission is completed?*



Yes, if desired, we send notifications to the merchant via text or email when submissions are completed, when we run a new report, when we find a new review, etc. We can also send a monthly email to the merchant showing where profile data has been submitted.

*How do we handle the verification process when doing submissions to search engines and directory sites?*

We create an account on behalf of the merchant at each site. The majority of sites permit verification by email. In those cases, we complete the verification process ourselves. In a few cases, such as Google Places, verification can only take place via a postcard or phone call. Our preferred method is to guide the merchant through phone verification when email verification is not available; in some cases though, the only option is sending a postcard to verify an address. Effective August 1, 2014, every verification attempt (i.e. phone call or postcard initiation) will count as a new submission.

*Could my business listing information be overwritten by the destination site after submission?*

In the majority of cases, the destination site wants relevant merchant data. The destination site values merchant provided data more than other sources, ensuring that the data we submit will take priority. If, however, data does get overwritten, this will be detected the next time a report is produced on the business and action will be taken to correct the problem.

*What is the estimated time for submissions to take effect with the various sites?*

We track and report on almost 600 sites (and that number continues to grow), of which only 10% or fewer will be relevant to a particular merchant, given their category and business address. Conversely, a number of sites—because of their nationwide prominence—will be relevant to all merchants. The estimated time to publication for these is noted at the end of this document.



*What happens when a merchant's listing does not have a category populated when queried from the platform?*

We can report on a business without knowing the category, but reporting will be more valuable if the category is taken into account. To maximize the value of our service, we ask that that reseller or merchant supply that information if not already present.

*What is the character limit for "Business Extras" information on the platform?*

In the Merchant tab, users can enter all the information needed for syndication. In the "Business Extras" section, users can enter additional descriptive information. Each field has a 1000 character limit besides "Business Description," which has a 500 character limit.

*Do we allow a call tracking number to be the main number for the business in ZAP?*

No, the tracking number would be tied to a third party and not the merchant themselves; the integrity of the listings would be adversely affected. We also do not accept profile URLs hosted by a third-party site if the business has its own URL.

*Why do we not accept a "call tracking number" as a business phone number?*

- Listings gathered by data aggregators are most likely populated with the business phone number issued to them by their telephone company. If one tries to create a listing with a different number like a call tracking number, it will inevitably generate duplicates.
- As we saw above when duplicates are found, they are aggregated and removed. We work on your behalf to syndicate the information you provide us. If you want us to publish call tracking numbers, we will. However, we do not recommend it because it is not in your long term interest. We understand the need you have to monitor and assess your advertising campaigns. We believe that the efficiency of a call tracking number is much greater when you have control over their publication. It is a lot more common to see call tracking numbers on business websites or social network profiles: media that is controlled



by you!

*A small company asks, “How will ZAP help me compete with the national chains?”*

One of the biggest things to do to increase the score would be to solicit ratings and reviews on Yahoo!, Bing, Citysearch, Superpages, Mojo Pages and MerchantCircle. We also often find that scores reach a plateau in the rate of improvement. This is due to the contrast between where a merchant previously had no presence, and the creation of listings on highly trafficked sites, essentially establishing presence. We address submissions based on a site ranking for each merchant in their category. You will see that submissions are occurring, and the score of a merchant jumps by the creation of any presence at all. However, as popular sites are saturated, or the turnover for syndication into publication is delayed (in which the time-frame for each site is unique) scores slow to increase and the rate of impact on a score is diminished. We have reported on new reviews being found and these will benefit the score over time. However, increasing a score is reflective of actual presence across the entirety of the web. It is not a one to one increase for each submission done.

*How does your business information find its way onto a domain without submissions?*

Large data companies called data aggregators (Acxiom, Localize, and Infogroup) collect data from many different sources. They gather an incredible amount of information on businesses. This data can be gathered in many ways. It can for example be provided directly by big business chains that want their information disseminated or the data aggregators can “crawl the web” and gather information.

Once the data is collected, it is aggregated or cleaned using matching rules, removing duplicates and irrelevant information. The data is then uploaded to domains that index the information into publication. Most of the data aggregators have a similar quantity of data. Selection comes down to which is evaluated as the cleanest which may or may not be correct.



### *How do duplicate listings occur?*

- Most companies that submit business profiles do so blindly and without an accurate detection process. They use a totally automated process where no verifications are made to find already existing listings.
- When a listing already exist on a domain, a second one is created, causing duplicate business listings.
- The domains managing these listings regularly check and aggregate their data removing any duplicates.
- Listings can be removed even though they were the correct version. This is why we verify listings with regular checks and use of credentials.

### *What is a Business Profile?*

A business profile is a set of data representing a business (Name, Address, City, State, Phone Number, Contact number, etc.) Profiles can be a lot more comprehensive and include enhanced information as well as multimedia content. Refer to Merchant Listing Details documentation for more information on a comprehensive listing. We reserve the right to modify these listings.

### *How do sites Index?*

The process where a domain cleans, categorizes and publishes (indexes) the data recently added or updated to make it accessible to the online user searching for information on that domain. Business information takes time to pass through this process. The process is similar to that of placing an ad in the local paper: you write the copy, the editor reviews, selects the appropriate page to publish in the next issue printed. This implies an acceptable range of time where the ad (or listing) is not published until the following print (or the site is indexed.)

### *How does ZAP services create value year after year?*

Full ZAP service can be valuable in the long term for two reasons:

The internet is constantly changing, with new sites changing rankings and scene everyday.





Conversely, sites become dated that were once strong but are no longer as relevant. We refine and adjust the sites we monitor regularly, thus making sure we are submitting a business profile to the most relevant sites. We occasionally get reports from merchants that their business listing information is getting overwritten at Google and elsewhere. We constantly monitor and detect these listings issues and take action for the merchant ensuring their listing information is resubmitted to these sites.



Examples of Estimated time to publication:

|                       | Validation Type   | Estimated Time to Claim | Estimated Time to Add |
|-----------------------|-------------------|-------------------------|-----------------------|
| AOL Yellowpages       | Parent (Localeze) | NA                      | 30-60 days            |
| Mapquest              | Parent (Localeze) | NA                      | 30-60 days            |
| Bing Business Portal  | Phone/Postcard    | 4 weeks                 | 4 weeks               |
| Google Places         | Phone/Postcard    | 3 weeks                 | 3 weeks               |
| Yellowbot             | Phone/Postcard    | 1 week                  | 1 week                |
| Yelp                  | Phone             | 1 week                  | 1 week                |
| YP.com                | Phone             | 3-5 days                | 1 week                |
| USDirectory.com       | Parent (Localeze) | NA                      | 30-60 days            |
| Openlist.com          | Parent (Localeze) | NA                      | 30-60 days            |
| Whitepages.com        | Parent (Localeze) | NA                      | 365 days              |
| Matchpoint.com        | E-mail            | Instant                 | Instant               |
| Citysquares           | E-mail            | Instant                 | Instant               |
| Foursquare            | Postcard          | 1 week                  | Instant               |
| Yellowee              | E-mail/Phone*     | 3-5 days                | Instant               |
| LocalNDex             | E-mail            | 3-5 days                | 3-5 days              |
| Hotfrog               | E-mail            | Instant                 | 3-5 days              |
| Yahoo! Local          | E-mail            | 3-5 days                | 3-5 days              |
| DiscoverOurTown.com   | E-mail            | NA                      | 1 week                |
| MerchantCircle        | E-mail            | Instant                 | Instant               |
| Insider Pages         | E-mail            | Instant                 | Instant               |
| Superpages.com        | E-mail            | 3-5 days                | 3-5 days              |
| Manta.com             | E-mail            | Instant                 | 3-5 days              |
| Citysearch/City Grid  | Phone             | Instant                 | 1 week                |
| Local.com             | E-mail            | Instant                 | 3-5 days              |
| Kudzu                 | E-mail            | 3-5 days                | 3-5 days              |
| Best of the Web Local | E-mail            | Instant                 | 3-5 days              |
| Facebook              | E-mail            | NA                      | Instant               |
| Twitter               | E-mail            | NA                      | Instant               |
| Mojopages             | E-mail            | Instant                 | Instant               |
| Yellowise             | E-mail            | Instant                 | NA                    |
| Yellowbook            | E-mail            | 3-5 days                | NA                    |

NOTE: This is a brief list of platforms used for a display basis. Although these are real platforms, we would like to make it known that there are more platforms than just shown here. These platforms will be different for each business and each industry to optimize your reach for your specific audience. Also, the [whitepages.com](http://whitepages.com) listing is listed for a 365 day addition time due to the fact that [whitepages.com](http://whitepages.com)

MPeMG

publishes on average once per year.