

Advice Local Brings Local Verticals For Healthcare, Legal, Finance, Restaurants And Home Services To Local Businesses

Advice Local Announces the Launch of Their Local Vertical Listing Product Line - Part of Their Local Search & Digital Presence Management Technologies



MCKINNEY, Texas, April 22, 2016 /PRNewswire-iReach/ -- Advice Local takes another step forward as a local search technology leader with the announcement of their Local Verticals product for healthcare, legal, home services, financial institutions and restaurants, available to the public. Now, doctors, lawyers, plumbers and more can benefit from the company's local presence management platform to build citations on the niche sites. To learn more and start leveraging the unique power of vertical submissions, go to AdviceLocal.com/local-verticals.

Advice Local is not new to vertical submission needs for businesses. Over the last five years, they have been working with resellers, through exclusive partnerships, to provide this niche citation service, which is now available to the public.

Niche citations are those business listings in directories, which are segmented by specific industries. When search engines look to populate a list of local businesses based on a consumer's search, it's easier for the robots and algorithms to understand what the business is, and what it offers, when the business is listed on these authoritative niche directory sites.

Justin Liles, the Chief Product Officer for Advice Local, stated "We've been researching and analyzing citation sources for years, so we know what to look for. We run each source through an extensive 23-point quality assurance test to ensure only the best niche directory sites are part of our service."

Simply put, when businesses are categorically relevant to searchers, there's a much greater chance consumers will find the business they are looking for, quickly, and select them as their service provider. Niche citations strengthen the association between the business and the business category.

[This survey](#) conducted by IDC Research and YP Marketing Solutions revealed that only 36 percent of queries in search of local businesses started with a general search engine. Fifteen percent of local

searches started from directories or websites dealing with the specific subject matter consumers were looking for.

For example, those seeking a lawyer might head straight to FindLaw, while those looking for a doctor might turn to RateMDs. It stands to reason, that when looking for a specific type of business, people would be more interested in using a website or service that caters to their precise requirements rather than a more general search engine like Google.

A sampling of the sites available through Advice Local's Local Verticals product include:

- Local Verticals for Healthcare: Healthgrades, World Medics, RateMDs eHealthScores
- Local Verticals for Legal: FindLaw, LegalWebFinder.com, AVVO and Law Link
- Local Verticals for Restaurants: Pub Crawler, Restaurants.com and Happy Cow
- Local Verticals for Financial Institutions: CPA Directory, Accountant Finder and The Right Financial Advisor
- Local Verticals for Home Services: 123 Contractor Quotes, Home Service Engine, Reliable Remodeler

"We have made it our mission to empower business owners to, not only take control of their data, but make it easy for consumers to find their businesses. Adding Local Verticals to our product suite was an easy decision because it keeps us on mission by helping businesses increase their authority in search engines," Bernadette Coleman, CEO said.

Chris Desrochers Director of Search & Social at [DoctorLogic](#), a leading medical website platform says "With Advice Local we finally have the tools we need to ensure BOTH healthcare providers and medical facilities are represented accurately and consistently online." To learn more about Local Verticals product, visit <https://www.advicelocal.com/local-verticals/>. For press inquiries, contact bcoleman@advicelocal.com or 214-310-1356.

Media Contact: Bernadette Coleman, Advice Local, 2143101356, bcoleman@adviceinteractive.com

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