

# BPS focus on core strength, leading the way in local search optimisation

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For five years Business Positioning Systems (BPS) has operated across a range of location-based mobile media. Now after a venture capital deal, the company has spun out its mobile advertising arm, allowing BPS to focus on its core competency in the local search arena.



Following the venture capital deal and the spin-off of Vicinity Media as a separate entity, BPS has restructured and streamlined its focus on local search under the stewardship of Gabriella Eidelman. As Commercial Director at BPS, Gabriella's digital marketing, SEO and Google Places (now known as Google My Business) expertise has seen the company build an impressive client list that includes Nedbank, BP, Telkom, Nandos and MTN.

Demonstrating its local search pedigree, BPS report that its proprietary optimisation has increased Nedbank's impressions over 350% as well as a 418% increase in consumer actions. Neil Clarence Director and Co-Founder of BPS explains, *"For Nedbank the logic was simple - they invest in SEO to drive clients to the Nedbank website, so the natural progression was to invest in location optimisation to drive mobile search clients to the nearest branch where the opportunities to up-sell and cross-sell are the strongest."*

Daryl van Arkel, BPS Co-Founder and Director adds, *"We're extremely proud of our success in the local context and as a result plan to venture off-shore to deliver world class local search services to the UK and African markets to expand our portfolio."*

For case studies on BPS location-based search visit <http://www.bpsystems.co.za>

## Business Positioning Systems (BPS)

Business Positioning Systems (BPS) is South Africa's leading location-based search agency. Formed in 2007 to commercialise Point of Interest data listings on navigation devices, BPS went on to launch a number of location media solutions in the market. BPS now focuses on increasing client's local search visibility across digital platforms such as Google, Teleatlas and Nokia maps. The company has unrivalled expertise on a global scale in Google Places Optimisation also known as Local SEO.



### BPS

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