



# Your Business Resolution:

Get Back in the Driver's Seat - Accurate and Compelling Listings Drive More Business for Fuel Retailers





**The common challenge for fuel retailers** is keeping gas pricing, business listings and store information accurate and up to date. Incorrect business listings frustrate consumers and impact business in a tremendous way. Beyond simple listing management, having the ability to enhance your business information is vital to standing out of competition or promoting new products or services.

For example, GasBuddy users may be searching for the cheapest gas station in the area that also sells propane. An accurate listing making that information clear could mean the difference between a sale and nothing.

In addition to updating individual store listings with accurate information, data cleansing is another challenge that fuel retailers have to address. Duplicate listings on third party websites can create confusion and are often difficult to correct.

A recent Forrester Research report outlined that to succeed in the digital environment businesses must build strong digital location management practices to serve as the foundation for local

Forrester report: [Link](#)



