LocalKnowledge
The Local Listings Company

We Transform Business Listing Data Into Great Local Listings

About Us

Local Knowledge prides itself on understanding local business listing data for Turkey and the Middle East.

We specifically say 'local business listings' because most businesses in the region have an officially registered business name with the government but have a 'doing business as' name out in the marketplace. These registered business listings need to be transformed into local business listings.

Over the past 10 years we have complied, verified, name adjusted, granularized, de-duplicated, categorized, geocoded, translated and managed millions of business listings in the region. Transforming them from unstructured business listing data into structured accurate local business listings. Local listings ready to be sold to by outbound B2B sales organizations or ready to be found by consumers on the local search and mobile mapping platforms of the world.

Each and every country in the region is unique apart from the local language.

For example, Turkish addressing structure is some of the most detailed addressing in the world. If you are a Turk, you probably know this already, if you are a foreigner you probably don't and might assume that it is similar to addressing in other European and North American countries. It is not.

In Turkey, address components like a side street and district can mean the difference between being found or being lost. This address information is readily available. It just needs to be collected and assembled in the correct order.

In the Middle East a majority of registered business addresses are actually PO boxes with the physical location of the business someplace else. This "other or real location" is the business location that customers need to know and find on their mobile devices and the web.

Though automated geocoding is a fairly successful practice in the west, it doesn't work so well in Turkey and the Middle East. Geocoding is very much a manual process. But at least it only needs to be done once as the structure doesn't move but the business name might change.

Cleansing and verifying business listings in Turkey and Middle East requires a local team with local knowledge, a team that actually lives in the country or region.

Don't count on a call center 8,000 kilometers away to understand a local listing in Turkey or the Middle East.

The Local Knowledge of business listing and geocoding experts are 'local' and call on a life-time of local knowledge and a keen understanding just of what a 'location' is all about in their respective towns or cities.

Local Knowledge offers the skill and understanding to ensure local business listing data is correct, complete, enriched and accurate and also knows what key local search platforms to submit and surface local business listings to ensure consumer discovery in the emerging markets of Turkey, the Middle East and the world.

Transforming business listings to local business listings is not rocket science but a little local knowledge sure helps.

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Our Services

Local Business Listing Services

Local Knowledge understands emerging market business listing data and business discovery. We offer a comprehensive suite of data verification and compilation services as well as listing syndication including:

POI/Business Listing Verification Services	Local Listing data needs to be verified to ensure consumers find what they are looking for and that the information is correct. Services include basic NAP (name, address, phone) hygiene to more detailed verification of category, geolocation verification and DBA name (doing business as). Other services include de-duplication and address standardization services.
Local Listing Compilation	Turn raw business listing data it into accurate granular local listings with all key contact fields compiled into a single database. Fields include registered business name, doing business as name, complete address, category, business hours, forms of payment, phone number, email address, website, primary contact name, logo and image capture. Also custom business listing compilation services are available for specific industry verticals.
Local Listing Translation	Local listing translation services including bidirectional translation of Turkish/English and Arabic/English. Native Turkish and Arabic ensure both local and international discoverability to local listing datasets translated by the local knowledge listings agents.
Local Listing Geocoding	Auto-geocoding does offer consistent accuracy in the regions of Turkey and the Middle east. For geocoding to be accurate for local business discovery in Turkey and the Middle East, a geocode must be created manually. Local Knowledge geocoding specialists are highly skilled at geocoding business locations to local search and navigation industry standards.
Data Acquisition/ Licensing	Local Knowledge is constantly compiling and verifying unencumbered, royalty free local listing data for the region. This data is available for purchase in whole or in part.
Brand and SMB SoLoMo SoLoMo Social, Local and Mobile	The validation and geocoding of local listing data provided to Local Knowledge by nation brand, chain stores and small business owners for the purpose of business listing syndication to a multitude of local search, digital mapping and social media networks. The end purpose being ensuring local business discovery and consumer engagement from a mobile device.

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The Team

Aydan Gundogan
Manager - Local Listings & Geocoding Team

Aydan is a seasoned local listings compilation and geocoding expert. Previously as a member of the Turkey Yellow Pages local listings management team, she gained an intimate understanding of the local listing ecosystem in Turkey, Her understanding of registered business names versus doing business as names, the complex Turkish addressing structure and the geocoding challenges unique to Turkey has made her a key member of Local Knowledge team. She has a proven track record of sharing her expertise in nurturing and training her call centre teams to ensure the creation and maintenance of high quality accurately geocoded local listings by the 100's of thousands in both Turkish and English. Aydan takes ownership of projects and delivers results.

Aydan lives in Istanbul and is an ardent lover of animals and active in dialogue on environment issues facing the world. She is a successful graduate of Istanbul University.

Mustafa Kahraman
Manager - Application Development & API Integration

Mustafa has an unquenchable thirst for knowledge for all things associated to software and technology. Constantly in research and learning mode, he excels in bringing fresh ideas and new perspectives to his work at Local Knowledge. His expertise in application development and database management makes Local Knowledge a perfect home for him when blended with his in-depth understanding of the local search industry and local listing data in Turkey and the region. He has extensive experience in the development of store locator platforms, business listing APIs and customer business listing management dashboards. Also a Yellow Pages industry alumni, Mustafa possesses a thorough understanding and expertise in local listing management and curation.

Mustafa is proud father of a daughter pursuing a degree in Arabic and Persian studies at Istanbul University. Always working and creating, Mustafa spends most of his spare time coming up with great ways to use technology. His friends and family would tell you he is one of the kindest people you will ever meet.

Taher Aly
Manager - Middle East- Local Listings, Localization & Geocoding

Previously as data management director Taher oversaw the local listing data production teams as well as customer care, translation and publishing units at Egypt Yellow Pages. Taher brings a wealth of experience and understanding in working with Arabic and English local listing data to the Local Knowledge organization. Responsible for the local listing database asset, Taher managed a team of 40+ local listing compilation and manual geocoding experts to maintain the highest quality standards of Egypt's incumbent bilingual local directory. Taher intimately understands the difference between a business listing and a local business listing. Taher now applies the same expertise and quality standards to Local Knowledge projects.

Married and the father of two lovely girls. Taher is passionate about sports and fitness. On most evenings you will see him playing football with friends or at the gym working out. Taher holds a university degree in Accounting and an MBA from the Arab Academy for Science, Technology & Maritime Transport.

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The Team

Mohamed Salah
Director - Data Sciences

As director of data science, Mohamed Salah adds an international perspective to the fabric of the team at Local Knowledge. For more that 10 years Mohamed has been a key figure in the local search industry in Turkey and the Middle East. Since co-founding NRG Solutions, one of Egypt's first website development companies specializing on helping SMB's with their online presence, Mohamed has always had a keen understanding of what location data really means in a consumers desire to find a business. Since being convinced to join the team at the Yellow Pages, Mohamed has become a recognized regional authority on local search and digital marketing as well as transforming big unstructured business listing data into high value local listing data. This local listing data has fuelled the digital transformational strategies of the Yellow Pages groups he worked for in Saudi, Egypt, the UAE, Palestine and Turkey. A familiar and trusted name with anyone on the local listing data teams at Google, Yandex, Here, TomTom, Facebook, Yelp and more, Mohamed offers a realistic and refreshingly honest take on the realities of local listing data in the region.

Married with a lovely daughter, Mohamed lives in Istanbul. In his spare time he enjoys cycling, family days and talking technology with friends at a shesha cafe of course! Mohamed graduated from Ain Shams University in Cairo, where he was also a teaching assistant. Currently Mohamed is studying to complete his MBA at University of Illinois at Urbana-Champagne.

Trevor Nadeau
Founder & Managing Director

Since 2005 Trevor has been passionately working in the local search, local media and local business listing industry in the emerging markets of Turkey and the Middle East. Over this time he has gained a unique insight and understanding of the challenges both small business owners and national brand managers face in terms of digital discovery of their respective "bricks and mortar" locations on the web, websites, digital maps, apps, mobile devices and sat nav systems. With the help of smart technically skilled colleagues Trevor has also developed unique process in the compilation, validation and manual geocoding of local business listing data for Turkey and the Middle East. Trevor understands "location" and has lead teams in building and maintaining high quality, granularly addressed and geo-coded bilingual local business listing databases in Turkey, Egypt, Saudi, UAE, and Palestine.

In 2009, as managing director of Turkey Yellow Pages, Trevor introduced a concept of business listing discovery on digital maps and mobile devices with a strategic partnership with NAVTEQ Maps and Nokia's Ovi Maps. This was the precursor to the introduction of two business discovery concepts known as Brand SoLoMo and SMB SoLoMo. Basically, list your business once and get found everywhere was the principle behind the strategy. Get found on Social, Local and Mobile platforms – SoLoMo became a popular digital discovery keyword. Quickly thereafter Trevor enlarged the business listing syndication offering by adding content licensing agreements with Google, Yandex, Bing, Yelp, Trip Advisor, Foursquare, Here Maps, TomTom and Factual to name a few. Thus facilitating the ability to surface business listing data on all key local and global local search and map platforms all from one unique database.

A graduate of Concordia University in Montreal, Trevor is a Canadian who now lives in Turkey. When he is not traveling the world you will find him in the kitchen cooking for two or on a golf course somewhere.