

THE DEFINITIVE GUIDE TO

YAHOO

LOCAL

For Health & Wellness Providers



POWER
PRACTICE

Yahoo Guide

YAHOO!
Local

Introduction

1 out of 8 searches is done on Yahoo, so as a local business owner you would want your local business to be properly listed here. Although Yahoo has partnered with third party provider Yext which is a paid listing management tool, you can still claim a free local business listing on Yahoo.



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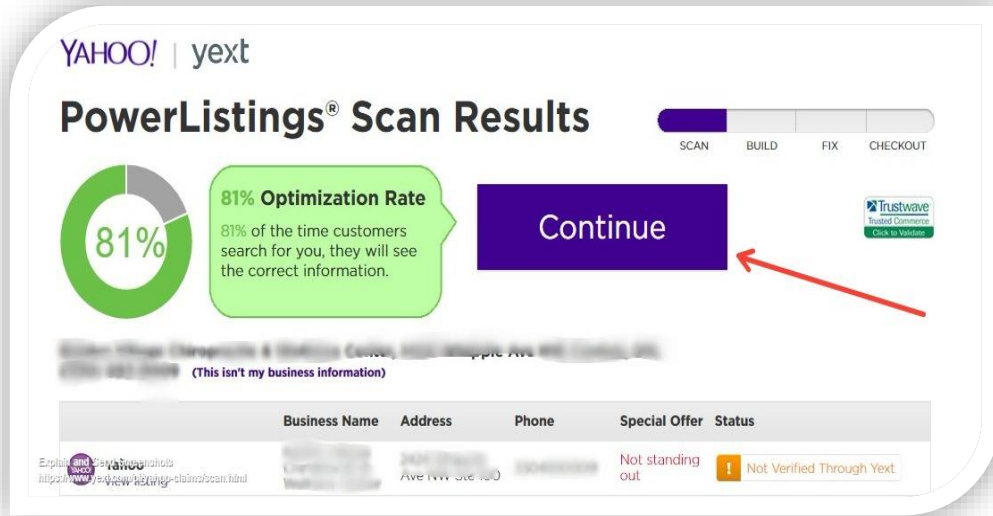
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Claim a Free Local Business Listing

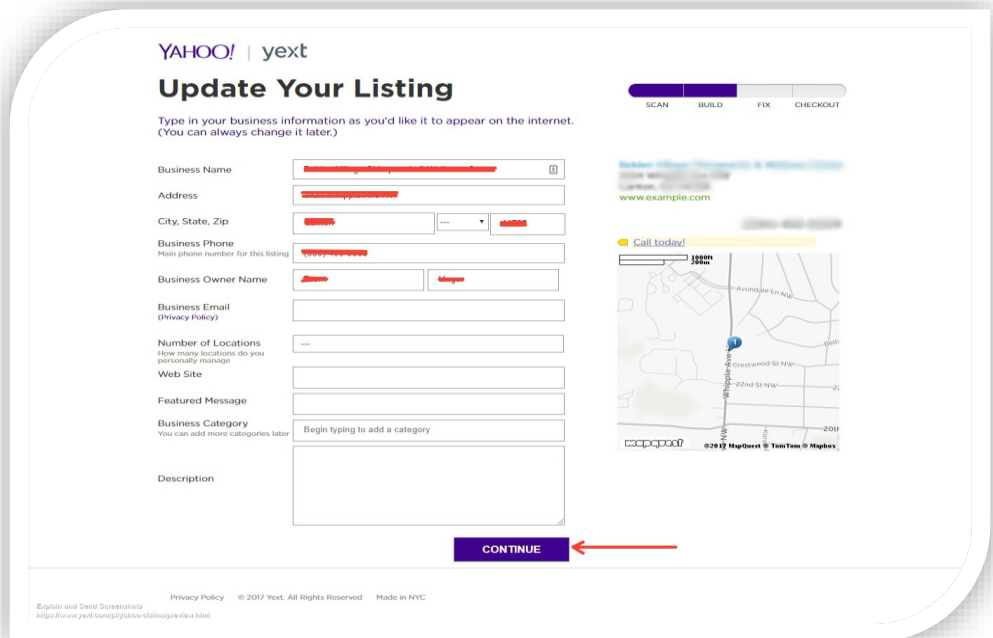
1. Go to this url: <http://www.yext.com/pl/yahoo-claims/index.html>
2. Enter the business information and click “Find My Listings”.

The screenshot shows the Yext website interface for claiming a business listing. At the top, there is a navigation bar with the Yext logo and links for 'What Are PowerListings@?', 'Why PowerListings?', 'Partner With Us', and 'Sign In'. The main heading is 'CLAIM YOUR BUSINESS EVERYWHERE' with the subtext 'Fix your online listings everywhere in minutes.' Below this, there are two columns. The left column is titled 'Welcome to Yext!' and contains text about the partnership with Yahoo and the YAHOO! logo. The right column is titled 'Your FREE Business Listings Scan' and contains a form with the following fields: 'Business Name' (with a redacted value), 'Business Phone' (with a redacted value), and 'Your Name' (with two redacted input boxes). A large purple button labeled 'FIND MY LISTINGS' is positioned below the form. At the bottom left of the screenshot, there is a small text block: 'Explain and Send Screenshots' and a URL: 'http://www.yext.com/pl/yahoo-claims/index.html'.

3. You'll see a page powered by Yext, click "Continue".



4. Now, you can update your listing. Don't forget to use the same NAP (name, address, phone number) that you use in other listings. Click "Continue".



- 5. You'll then see plans and PowerListing packages offered by Yext. Instead of choosing from any of these plans, click the tiny link that says "Claim Your Basic Listing only on Yahoo."

Yext

Select Your Plan

Join over 150,000 businesses just like you and correct your listings across the internet.

SCAN BUILD FIX CHECKOUT

Plan	Price	Optimization Rate	Key Features
Yahoo Listing on Yahoo	\$3/week* *Billed at \$150 Annually	-	Optimize on Yahoo
Essential Plus Package Original Price: \$20/week	\$9/week* *Billed at \$449 Annually	87%	35+ Sites: Yahoo, Google, Facebook, Bing, Apple, Yelp, WhitePages, MapQuest, Superpages, Citysearch, Local.com, Foursquare
Complete Standard Package Original Price: \$22/week	\$10/week* *Billed at \$499 Annually	100%	Full Essential Package, 35+ Emerging Sites, PowerListings+, Analytics
Premium Advanced Package Original Price: \$25/week	\$19/week* *Billed at \$999 Annually	100%	Full Complete Package, Review Monitoring, Yext Pages

Claim your Basic Listing only on Yahoo. ←

Explain and Send Screenshots
http://www.yext.com/yext-claim-plans.htm

***All PowerListings Packages include a free Training Session**

- 6. You will be redirected to “Yahoo Basic Listing Checkout” page. Complete the checkout and click “Place Order” (this is free).

YAHOO! | yext

Yahoo Basic Listing Checkout

Belden Village Chiropractic & Wellness Center

SCAN BUILD FIX CHECKOUT

Free Claim vs PowerListings

Many business owners think that a free claim of a business causes a publisher to automatically show their business's information. Unfortunately, publishers consider many different sources when deciding which information to show for a particular business. Claims are just one source of many.

Yext PowerListings solves this problem by putting the business owner in full control. Once a business owner signs up with PowerListings, they have COMPLETE control over their listings. Yext PowerListings becomes the publisher's only source for information about that business. The business is guaranteed to show up with exactly the information the business owner chooses.

VIEW PACKAGES

Yahoo Listing Information:

Your Price: \$0.00 The Yahoo business claim allows you to submit the name, address, phone number, email, category, website, and description for your business to Yahoo. There's no guarantee that submitted data will be displayed. For more information, please see the "Free Claim vs PowerListings" section on the right.

Service For:
Belden Village Chiropractic & Wellness Center
2424 Whipple Ave NW
Canton, OH 44708

Verification is required. You will receive an email shortly with instructions. To immediately claim your business, select one of the PowerListings packages.

Confirm Business Information

Business Name: [Redacted]
Address: [Redacted]
City, State, Zip: [Redacted] OH [Redacted]
Category: [Begin typing to add a category]
Website: [Redacted]

Your Contact Information

First Name: [Redacted]
Last Name: [Redacted]
Email: [Redacted]
Phone: [Redacted]

I agree to the Yext PowerListings and Dashboard terms and conditions and Privacy Policy

I understand that neither Yext nor Yahoo guarantees that your listing will be displayed on Yahoo

I'm not a robot

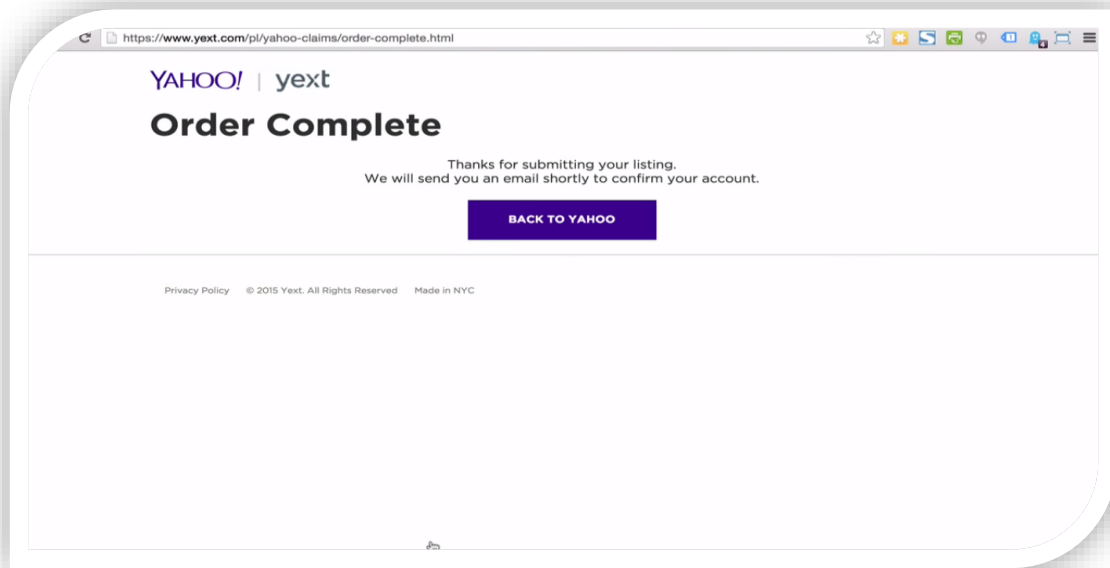
If you are an existing Yahoo customer and are submitting an edit to your existing listing, a Yext representative will be validating your edits prior to submitting the changes to Yahoo.

PLACE ORDER

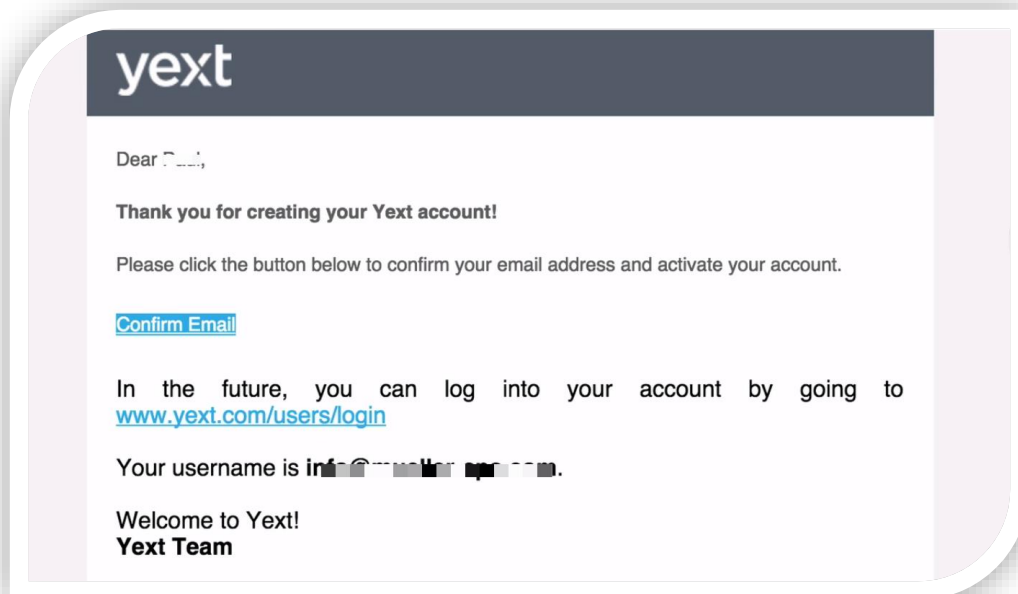
Explain and Send Screenshots
<https://www.yext.com/play/yahoo-claim/fee-claim-checkout.html>

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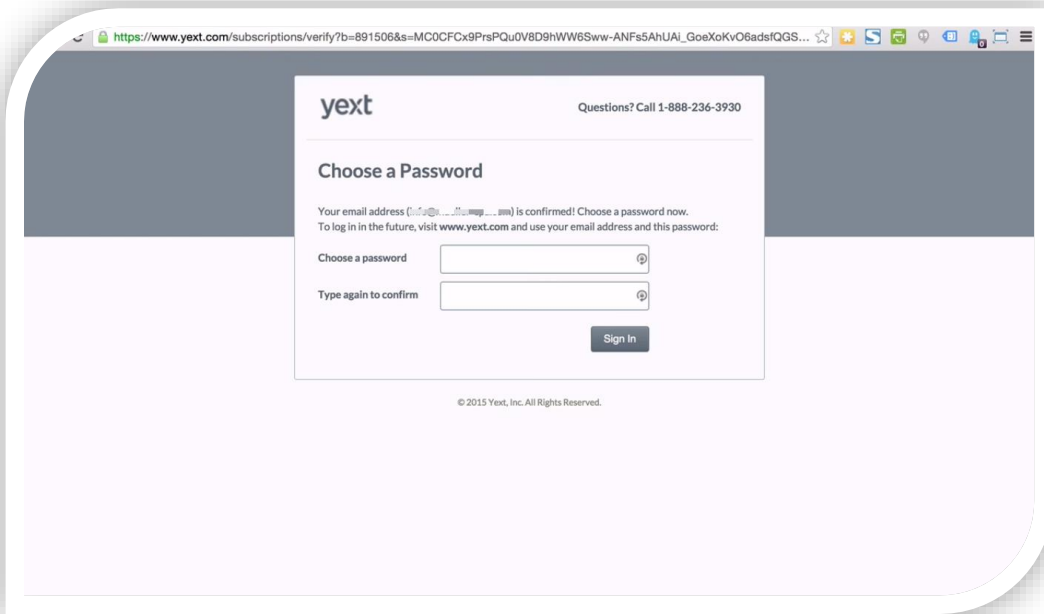
7. Your order is now complete.



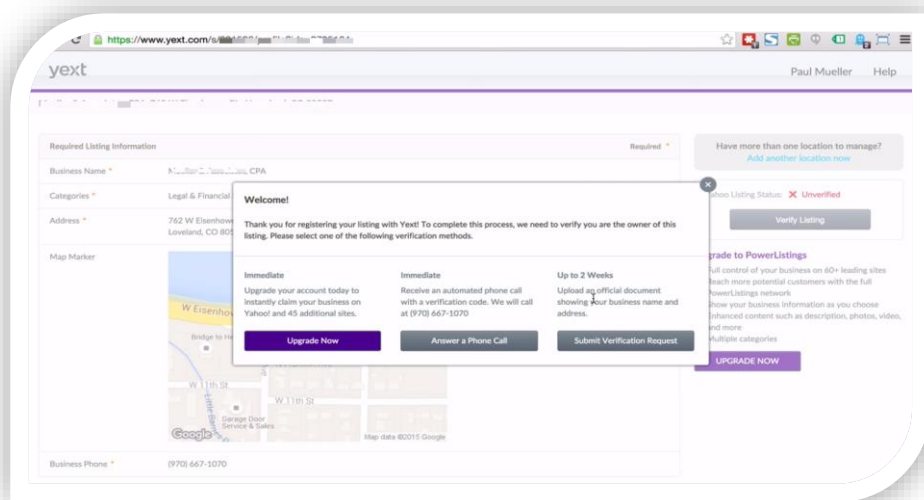
8. Upon receipt of email from Yext, verify your email address by clicking "Confirm Email".



9. You will be directed to Yext account. Create a password and login to the account.



10. Verify that you are the owner of the listing by clicking on Answer a Phone Call. This is the fastest method out of the three. The other two options are:
- a. Upgrade Now – Upgrades your account to a paid listing
 - b. Submit Verification Request – Upload an official business document showing your business name and address. Usually takes two weeks to verify the document.



11. Once you received the phone call and verified your listing, you can then manage your free listing on Yahoo.

