

[#MoData Video Increases Awareness About Location Data Accuracy for Business Owners](#)

UBL & Advice Interactive Group are on a mission to increase awareness among business owners and the digital marketing industry about controlling location data.

Online PR News – 31-March-2015 – [UBL Interactive](#), Inc. and Advice Interactive, leading providers of local search and business listings management solutions for channel partners, national brands, SMB resellers and multi-location businesses, unveiled their [I'm All About That Data](#) music video last week and the #MoData buzz is still whirling around their offices and on the Internet.

Bernadette Coleman, CEO of Advice Interactive Group, said, "Our goal with this video is to promote the importance of accurate local data and to make sure business owners understand how they can take their data back." Bernadette and her team definitely put their hearts into the making of this video, with many of team members assisting in writing the song, producing the video and performing with the dance crew during the live performance unveiling the song at the BIA/Kelsey National conference in Dallas.

This video, created as a spoof of Meghan's Trainor's song, "All About That Bass," keeps the energy going and the heart pumping. Doyal Bryant, CEO of UBL Interactive, offered his thoughts on the song: "We were attracted to the idea of merging with Advice not only because they are one of the leaders in the industry but also due to the enthusiasm and fun that Bernadette brings to digital presence management. She's once again proven her ability to be cutting edge and informative with this trending video."

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Many business owners and online marketers are still unclear about the value of managing location data on search sites, social sites, and mobile apps. The message of the two companies to the industry can be summarized as follows:

1. The vast majority of today's consumers use websites and mobile apps to find local businesses. Some business information is highly inaccurate on these sites. Any business that neglects its online location data risks losing customers to the competition.
2. Mobile search represents an especially lucrative opportunity for local businesses. Mobile searchers are looking to make a purchase from a local business right here and now. If your business data is missing or not listed correctly in top mobile providers like Google, Yelp, and Facebook, these motivated consumers will go elsewhere.
3. Citations, or business listings in reputable directory sites, are an important factor in search engine ranking. Businesses with accurate, consistent citations on the Internet stand a greater chance of showing up prominently in consumer searches.

4. Potential customers need to know the exact address of a brick and mortar business, how to contact the business, and what hours the business is open. Your listings will stand out if they prominently display accurate information as well as enhancements like logos, photos, and descriptions.

5. All business owners need to take an active role in managing online business listings on their own or through qualified representatives.

Learn more from the new eBook The [Complete How-To Guide for Local](#) Citation Audit & Clean Up.

Visit ImAllAboutThatData.com to sign up for a sneak peek of the new UBL/Advice platform launching in the summer of 2015 and to learn more about how to control your data. To view the music video for "I'm All About That Data" [click this link](#). Follow the #MoData hashtag on Twitter and Facebook for news and updates on what Advice and UBL are calling "An Evolutionary Union So Powerful ... It Will Change Digital Presence Management Forever."

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