

DeLozier, Sara

From: Jill Pauley <jill@graficsunlimited.com>
Sent: Wednesday, April 18, 2018 7:24 PM
To: Kaneyuki, Bradley
Subject: Ave of the Oaks proposal

Hi Bradley,

This is also a trust report for Mark U Biz.

Jill

Begin forwarded message:

From: Jeff Fisher <jeff@markubiz.com>
Subject: Re: Question
Date: April 17, 2018 at 10:00:06 AM PDT
To: Jill Pauley <jill@graficsunlimited.com>, jonna@markubiz.com

Hi Jill,

I hope you are having a great day. Back when you moved, we provided you with a proposal to correct the old address issues. Unfortunately, they just do not go away.

A recent Trust Report discovered the following:

Local Citations Trust Report 2018



Key Findings

- ✎ *93% of consumers say they are frustrated by incorrect information in online directories*
- ✎ *80% of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names online*
- ✎ *In the last 12 months, 71% of consumers had a negative experience because of incorrect local business information found online*
- ✎ *In the last year, 22% of consumers visited the wrong location for a business because the address was incorrect online*

So, we need to get this fixed for you:

Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

grafics unlimited

89431

Choose the most accurate listing

Grafics Unlimited

1002 C St, Sparks, NV, 89431
(775) 331-1100

Verified

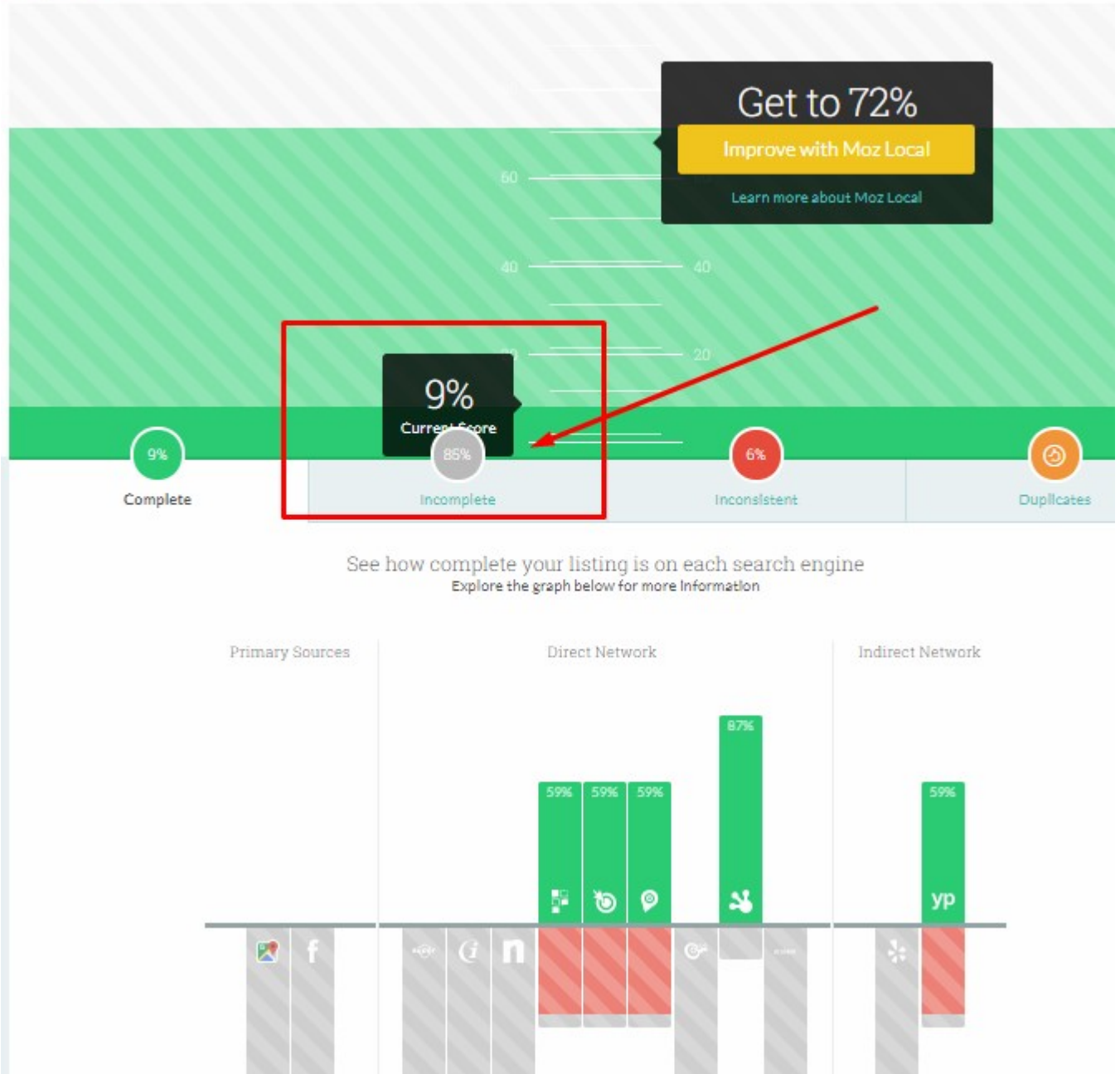
Grafics Unlimited

1086 GREG STREET, SPARKS, NV, 89431
(800) 659-1216

Need to be removed

Grafics Unlimited

1086 Greg St, Sparks, NV, 89431
(775) 331-1100



I am on vacation until Monday. I will get you a proposal over early next week.
Jeff

On Mon, Apr 16, 2018 at 12:21 PM, Jill Pauley <jill@graficsunlimited.com> wrote:

Hi Jeff,

I've had several of my customers tell me that google is still populating my old address, can you help with this?

Thank You,

Jill Pauley

Owner

Grafics Unlimited

775-331-1100

1002 C St. / Sparks NV / 89431

graficsunlimited.com

Grafics Unlimited is a Master Certified Installation Company for both 3M and Avery products with 40 years of experience. We are also proud members of The Professional Decal Applicators Alliance. (PDAA)

We guarantee that our experience will provide you with a Professional installation each and every time!

--

Jeff Fisher

MarkuBiz

DeLozier, Sara

From: Jill Pauley <jill@graficsunlimited.com>
Sent: Wednesday, April 18, 2018 7:22 PM
To: Kaneyuki, Bradley
Subject: Ave of the Oaks proposal

Hi Bradley,

I reached out to my web site optimization company Mark U Biz regarding how an address change effects a business. My business is currently experiencing data collisions from our move in January of 2016.

Please note his professional opinion as well as hard costs.

Sincerely,

Jill Pauley
Graphics Unlimited

Begin forwarded message:

From: Jeff Fisher <jeff@markubiz.com>
Subject: Re: Question
Date: April 18, 2018 at 1:15:31 PM PDT
To: Work Gmail <jill@graficsunlimited.com>, Jeff Fisher <jeff@markubiz.com>

Jill,
They are general results.

Every time you change your address, you stand a high chance of getting it wrong. So, you will often see listings for both old and new addresses online.

Our team has seen that old information dies a slow death online with the vast number of directories that are out there containing business information. If you've ever come across information for a local business online that is outdated or the business is closed, you've experienced this.

Changes in a business name or the business address or even a new business moving into a existing commercial space that has been home to other businesses before could lead to data collisions preventing that business from showing up in searches to local consumers.

The data aggregators that capture the data often use the wrong data simply because the trust level goes down with each change, and as the previous info I pointed out, it has a direct impact on your potential customers. If 10 potential customers simply did not do business with you each month, and they were planning on spending an average of \$500, you would lose out on \$60,000 in revenue per year. That does not even take into account the customers that see a new address and choose to look for someone else.

Also, as a resident of the greater Reno Area, it is very frustrating when an existing address is changed. The maps all become out dated. Often Google uses the old

address for extended periods. A real example is a customer in Alaska had the wrong address on Google Maps for over 3 years. We reached out to Google over several months to get it fixed. But, our customer did not discover this problem for over 2 years. So, how much money and business lose simply because the city changed the street address.

To fix this problem takes a combination both automated and manual effort that typically costs anywhere from \$2,500 - \$5,000 to get cleaned up. The fact that you clean it up once is never enough. You have to monitor it every month.

We have seen it take up to 6 - 9 months of constant monthly requests to get a wrong phone number changed on YELP.

There are plenty of articles and posts that talk about the nightmares associated with name, address and phone number changes on the web.

I hope this helps you explain the issues.

Cheers,
Jeff

On Tue, Apr 17, 2018 at 9:03 PM, Work Gmail <jill@graficsunlimited.com> wrote:

Thank you Jeff.

Are these results from my business or general results ?

I'm going to defend my business in a proposal to the city council on Thursday . I have a developer in my neighborhood that wants to change C Street to Ave. of the Oaks Street , which means another address change for me.

I'm on the defensive and I need facts that can support our social media expense.

Jill

Sent from my iPhone

On Apr 17, 2018, at 10:00 AM, Jeff Fisher <jeff@markubiz.com> wrote:

Hi Jill,

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<image.png>

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<image.png>

<image.png>

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