
Duda and Neustar Provide Free Online Listing Management for Small Business Updates Related to COVID-19 Impacts

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Neustar Localeze, available in the Duda App Store, allows businesses to communicate operational changes across local search

PALO ALTO, California and STERLING, Virginia – May 12, 2020 — [Duda](#), the leading web design platform for all companies that offer web design services to small businesses, and [Neustar Inc.](#), a global information services and technology company and leader in identity resolution, are offering Neustar Localeze business listing management complimentary for three months in the [Duda App Store](#) to help small businesses mitigate the damage from COVID-19.

Neustar Localeze allows companies to keep customers informed by communicating updates about their hours and other changes in operations quickly and easily. With the direct integration of Neustar Localeze in the Duda platform, business listing data is verified and automatically distributed across the largest network of directories and search platforms, including Google My Business.

“Neustar Localeze listing management enables Duda’s digital agency and SaaS partners to extend significant value to their small business customers during these challenging times,” said Alan Keller, Chief Revenue Officer of Duda. “By incorporating Neustar Localeze, our partners can ensure their customers’ latest operational information is displayed consistently and accurately across local search results, which is especially important during this time of constantly changing COVID-19 measures.”

As stay-at-home orders have evolved, many businesses have had to modify operations to protect their customers and staff. In the coming months, as the crisis resolves, these businesses will again need to modify operations, re-open their doors and communicate those changes to customers. Consumers look online first for the latest information about hours, delivery options, available products and services, and contact details for their local businesses. Given the many options for where and how to search, it is vital digital agencies and SaaS companies are prepared to help their small businesses customers be found and associated with accurate information. The latest integration of Neustar Localeze with the Duda platform allows Duda customers to:

- Easily set up, review, update and submit business listings from one portal
- Automatically sync data with Google My Business and ensure the latest information is distributed to 90+

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- search platforms including maps, directories and apps
 - Share verified and consistent data to prevent inaccuracies, improve search and SEO results
 - Enhance listings with information and photos about the business

“The current pandemic is putting tremendous strain on small businesses. They are having to rapidly adjust, changing hours of operations and shifting delivery models,” said David Turner, Vice President, Listing Management Solutions, Neustar. “In this quickly changing environment, Neustar can help businesses effectively communicate with the public about their availability and services offered.”

About Duda

Duda is the leading web design platform for all companies that offer web design services to small businesses. The company serves all types of customers, from freelance web professionals and digital agencies to the largest hosting companies, SaaS platforms and online publishers in the world.

Loaded with powerful team collaboration and client management tools, the Duda platform enables the building of feature-rich, responsive websites at scale. Every Duda website is automatically optimized for Google PageSpeed and great out-of-the-box SEO.

Duda has partnered with some of the biggest players in the industry, including Thryv, Hibu, Italiaonline, 1&1 Ionos, UOL, Sensis, Publicar, Solocal, Telstra, Broadly and Shore. The company was founded in 2009 by Itai Sadan and Amir Glatt and is headquartered in Palo Alto, California

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, Security and Registry that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: <https://www.home.neustar>.

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