

# Nedbank partners with BPS and outranks the rest

Issued by [Location Bank](#)

4 Feb 2014

Nedbank has commissioned Google Places Optimisation specialists Business Positioning Systems (BPS) to manage the performance of its virtual footprint on Google Places.

This further demonstrates the great strides BPS have been making over the past five years, firmly positioning the company as leaders in Google Places Optimisation and Location Based Media. In just five short months, BPS have increased Nedbank's impressions by a staggering 75%... further proof that their leading techniques work across varying and disparate industry sectors.

Understanding the power of "Local Search" for both customer retention and customer acquisition, Nedbank added BPS' Google Places Optimisation Service to complement their Organic SEO and Social Media efforts to ensure they dominate their competitors across all facets of search.

Google Places is increasingly relevant for business owners that have brick and mortar locations to link the physical and the digital worlds and close the loop from customer interaction to customer action.

Daryl van Arkel, Director of BPS, says: *"We have been working extremely hard since we formed the company to establish ourselves as leaders in location based search and media space by always striving for excellence in client's performance. This has led to the establishment of a leading service and created massive value for those brands we count ourselves lucky to call clients. With the acquisition of a number of blue chip/top 100 brands and now a big four bank on our books we believe we have proven we are the top of the pile and will continue to push the boundaries to ensure we stay there."*

BPS have been the thought leaders in this space for well over four years and with over five million Google searches being done per day, 43% with a local intent from mobile and PC (statistics courtesy of Chitika), you cannot afford not to have your business listed CORRECTLY And OPTIMISED for location relevant searches. When potential or current clients are looking for you, BPS makes sure you are found!

Craig Smee, Head of Social Media at Nedbank, comments: *"Nedbank is on an innovative journey that demands utilising best of breed technology and platforms to deliver a simple yet highly effective means of communicating with customers. With a branch and ATM network as extensive as ours, it was an obvious decision to utilise Google Places to assist customers in locating our branches and other points of service. Through our partnership with BPS we are well on our way towards maximising the Google platform to this end."*

To maximise your virtual footprint resulting in realworld customer acquisition, contact BPS on 011 021 8345/6/8 or [tim@bpsystemsonline.com](mailto:tim@bpsystemsonline.com).

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