All About the Knowledge Graph

Jennifer M - 2024-03-12 - Marketing Opportunities

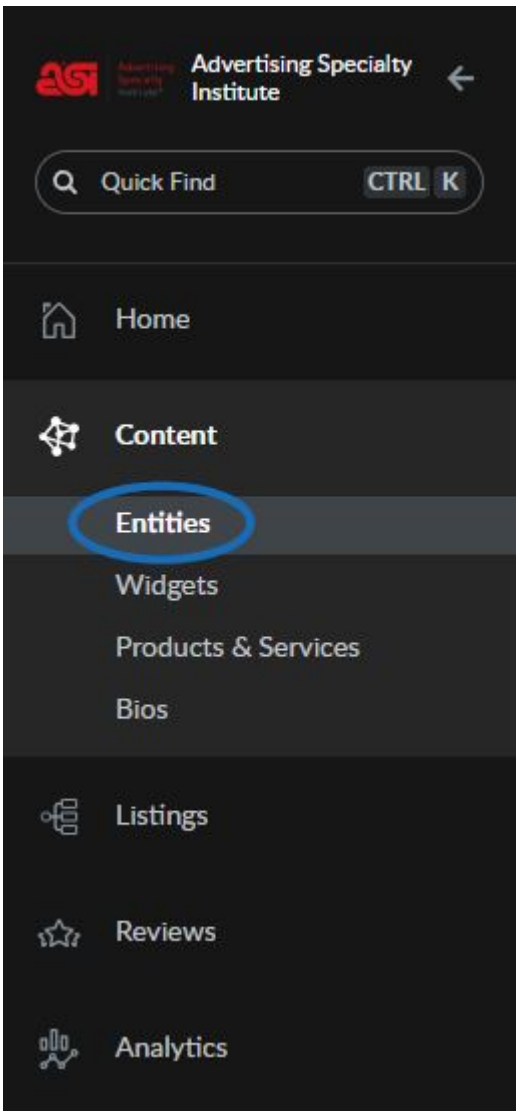
Here are the best practices and helpful tips for completing the Knowledge Graph for your business location.

For more information on the sections within the Knowledge Graph, expand the options below.

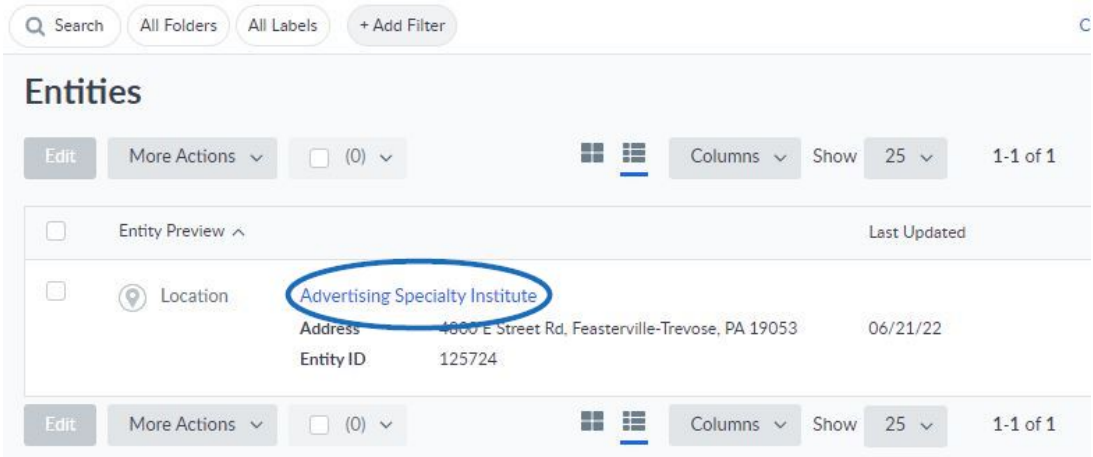
* Indicates a required field in the Knowledge Graph.

How do I access the Knowledge Graph?

After logging into ASI Local Listings, expand the content section from the options on the left, and click on Entities.

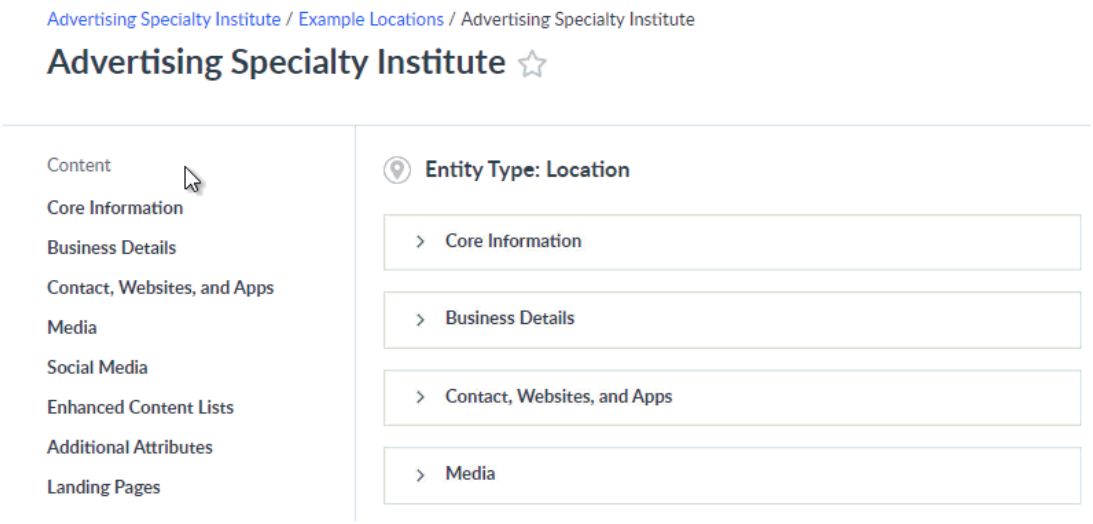


Then, click on the Entity name from the available options.

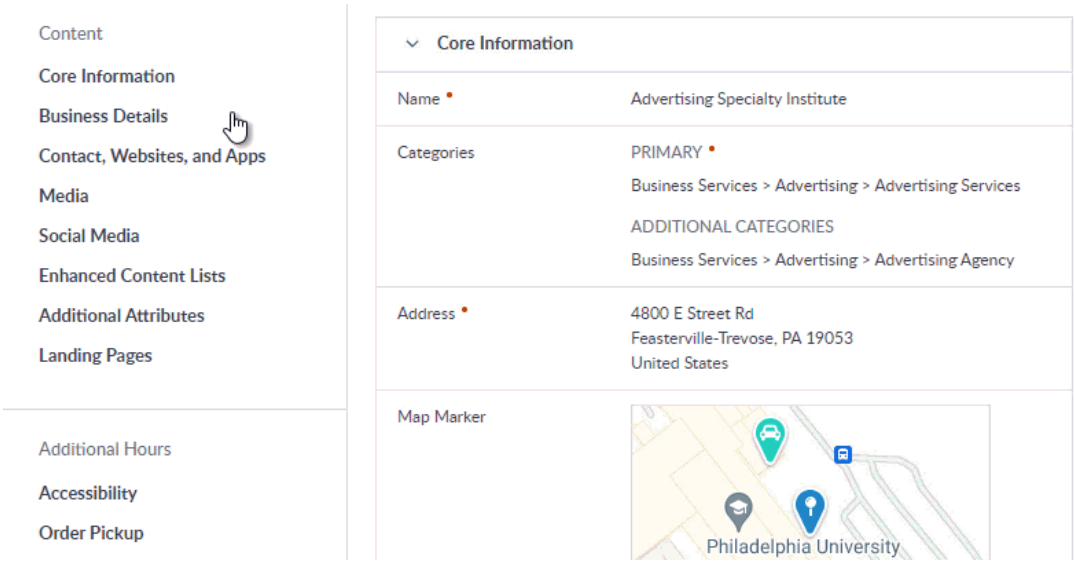


How do I find and edit fields?

You can click on the section name from the options on the left to jump directly to it, as well as use the arrows to expand sections.



Fields can be updated by hovering over the section and then clicking on the pencil icon.



When you are finished modifying the information within a field, click on the Save button.

Core Information

This section contains the core contact and identification information for your business and location. Complete these fields so the directories in the Local Listings network can populate your business location or service area information and so Search engines like Google have more data points about your business to reference when returning search results.

Location Name*

Use the location name for your business that is consistently represented and recognized in the real world across signage, stationery, and other branding.

Categories*

Categories are exactly as they sound - a way of categorizing your business in a structured way that can be understood by all of the different directories. Categories are particularly important for making sure publishers know how to index your business/entity properly.

- We recommend that you pick only those categories that best describe your business in the most specific way possible, otherwise you may find yourself penalized for trying to “game the system”. We highly recommend reading Google’s policy on category selection as well. You can find it in their local business guidelines here.
- Primary Category*
  Upon set-up, ASI assigns your Primary category as “Business Services > Advertising > Promotional Products Supplier.” You may change this category by clicking the Delete/trash can button and assigning a new category to your entity.
- Additional Categories
  If your business offers a secondary service such as Printing, Screenprinting, or Graphic Design, you can add additional categories. We recommend no more than 3-5 categories. Remember, you want to describe your business in the most specific way possible.

Address*

Enter the physical address of your business location. Must be a physical address. Use consistent information with what is published on your website, for example, if Suite/Ste. is abbreviated on your website, be sure to abbreviate it in Local Listings.

- Hide address in listing
  If your business does not have a place for your customers to visit (for example, if you’re a home-based business and want to keep your home address private), then you can check this box to hide your specific street address. Your business listing will still appear on the map and be displayed for relevant searches. (Not supported by all directory sites)
- We deliver or provide service at customer locations
  If you are a service-area business or a business that does not have a brick-and-mortar location for customers to visit, you will want to add service areas to designate the specific areas you provide services to. To do this, when editing the Address field, select the checkbox next to We deliver or provide service at customer locations and add the appropriate service area. Service areas are only used by Google Business Profile and Bing. Add service areas based on Zip code, City, County. General recommendation is to keep your service areas within 120 miles or 2 hours driving distance from your location.

Map Marker

If you’re showing your address on the map, be sure to check that the map marker is in the correct location.

Main Phone

Use your local phone number where customers can reach you. There will be a field later in the Knowledge Graph for a toll-free number if you have a toll-free number you’d like to list.

Entity ID*

This is your ASI number. ASI will populate this field for you when we set up your Local Listings profile.

Business Details

Description

Use the description field to provide useful information on services and products offered, as well as the mission and history of your business. Keep this clear and concise and focus on content that's relevant and useful to your customers to understand your business and the service/products your provide.

Hours

Populate these fields with the hours of operation for your business.

Holiday Hours

Populate your business opening/closing for holidays.

Temporarily Closed Hours

If you happen to close for an employee event or vacation, consider populating temporarily closed hours to inform searchers that you're closed for a short time.

Additional Hours

Use this field if you have additional operating hours or instructions you'd like potential customers to see.

Phonetic Name

Use this field to provide the phonetic pronunciation of your business name.

Payment Options

Check applicable boxes in this section to indicate the type(s) of payment you accept.

Price Range

This field is a drop-down that allows you to choose a range from "$" to "$$$$" depending on your pricing.

Neighborhood

If your business is located in a specific neighborhood, populate this field.

Black-Owned Business

Indicate in this field if you have a Black-Owned business.

Featured Message with link to website/landing page

Featured Messages are 50-character freeform fields to advertise special opportunities for your business. You can even make your Featured Message clickable to your website or a landing page. ASI pre-populated this field with your website and promotional message. To track your Featured Message referral traffic in Google Analytics, use a UTM code like ?utm_source=Local_Listings&utm_medium=organic after your website URL.

Contact, Websites, and Apps

Emails

Enter the email address(es) where your customers or prospects can reach you.

Website URL

Enter your website address here. To track your referral traffic from Local Listings in Google Analytics, use a UTM code like ?utm_source=Local_Listings&utm_medium=organic after your website URL.

Local Phone

Add your local phone number where customers or prospects can reach you.

Alt Phone

If you have an alternative phone number, enter it here.

Toll Free Phone

If you have a toll-free phone number for your business, enter it here.

Mobile Phone

If you want to publicize a mobile or cell phone number for your business, enter it here.

Fax

If you have a business fax number, enter it here.

TTY Number

If you have a TTY-based number, enter it here.

iOS App

If you have an app for your business, enter it here.

Android App

If you have an app for your business, enter it here.

Media

Business Logo

Upload your business logo here. Your logo aspect ratio should be 1:1, or square. Populating the Description, Details, Alternate Text, Click-through URL fields is not required but may help provide search engines with additional information.

Photo Gallery

Upload a variety of photos here, including your business location or office (interior and/or exterior), client projects, examples of your work or services. File Formats : JPG, PNG, WEBP, GIF (Static Only); Max File Size: 5mb; Max File Count: 500.

Videos

If you have a marketing video or behind-the-scenes video that you'd like to showcase of your work or a client project, you can enter the YouTube URL for the video here.

Social Media

Twitter Handle

Enter your Twitter username/handle here. Example: @asicentral

Facebook Page URL

Enter your Facebook business page URL here. Example: https://www.facebook.com/adspecialtyinstitute/

Instagram Handle

Enter your Instagram username/handle here. Example: asicentral

Enhanced Content Lists

Product Lists

Use this area to create curated product lists of the items you offer for sale to your customers and prospects. You can create product categories and then list individual items. These lists are featured across many of the publishers within the Local Listings network.

Staff Bios

Use this area to add detailed professional information about your staff. List their project work, local organization affiliations, and more. These staff bio lists are featured across many of the publishers within the Local Listings network and help to create more searchable online content for your business.

Additional Attributes

Year Established

Enter the year your business was started.

Products

Enter a list of products (or product categories) that you'd like to promote here. For promotional products, you may consider popular product categories like Pens/writing instruments, Employee/client gifts, Drinkware, Water bottles, Bags, Apparel, Hats/caps.

Services

Enter services that you offer clients here. For example: Ideation, Design, Branding, Sourcing, Merchandising, Logistics, Fulfillment, Shipping, Printing, Offset Printing, Screenprinting, Sublimation, Embroidery, etc.

Specialties

If your business specializes in a particular service or you are well-known for a product or service, enter it here.

Associations

If you are a member of any business organizations or associations like a Chamber of Commerce, enter it here.

Brands

Enter the names of brands you carry or have access to through industry suppliers.

Languages

Enter the languages spoken at your business. This can help to differentiate your business if someone is searching for a promotional products distributor who speaks a specific language.

Keywords

Enter Keywords associated with or used to describe your business.

Landing Page(s)

If you have landing pages for different services or product categories, enter the URL. URL should be in https:// format.

Accessibility

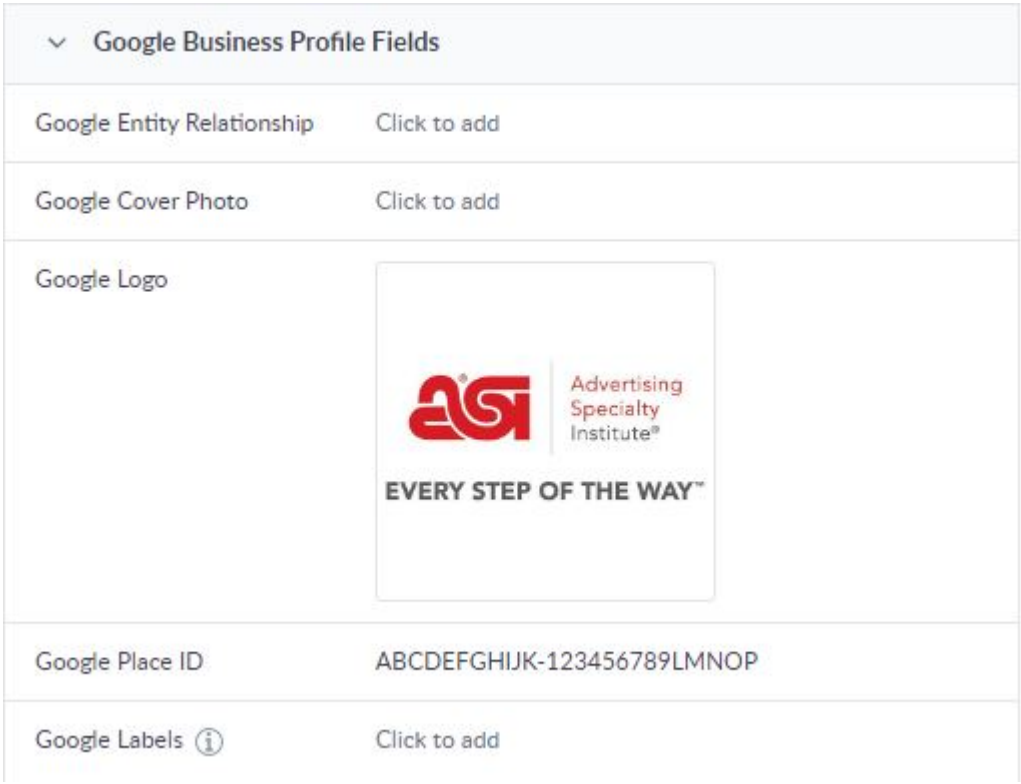
Complete these fields if any of them apply to your business or the customers you serve.

Online Service Hours

- Regular
- Holiday
- Temp Closed
- Senior
- Access

Google Business Profile Fields

Complete these fields if you will be connecting your ASI Local Listings account to your Google Business Profile (recommended).



Google Cover Photo

This is the cover photo that will appear on your Google Business Profile. File Formats : JPG, PNG, WEBP, GIF (Static Only) Max File Size: 5mbMax File Count: 1Min Dimensions: 250px x 250px.

Google Logo

This is the business logo that will appear on your Google Business Profile.

Google Place ID

It is ok to leave this blank.

Google Labels

Applicable for businesses with multiple locations, but it is ok to leave this field blank.

Google Business Profile Attributes

Accessibility

With regard to entrance and/or parking lot, enter Yes or No to identify if your business is wheelchair accessible.

Identifies as Black-owned

Enter Yes or No here, depending on if your business is Black-owned.

Identifies as Latino-owned

Enter Yes or No here, depending on if your business is Latino-owned.

Health & Safety

Complete these Yes or No fields if you require an appointment, staff temperature checks, or customer/patron temperature checks. This is optional and in response to the COVID-19

Pandemic.

Service Options

Complete these Yes or No fields to identify if your business location provides Online Appointments or Onsite Services.

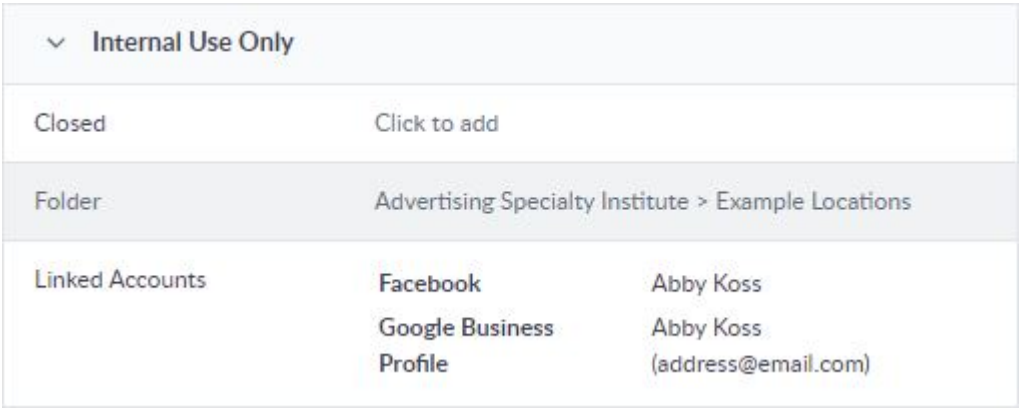
Facebook Fields

Complete this section if you will be connecting your ASI Local Listings account to your Facebook business page. If you already have Cover Photo, Profile photo, and the About section populated on Facebook, leave these fields blank. The info you enter in these fields will overwrite the info already populated on your Facebook page.

- Cover Photo
- Profile Picture
- Call to Action
- Facebook username (to link to page)
- Facebook About

Internal Use Only

Use this section to link the Facebook page and/or Google Business Profile for your business. Other fields under this section will populate automatically after Facebook and Google accounts have been linked.



Facebook

Linking your Facebook account allows you to update your Facebook listing (demographic info like phone, website, hours), monitor reviews, and monitor social posts associated with your account. Click “Link now” and follow the prompts. Once the account is linked, finish the set up. Click Listings in the navigation bar and click Publishers. Click on Facebook in the list of publishers. Click Set up to the right of the Facebook listing for the desired location. Select the Page for the intended location, or select the option to create a new Page. Then click Continue. Add a profile photo and cover photo. Both are required for certain categories in order for Local Listings to sync the business information to Facebook. Click Complete.

Google Business Profile

Linking your Google Business Profile allows you to update your listing (demographic info like phone, website, hours) and monitor reviews associated with your account. Click “Link now”

and follow the prompts. Once the account is linked, finish the set up. Click Listings in the navigation bar and click Publishers. Click on Google Business Profile in the list of publishers. Click Set up to the right of the Google Business Profile listing for the desired location. Select the correct page for the intended location, or select the option to create a new page, then click Continue. A dialog box appears. Read the Content Change warning before proceeding. Note: It is imperative that the business name, address, phone number, and category in Local Listings and Google Business Profile match. If this information is inconsistent, update it accordingly. Click Continue once you verify the content is the same. Add a profile photo and cover photo. Click Complete.