



Local Search: How to Optimize for this Important Algorithm



**Local Search:
How to Optimize for this
Important Algorithm**

Shelly Cihan
Senior Digital Strategist
Adworkshop
@shellycihan
#ADKsummit2016

Local Search

"Local search is the use of specialized Internet search engines that allow users to submit geographically constrained searches against a structured database of local business listings."

- Wikipedia

In English Please?

Local search is aimed at finding something online, such as a local business, within a specific geographic area. Think of it as an online yellow pages.





*Why is Local Search
Important?*

CONSUMERS SEARCH WITH LOCAL INTENT ACROSS DEVICES

4 in 5 consumers conduct local searches on search engines. They search on:



Base: Used device to search for information on most recent vertical purchase (n=115-233 for smartphone, n=333-437 for computer/tablet)
Google/Ipsos Survey Q8. What type(s) of information did you search for on your device(s) using search engines?
Select all that apply for each device.

google.com/think

CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



SMARTPHONE



Business hours



Directions to local store



Local store address



COMPUTER/TABLET



Availability of product at local store



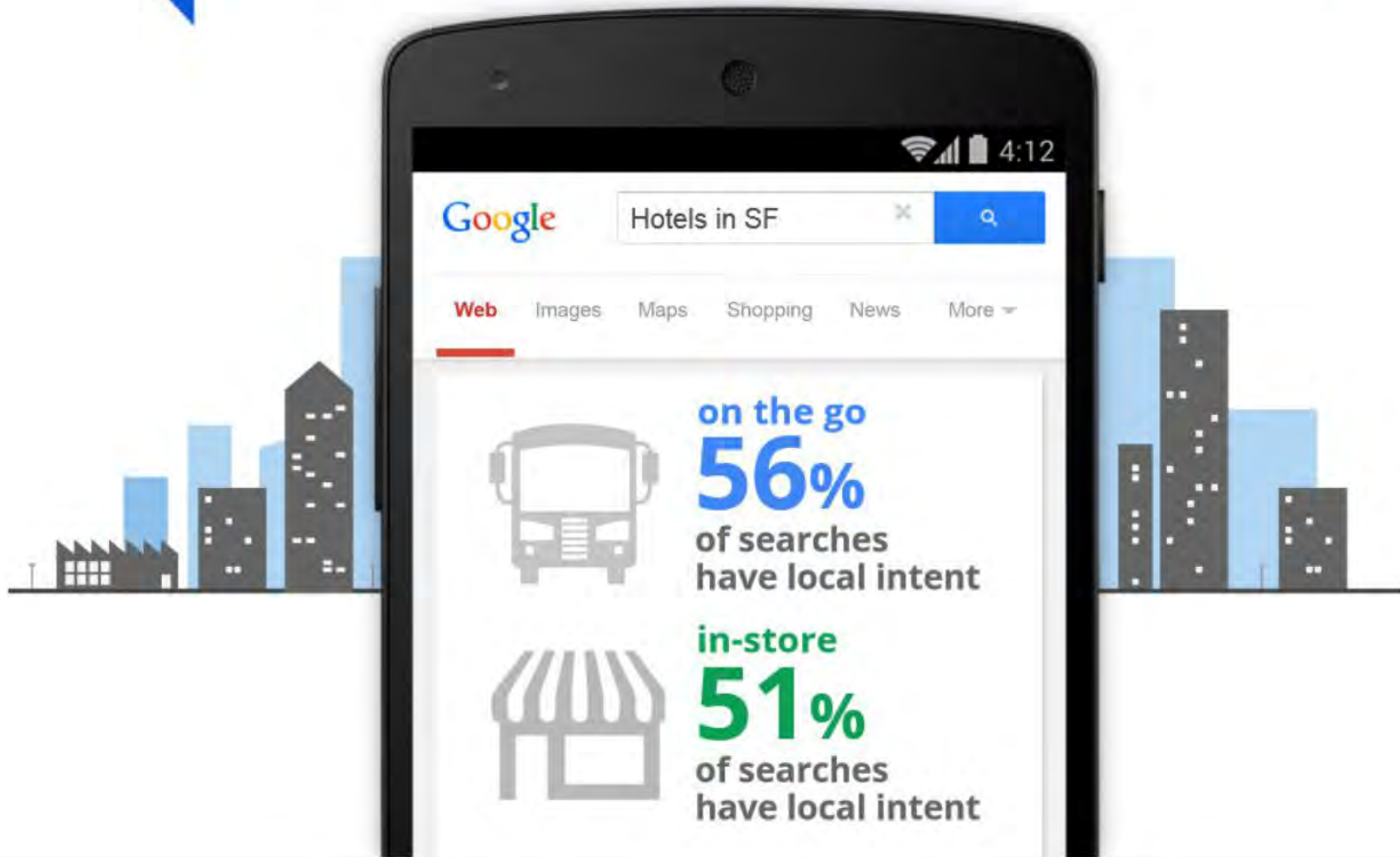
Business hours



Local store address

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Select all that apply for each device.

WHEN ON THE GO OR IN-STORES, A MAJORITY OF SMARTPHONE SEARCHES HAVE LOCAL INTENT



Base: n=293 on the go smartphone searches and n=95 in-store smartphone searches. Google/Purchased Diary Q1. Where were you when you conducted the search?; Q2. Was this a local search?

google.com/think



*How is this Different from
Paid & Organic Results?*



About 24,100 results (0.54 seconds)



Rating Hours

Delta Blue
3.2 (13) - Barbecue
2520 Main St
Closed now



Lake Placid Center For the Arts
No reviews - Art Center
17 Algonquin Dr



Waterhole
4.1 (7) - Pub
48 Main St



Entertainment | Music | Art | Lake Placid, Adirondacks

www.lakeplacid.com/do/arts Lake Placid

Lake Placid boasts several venues for the arts and hosts a variety of performances — from classical music to family-friendly shows, rock concerts to community ...

Music Performances | Lake Placid, Adirondacks

www.lakeplacid.com/do/arts/music Lake Placid

When winter arrives and the evenings are longer, locals and visitors flock to here



Rating ▾ Hours ▾

Delta Blue

3.2 ★★☆☆☆ (13) - Barbecue

2520 Main St

Closed now



Lake Placid Center For the Arts

No reviews - Art Center

17 Algonquin Dr



Waterhole

4.1 ★★★★★ (7) - Pub

48 Main St





Entertainment | Music | Art | Lake Placid, Adirondacks

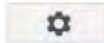
www.lakeplacid.com/do/arts ▾ Lake Placid ▾

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Music Performances | Lake Placid, Adirondacks

www.lakeplacid.com/do/arts/music ▾ Lake Placid ▾

When winter arrives and the evenings are longer, locals and visitors flock to bars, restaurants and concert venues to enjoy an eclectic array of musical offerings ...



About 326,000 results (0.69 seconds)

Showtimes at Palace Theater - Lake Placid

Wed, Feb 24

Thu, Feb 25

All times Morning Afternoon Evening Night

Deadpool

7:00pm 9:30

How to Be Single

7:00pm 9:30

Zoolander 2

7:00pm 9:30

All times are in ET

More showtimes

Palace Theatre - Facebook

https://www.facebook.com/Palace-Theatre-361845083884539/

★★★★★ Rating: 4.7 - 147 votes

Palace Theatre, Lake Placid, NY. 2187 likes · 48 talking about this · 1669 were here. CASH ONLY Admission: Adult \$7 (\$6 for Matinee) Child \$5.

Palace Theatre — Lake Placid, NY, 12946 — Showtimes ...

www.moviefone.com/theater/palace-theatre/10036/showtimes/ Moviefone Palace Theatre in Lake Placid, NY, 12946 — get movie showtimes and tickets online, directions, maps, movie information and more from Moviefone.

Movie Theaters in Lake Placid, NY | Moviefone

www.moviefone.com/showtimes/lake-placid-ny/.../theaters/ Moviefone See movie showtimes and movie theaters near 12946 or Lake Placid on Moviefone.com.

Palace Theater - Lake Placid Showtimes and Tickets ...

www.movietickets.com/theater/.../Palace-Theater---La... MovieTickets.com



Palace Theatre

Website

Directions

4.4 ★★★★★ 13 Google reviews

Movie Theater

Locally owned vintage theater showing 1st-run movies on 4 screens in a circa-1926 building.

Address: 2430 Main St, Lake Placid, NY 12946

Phone: (518) 523-9271

Reviews

Write a review

Add a photo



"We love the friendly atmosphere and the chill vibe that the staff lays down."



"Really gave an old movie theater vibe."



"Good value."

View all Google reviews

People also search for

View 15+ more



Lake Placid Center Fo...



Adirondack State Theater L...



Whiteface Lodge



Golden Arrow Lakeside...



Olympic Speed Skating O...

Feedback



All

Maps

Videos

News

Shopping

More ▾

Search tools

About 326,000 results (0.69 seconds)

Showtimes at Palace Theater - Lake Placid

Wed, Feb 24

Thu, Feb 25

All times

Morning

Afternoon

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More showtimes

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Movie Theaters in Lake Placid, NY | Moviefone

www.moviefone.com/showtimes/lake-placid-ny/.../theaters/ ▼ Moviefone ▼

See movie showtimes and movie theaters near 12946 or Lake Placid on Moviefone.com.

Palace Theater - Lake Placid Showtimes and Tickets ...

www.movietickets.com/theater/.../Palace-Theater---La... ▼ MovieTickets.com ▼

Address: 2430 Ma

Phone: (518) 523

Reviews



"We love t
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"Really ga



"Good val

View all Google re

People also s

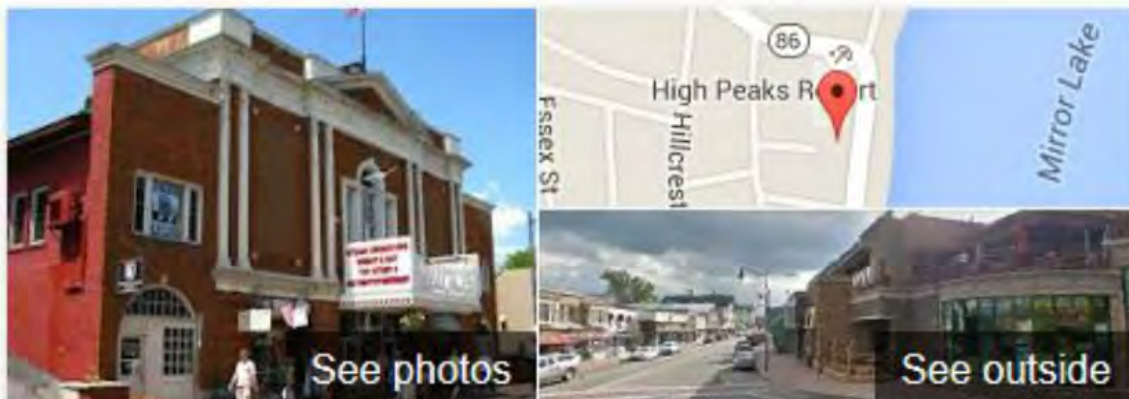


Lake Placid
Center Fo...



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"Really gave an old movie theater **vibe**."



"Good **value**."

[View all Google reviews](#)

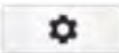
times are in ET

were here.

es ...

oviephone ▾

ickets online.



About 23,100 results (0.36 seconds)

Plumbers - BobsInstantPlumbing.net

Ad www.bobsinstantplumbing.net/ (518) 561-7786

For The Fastest, Most Dependable Plumbing Service In Town! Call Us.

- Toilet Services
- Septic Systems
- Plumbing
- Water Heaters

Plumbers in Lake Placid, New York with Reviews & Ratings ...

www.yellowpages.com > Lake Placid, NY > Yellowpages.com > Results 1 - 30 of 37 - Find 37 listings related to Plumbers in Lake Placid on YP.com. See reviews, photos, directions, phone numbers and more for the best ...

G & S Plumbing & Heating Lake Placid, NY, 12946 - YP.com

www.yellowpages.com/lake-placid/g-s-plumbing-hea... > Yellowpages.com > Get reviews, hours, directions, coupons and more for G & S Plumbing & Heating at 34 Fawn Ridge Rd, Lake Placid, NY. Search for other Plumbers in Lake ...

Lake Placid's 10 Best Rated Plumbers - Porch

porch.com > FL > Lake Placid > The most trusted plumbers in Lake Placid, FL are on Porch. See costs, licenses and reviews from friends and neighbors. Get fast, cheap service from local/union ...

Lake Placid Plumbers - Porch

porch.com > NY > Lake Placid > The most trusted plumbers in Lake Placid, NY are on Porch. See costs, licenses and reviews from friends and neighbors. Get fast, cheap service from local/union ...

G & S Plumbing & Heating - Plumbing - 34 Fawn Ridge Rd ...

www.yelp.com > Home Services > Plumbing > Yelp > G & S Plumbing & Heating in Lake Placid, reviews by real people. Yelp is a fun and easy way to find, recommend and talk about what's great and not so great in ...

plumbers in Surrounding Lake Placid, NY | Reviews ...

www.yellowbook.com/s/plumbers/surrounding-lake-placid-ny/ > Find plumbers in Surrounding Lake Placid, NY on Yellowbook. Get reviews and contact details for each business including videos, opening hours and more.



G & S Plumbing & Heating

Plumber

Address: Lake Placid, NY

Phone: (518) 523-2281

Hours: Open today · 7:30AM–5PM

Reviews

Be the first to review

[Feedback](#)



lake placid plumbers

All

Maps

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Videos

Shopping

More ▾

Search tools

About 23,100 results (0.36 seconds)

Plumbers - BobsInstantPlumbing.net

Ad www.bobsinstantplumbing.net/ ▾ (518) 561-7786

For The Fastest, Most Dependable Plumbing Service In Town! Call Us.

Toilet Services

Septic Systems

Plumbing

Water Heaters

Plumbers in Lake Placid, New York with Reviews & Ratings ...

www.yellowpages.com ▸ [Lake Placid, NY](#) ▾ [Yellowpages.com](#) ▾

Results 1 - 30 of 37 - Find 37 listings related to Plumbers in Lake Placid on YP.com.

See reviews, photos, directions, phone numbers and more for the best ...

Plumbers in Lake Placid, New York with Reviews & Ratings ...

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G & S Plumbing & Heating Lake Placid, NY, 12946 - YP.com

www.yellowpages.com/lake-placid.../g-s-plumbing-hea... > [Yellowpages.com](#)

Get reviews, hours, directions, coupons and more for G & S Plumbing & Heating at 34 Fawn Ridge Rd, Lake Placid, NY. Search for other Plumbers in Lake ...

Lake Placid's 10 Best Rated Plumbers - Porch

porch.com > [FL](#) > [Lake Placid](#)

The most trusted plumbers in Lake Placid, FL are on Porch. See costs, licenses and reviews from friends and neighbors. Get fast, cheap service from local/union ...

Lake Placid Plumbers - Porch

porch.com > [NY](#) > [Lake Placid](#)

The most trusted plumbers in Lake Placid, NY are on Porch. See costs, licenses and reviews from friends and neighbors. Get fast, cheap service from local/union ...

G & S Plumbing & Heating - Plumbing - 34 Fawn Ridge Rd ...

www.yelp.com > [Home Services](#) > [Plumbing](#) > [Yelp](#)

G & S Plumbing & Heating in Lake Placid, reviews by real people. Yelp is a fun and easy way to find, recommend and talk about what's great and not so great in ...



[See photos](#)

G & S Plumbing & Heating

Plumber

Address: Lake Placid, NY

Phone: (518) 523-2281

Hours: Open today · 7:30AM–5PM ▾

Reviews

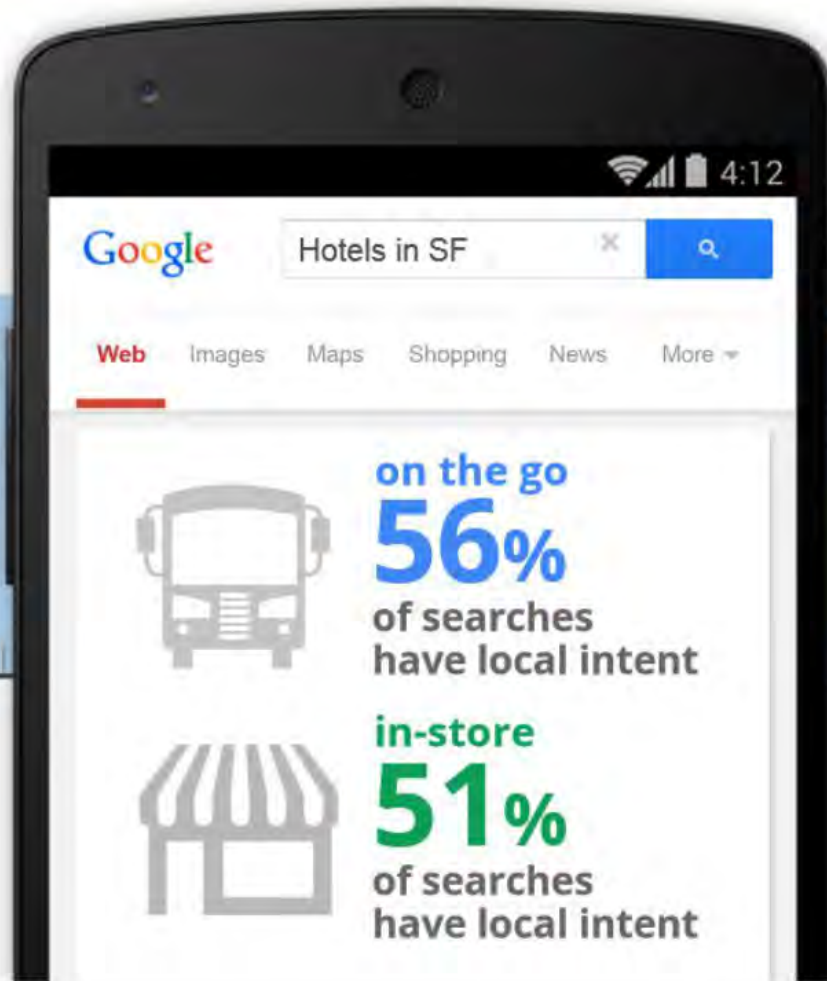
[Be the first to review](#)

[Write a review](#)

[Add a photo](#)

[Feedback](#)

WHEN ON THE GO OR IN-STORES, A MAJORITY OF SMARTPHONE SEARCHES HAVE LOCAL INTENT



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google.com/think



lake placid music venues



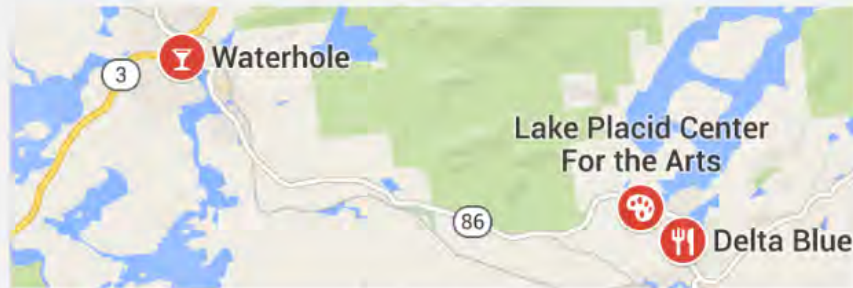
ALL

MAPS

IMAGES

SHOPPING

VIDEOS



Delta Blue

3.2 ★★★★★ (13)

Barbecue · Main St

Popular for dinner

Closed now



Lake Placid Center For the Arts

1 review

Art Center · Algonquin Dr

Closed today



Waterhole

4.1 ★★★★★ (7)





lake placid theater



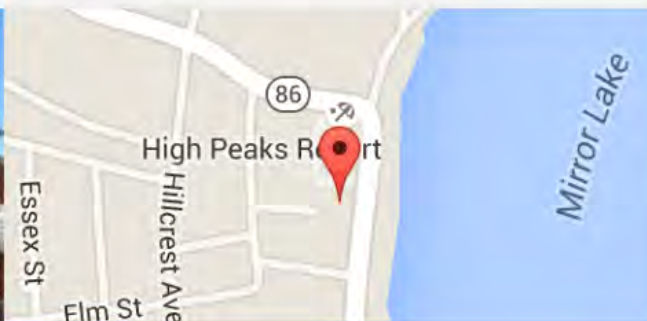
ALL

MAPS

VIDEOS

NEWS

IMAGES



Palace Theatre



4.4 ★★★★★ 14 reviews

Movie Theater



CALL



DIRECTIONS



WEBSITE


Showtimes • Tuesday, March 1

Deadpool

7:00pm

Expert **Plumbers** Available. Call Now
Fast & Reliable · Call a Plumber Now
[Certified Plumbers - Pipe Repairs](#)




G & S Plumbing & Heating 
Plumber



Lake Placid, NY



Open today 7:30AM-5PM 



More about G & S Plumbing & Heating





A large teal circle border frames the central text. In the top-left corner, there are two light blue circles. In the bottom-right corner, there is a partial view of a yellow fan-like object.

Local Optimization
Basics














Consistent NAP

Name

Address

Phone Number



	Business Name	Address	Phone
 Google view listing	Champlain National Bank	1992 Saranac Ave, Lake Placid, NY 12946	5185237070
 Yahoo view listing	Champlain National Bank	1992 Saranac Ave	5185237070
 Facebook		MISSING LISTING	
 Bing view listing	Champlain National Bank	1992 Saranac Ave	5185237070
 Yelp view listing	Champlain National Bank	1992 Nys Rte # 86, Lake Placid, NY 12946	5185237075
 WhitePages view listing	Champlain National Bank	1992 Saranac Ave	5185237070
 MapQuest view listing	Champlain National Bank	2040 Saranac Ave, Lake Placid, NY 12946	5185237070
 Superpages view listing	Champlain National Bank	2040 Saranac Ave	5185237070
 Citysearch view listing	Champlain National Bank	1992 Saranac Ave # 1	5185237070
 Local.com view listing	Champlain National Bank	1992 Saranac Ave Ste 1	5185237070
 Foursquare view listing	Champlain National Bank	, Lake Placid, NY 12946	



Business Name	Address	Phone
Champlain National Bank	1992 Saranac Ave, Lake Placid, NY 12946	5185237070
Champlain National Bank	1992 Saranac Ave	5185237070

MISSING LISTING

Champlain
National Bank

1992 Nys Rte # 86,
Lake Placid, NY
12946

5185237

Champlain
National Bank

1992 Saranac Ave

5185237

Champlain
National Bank

2040 Saranac Ave,
Lake Placid, NY
12946

5185237

Champlain
National Bank

2040 Saranac Ave

5185237

Champlain
National Bank

1992 Saranac Ave
1

5185237

MISSING LISTING

992 Saranac Ave 5185237070

992 Nys Rte # 86,
Lake Placid, NY 5185237075
2946

992 Saranac Ave 5185237070

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Lake Placid, NY 5185237070
2946

2040 Saranac Ave 5185237070

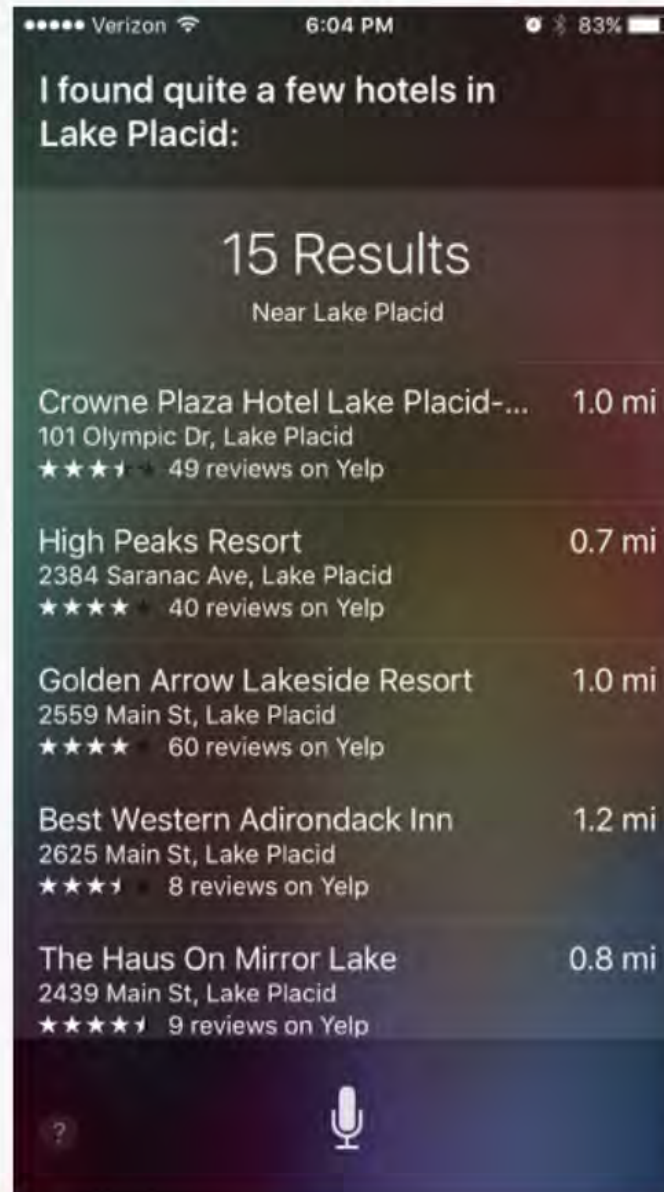
Business Signals

Proximity

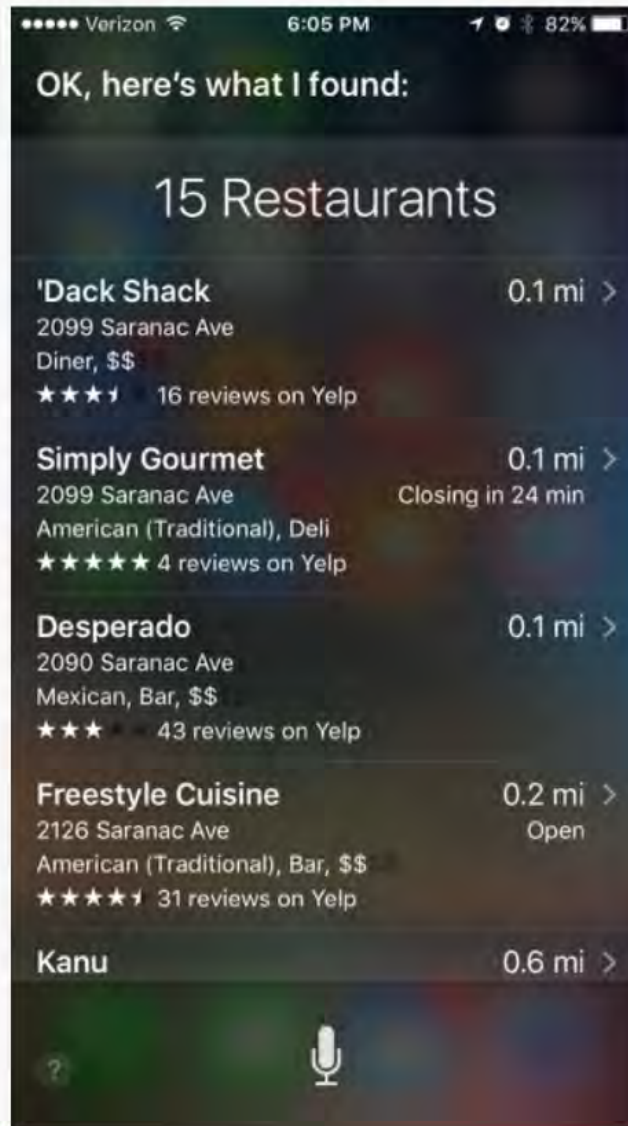
Categories

Keywords in Business Title

"Hotels in Lake Placid"



"Find a restaurant near me"



Business Signals

Proximity

Categories

Keywords in Business Title

Find a restaurant near me

05:00 PM
15 Restaurants



[See photos](#)



G & S Plumbing & Heating

Plumber

Address: Lake Placid, NY

Phone: (518) 523-2281

Hours: Open today · 7:30AM–5PM ▾

Reviews

[Be the first to review](#)

[Write a review](#)

[Add a photo](#)

[Feedback](#)

Business Signals

Proximity

Categories

Keywords in Business Title

Find a restaurant near me





Lake Placid Pub & Brewery ★

[Website](#)

[Directions](#)

4.2 ★★★★★ 74 Google reviews

\$\$ - Brewery

Pub & grill offers bars & lakeside decks on 3 floors, plus a kids' play area & tours of the brewery.

Address: 813 Mirror Lake Dr, Lake Placid, NY 12946

Phone: (518) 523-3813

Menu: ubuale.com

thority

On-Page Signals

NAP Presence

Keywords in Titles

Domain Authority





ADIRONDACK
Decorative Arts & Crafts
 RUSTIC FURNISHINGS



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SERVICES

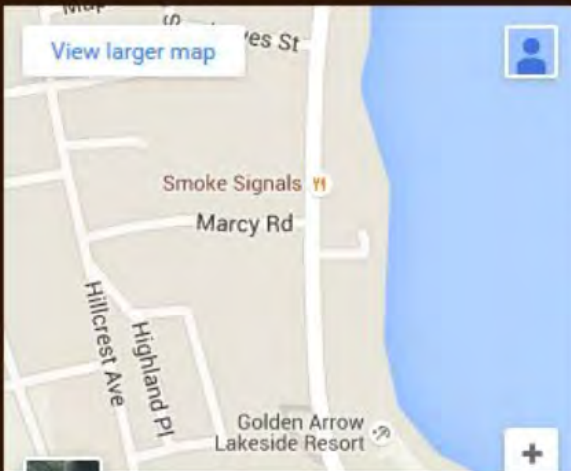
PRODUCTS

CONTACT US

Contact Us

Adirondack Decorative Arts & Crafts provides furniture, gifts and mountain accessories for Lake Placid, NY and the surrounding areas. Contact us today for more information. We always enjoy hearing from our customers, whether they are current or new and we look forward to earning your business and trust.

Our Location:



Adirondack Decorative Arts & Crafts

2512 Main Street
 Lake Placid, New York 12946

Phone: (518) 523 - 4545

Email: adktrade@verizon.net

Open 7 Days a Week!

About Us

“ Adirondack Decorative Arts & Crafts has been proudly serving the Lake Placid, NY area for 18 years. ...

Our Products

“ Our two main retail floors highlight a vast array of rustic style gifts and decorative accessories of all types. ...



Adirondack Decorative Arts & Crafts

2512 Main Street

Lake Placid, New York 12946

Phone: (518) 523 - 4545

Email: adktrade@verizon.net

Open 7 Days a Week!



TAIL O' THE PUP

*"The Adirondack's Famouse Lobster Clam Bake
- BBQ Family Restaurant"*

Since 1927 - Saranac Lake on Route 86, Ray Brook New York - 518-891-0777

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- Find Broken Images
- Hide Background Images
- Hide Images
- Make Images Full Size
- Make Images Invisible
- Outline Images
- Reload Images
- Replace Images With Alt Attributes
- View Image Information

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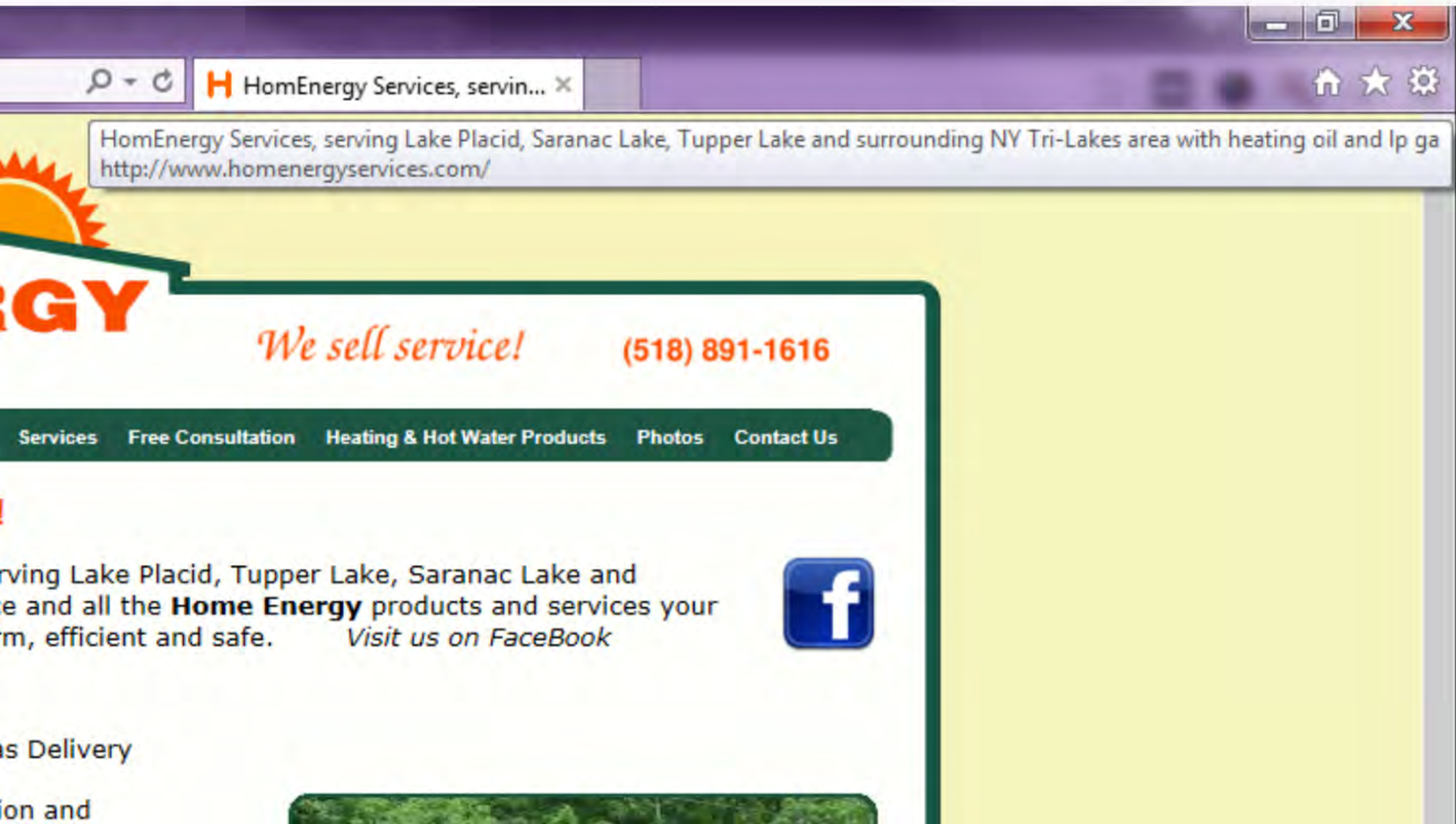
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the counter visitor. Thank you for stopping by.

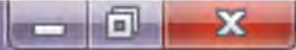
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Authority

On-Page Signals
NAP Presence
Keywords in Titles
Domain Authority





H HomEnergy Services, servin... x



HomEnergy Services, serving Lake Placid, Saranac Lake, Tupper Lake and surrounding NY Tri-Lakes area with heating oil and lp ga
http://www.homenergyservices.com/



We sell service!

(518) 891-1616

Services Free Consultation Heating & Hot Water Products Photos Contact Us

...serving Lake Placid, Tupper Lake, Saranac Lake and
...e and all the **Home Energy** products and services your
...m, efficient and safe. *Visit us on FaceBook*



...as Delivery

...on and



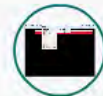
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n Authority

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NAP Presence

Keywords in Titles

Domain Authority



Domain Authority

A score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines.



Link Signals
Anchor Text
Linking Domain Authority

URL: northcountryrambler.com/

[Hide Metrics](#)

Authority

DOMAIN AUTHORITY PAGE AUTHORITY

17 /100

27 /100

SPAM SCORE: 0 /17

Search this website ...

SEARCH



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LIQUIDS AND SOLIDS, LAKE PLACID

BY RAMBLER SEPTEMBER 24, 2015

Liquids & Solids at the Handlebar
6115 Sentinel Road
Lake Placid, NY 12946

Phone: 518-837-5012
From 4 PM | Closed Sunday & Monday
Summer – Open Tuesday through Sunday
[Restaurant Website](#)

Great Bar? Check.
Great craft beer | cocktail selection? Check.
Great small plate menu? Check.
On-premise butcher? (Seriously) Check.
What more do you need?

It's easy to say that now, but if you had asked me when this place opened five years ago if an

ADK NORTH COUNTRY



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CONNECT



LIQUIDS AND SOLIDS, LAKE PLACID

BY RAMBLER SEPTEMBER 24, 2015

at the Handlebar

oad

12946

5012

LAKE PLACID, NY 12946

Phone: 518-837-5012

From 4 PM | Closed Sunday & M

Summer ~ Open Tuesday through

Restaurant Website

Great Bar? Check.

Great craft beer | cocktail select

URL:


 [Hide Metrics](#)

Authority

DOMAIN AUTHORITY ⓘ PAGE AUTHORITY ⓘ

17 /100

27 /100

SPAM SCORE: **0** /17 

Search this website ...




Review Signals

Review Quantity

Review Velocity

Review Diversity

Review Summary

 [Write a review](#)

4.3



41 reviews



"Great mountain lots of fresh snow, no lift lines, many lifts to choose from."



"Nothing beats Gore as far as a somewhat local ski resort."



"Lease the mountains and let us have better **slopes.**"



D Scott

★★★★★ 2 months ago

Nothing beats Gore as far as a somewhat local ski resort. The drive is easy and scenic. I've never had a problem parking, even on the busiest days. Shuttle service from further lots is easy and frequent. The terrain here is superb for this area of NY. Always greeted with friendly faces. A very broad mountain, easy to get away from any minor crowds. Can't say enough good things about Gore. Only criticism would be food service, which is subpar and expensive.



Long-Mei Ren

★★★★★ a week ago

This is a great mountain in the middle of New York State. Reasonable ticket prices. Closes at 4pm. Varied food choices in the lodge, fried foods, sandwiches and soups. Credit card and cash accepted. There is even a bar with live music and massage chairs.



Patrick Schliesing

★★★★☆ a month ago

Great east coast ski hill. Been there 3 times now between 2015 and 2016. One of the best.

Little disappointed in their retail shop. Needed a pair of goggles - mine cracked on the drive up. Bought a pair of Oakleys at \$320. Got home to order more lenses to find the goggles retail on Oakley's website for \$220. Come on! \$100 markup? All sales final, and I live ...



George Frontino

★★★★★ a month ago

Awesome skiing. On my way back for more right now!



Alexander Correa

★★★☆☆ 2 months ago

Well to start I didn't like how I was told the the slopes are open from 9am to 4pm 7 days a week over the phone, then when arriving to find out that you actually open at 10am and then had to wait until 10:30am because your staff wasn't in order, false advertisement and not a professional staff. Then also to find out that there were only 2 slopes open but was told over the phone by a staff member and the automative voice for snow updates that there were ...



Liam Stobert

★★★★★ a week ago

Great mountain. Never crowded, laid back feel.



John Braun

★★★★★ 7 months ago

Great place to ski. I went on a April day in 2014 and had a great time.



Bill B

★★★★☆ 2 months ago

- Behavioral Signals
- Clickthroughs
- Mobile Click to Calls
- Check-ins
- Review Signals
- Review Quantity
- Review Velocity

Behavioral Signals
Clickthroughs
Mobile Click to Calls
Check-ins

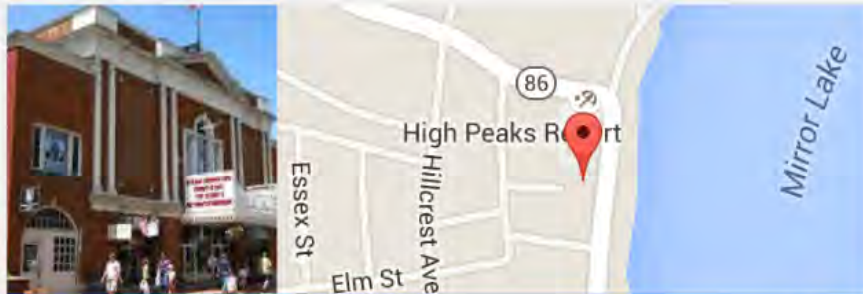
Review Signals
Review Quantity
Review Velocity

lake placid theater



lake placid theater

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Palace Theatre

4.4 ★★★★★ 14 reviews

Movie Theater



CALL



DIRECTIONS



WEBSITE

Showtimes • Tuesday, March 1

Deadpool

7:00pm












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Check In

Done

Near Lake Placid, New York



-  **Desperados**
700 ft · 2,289 check-ins
-  **Hannaford Supermarket**
200 ft · 8 check-ins
-  **Lake Placid, New York**
1 mi · 128,687 check-ins
-  **River Rock Salon**
600 ft · 245 check-ins
-  **Olympic Center**
1.1 mi · 10,618 check-ins
-  **The 'dack Shack**
500 ft · 365 check-ins
-  **Fitness Revolution of Lake Placid**
0.4 mi · 1,073 check-ins
-  **Lake Placid Hannaford Bros**
70 ft · 95 check-ins
-  **Lake Placid (New York)**
2.1 mi · 10,443 check-ins
-  **Lake Placid Adirondacks, NY**
1 mi · 3,512 check-ins
-  **Gold Medal Laundromat**
70 ft · 29 check-ins



North Country Savings Bank ★



Bank

Address: 453 E Main St, Malone, NY 12953

Website

Directions

Phone: (518) 317-7777

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Street View

Review summary

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Bank

Address: 453 E Main St, Malone, NY 12953

Phone: (518) 317-7777

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North Country Savings Bank

453 East Main Street

Malone, NY 12953

(518) 317-7777

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Complete your business information



Business name North Country Savings Bank 

Address 453 East Main Street Malone, New York 12953 



Contact info
Phone number (518) 317-7777 
Website URL <https://www.northcountrysavings.com>

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Your listing



Citysearch

Adworkshop

44 Hadjis Way
Lake Placid, NY 12946
(518) 523-3359

1 POSSIBLE DUPLICATE

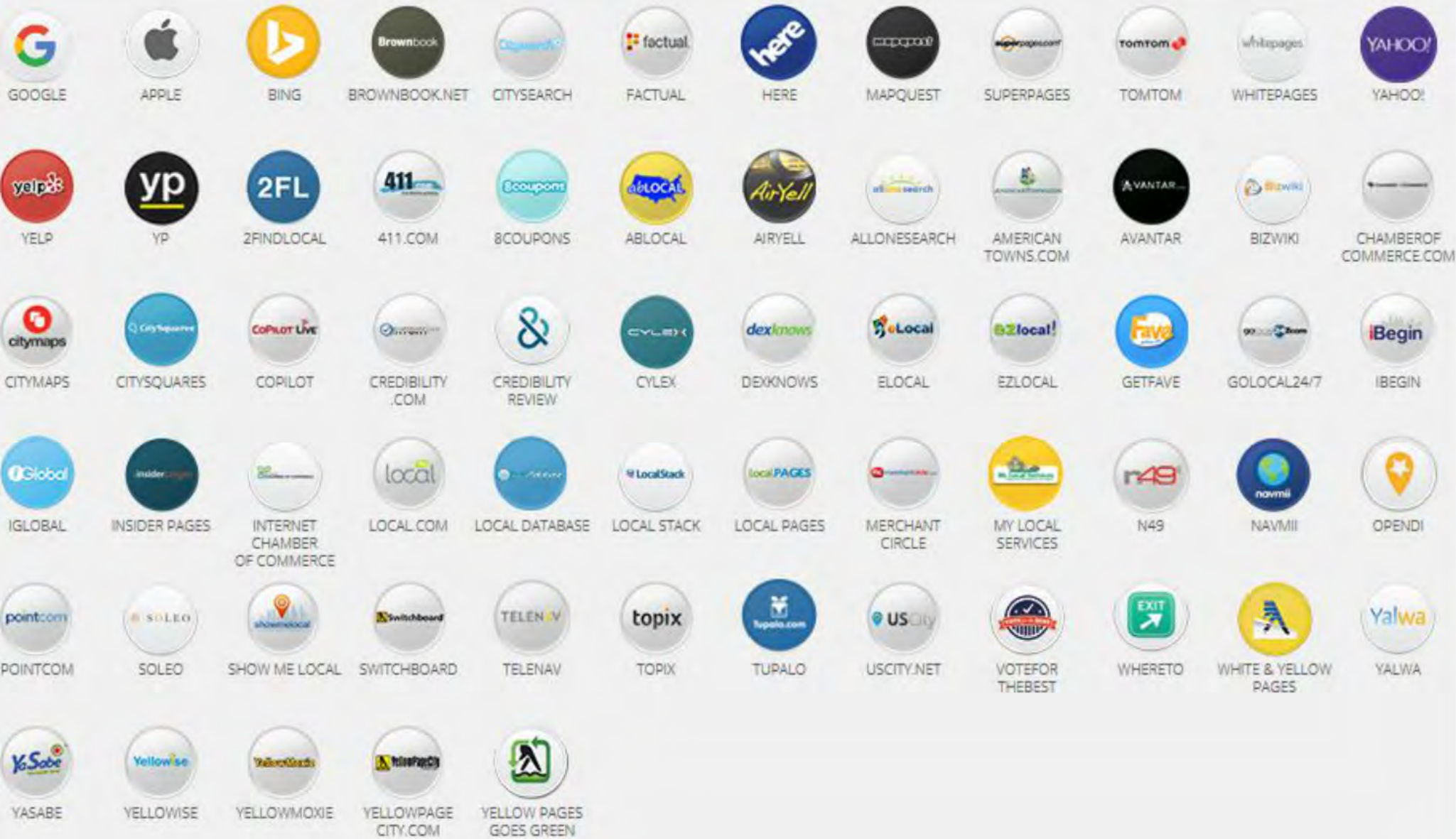


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Cold Brook Pass
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