

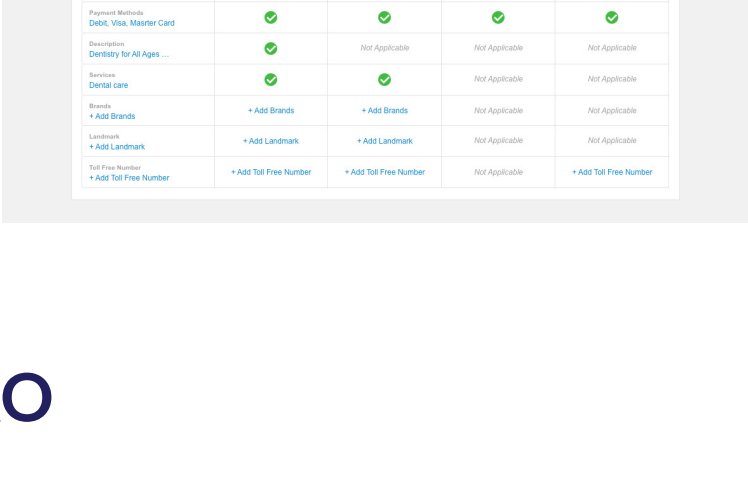
## Get your business website to rank in search and social.

Every business wants to appear at the top of Google's search ranking for a variety of keywords. But it's difficult; ranking high relies on a number of different factors—webpage content, getting listed on other sites, having a steady stream of positive reviews, website traffic and accurate business listings. The Build & Establish package will raise your site's google ranking while helping its social media performance and customer engagement.

## BUSINESS LISTING DISTRIBUTION

These aggregators share your business information with a network of directories that power search engines, navigation systems, voice search, mobile apps, and more—and create accurate listings customers can count on.

Listing Distribution gives you a single dashboard to submit, update, and monitor your business information across data aggregators: Neustar/Localeze, Acxiom, Infogroup, and Factual.



Over time, hundreds of directories will reference these aggregators to collect business data and create accurate listings. This includes search engines, navigation systems, voice search and mobile apps.

When multiple sources have consistent business data, two outcomes occur:

1. Google's WebCrawler finds the same information in multiple places and adds more confidence to their business data
2. Good backlinks are created with more referring sources to the business' website creating better SEO.

## LISTING SYNC PRO

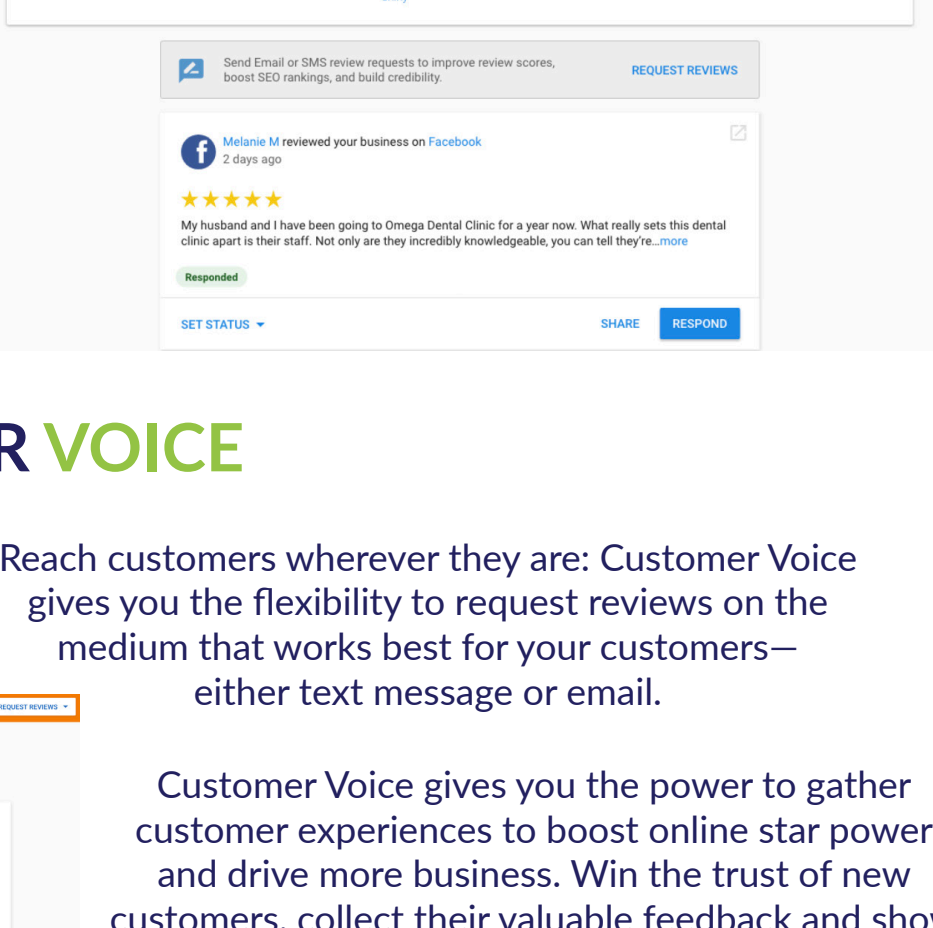


Accurate business listings help search engines and consumers find local businesses online. The problem is that you don't have the time to create and maintain dozens of business listings.

Listing Sync gives you one place to create and sustain accurate business listings across an established network of listing sites.

## REPUTATION MANAGEMENT

Reputation management brings all of the factors that contribute to your business's online presence in one place, so you can take control of your online reputation.



Compile reviews from dozens of sites so you can easily see what's being said about your business online. Plus, use competitive benchmarking to see how you stack up to the competition.

Executive reports break down how your business is faring in online conversations and helps you understand what to do. Alerts are also sent every time new information is found.

## CUSTOMER VOICE

Reach customers wherever they are: Customer Voice gives you the flexibility to request reviews on the medium that works best for your customers—either text message or email.

Customer Voice gives you the power to gather customer experiences to boost online star power and drive more business. Win the trust of new customers, collect their valuable feedback and show up where they are looking.

## SOCIAL MEDIA

Schedule content for all of your networks at once, generate new leads, and interact with your existing client-base - all within the same innovative social media tool.

Reach your users wherever they are. With Social Marketing, you can post to Facebook, Twitter, Instagram, Google My Business and LinkedIn - all from one place.

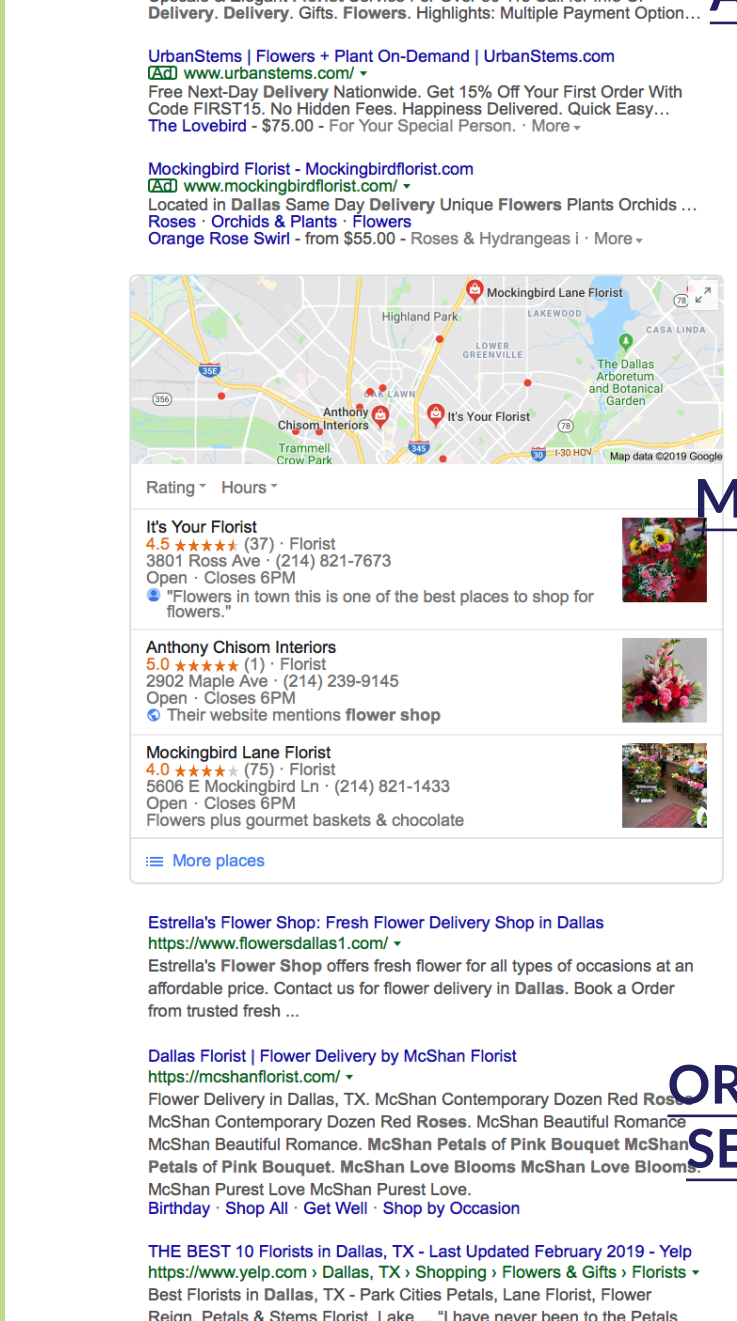
Set up smart lead searches based on your chosen keywords and location, allowing you to find customers looking for businesses like yours.



## SEO

**SEO is Search Engine Optimization.** It's the work that goes into your website to show search engines, like Google, that you're the best result when customers are searching for your product or service. The ultimate goal of SEO is to get your website to the top of the list. So how does Google know which sites to put on the 1st page of results?

**Google evaluates your website based on two things: RELEVANCE and TRUST.**



## ADS

## MAPS

## ORGANIC SEARCH

### Website Audit & Keyword Selection:

The process starts with an audit of your current website and keyword selection. Our SEO specialists will perform an audit of your site to determine which keywords on Google will be the most beneficial for you.

### Onsite Optimization:

We make sure that all of the on-site components of your website are correct. This will help visitors and search engines easily understand what you do and why you are relevant.

### Offsite Optimization:

We promote your business online through high quality content, online business profiles and other time tested online marketing tactics. This will show your website visitors and the search engines that you are a trusted source for the product or service that you provide.

### Real-time Reporting:

Our reporting is what sets us apart. You'll have real-time access to your metrics, stats, and reporting so you can see the work that is being done and the progress your campaign is making.

### Improved Rankings:

Our goal is that your website reaches the first page for the keywords that we selected. As we continue to optimize your site and build more links from trusted sources, your own site begins to rise in the rankings on Google and other search engines.

### Increased Sales:

By increasing your rankings, you're increasing your traffic, which will ultimately lead to an increase in leads and sales for your business.

## 84% of clicks are organic.

Searchers skip advertisements and click on organic search results to find what they're looking for.