

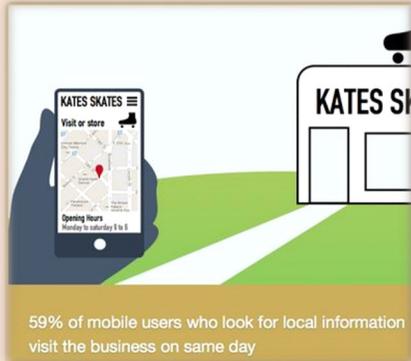
Local Business Maximum Visibility Package

Affordable Online Marketing for Local Companies

You pay your electric bill on time every month to ensure your lights stay on, your gas and phone bills too. But what about assuring that your online data is correct? Is there a way to ensure that? Yes there is! Our Maximum Visibility Package will do just that. (And a host of other things too).

Local consumers are on mobile devices most likely when searching for someone like you. The Yellow Pages are dead, 75% of people have given them up for good; Local newspaper readership is in massive decline (down 40-80%). There are **100 Million Local Searches** daily online, however! You literally cannot afford to miss out on these.

The best part about Local search? The hard work is done, they are **already searching** for someone like you! **80% of these consumers make a purchase!**



You know it's critical your company have accurate data on the web, especially your NAP (Name, Address, Phone Number). Potential customers need to know how to reach you, but search engines want to see your NAP too. Every time it's listed you get a **Citation**, similar to "votes" for your business to Google, Bing and others. Each **Directory** we enter you into (many hundreds) this creates a new one!

Your business info needs to be **100% consistent** too. (Even "Avenue" vs. "Ave." matters). There are undoubtedly missing, duplicated or incorrect listings for your business right now—the only question is how many. A benefit you'll see right away is this info starts to correct, also including your current hours, business categories, products & services sold, payments you accept, business description, and more.

Just some companies that benefit greatly from Maximum Visibility:

- ✓ Real estate professionals, mortgage companies, banking services, financial advisors, insurance agents, attorneys, accountants, travel agents, most independent agents
- ✓ Medical and health providers, dentists, orthodontists, opticians, home healthcare and senior services, veterinarians, child care, weight loss, gyms, sports medicine, chiropractors
- ✓ Auto-related businesses, home improvements, all repair (on or off-site), maintenance, electricians, carpenters, plumbers, HVAC, pest control, household appliances, furniture, computers, emergency services
- ✓ Retailers and consumer services, restaurants, bars, specialty grocery, gift shops, bakeries, florists, framers, fashion, photographers, bridal, jewelry, golf courses; music, dance & gymnastics, beauty/nail salons, kindergartens/preschools

Your monthly dashboard shows every **Directory** in our system, where you have been submitted and where you've been accepted. Your business will be added to hundreds of directories and regularly updated.

Another critical element of your dashboard is the ability to see all of your **Reviews** from almost any possible source, all in one place where you can read and respond to them as necessary. This section represents the vast majority of places where an online review can be left about you. If they are negative—**you need to respond right away!** For business owners that efficiently and effectively address a consumer's issue, **95%** of those customers will return to do business with you!

And other **potential customers** will see how much you value your current ones, helping to negate negative effects. Responding to poor reviews is now a necessity, and we make that an easy process.

Local SEO is all about being seen when people near you search for the products & services you sell. More leads and revenue—no wasted resources spent on those uninterested in your offering.

And these are real people—they might visit your website, but often just walk in your door, or call directly.

Again, the **hard work** has been done! These consumers are in your immediate area, and **already** searching for someone who sells the products and services you do.

Local Searchers also have a pretty good idea of what they want. They are actually the most **motivated consumers** you can find, anywhere.

80% of Local Searches end in a purchase,
many within a few hours after the search!

We use the search engines themselves & hundreds of directories to ensure you're everywhere you need to be with correct, consistent information, so Google, Bing and others will feature you when people search nearby for businesses like yours.

Our dashboard provides actionable data; real-time snapshots of your visibility efforts over time—to track your performance, successes and areas for improvement.

Call Tracking allows you to listen in to every call received, so you can seek out keywords (like “buy” or “schedule”) for coaching purposes, while our system does the same. See call volumes via time and day for staffing needs—so you don't miss out on any potential business!

In the **Reviews** section you can see the reviews for your business across hundreds of various sources online. **It is critical** you respond quickly and efficiently to bad reviews, accessible from the dashboard. You can quickly respond to Google+ and Facebook reviews without even leaving!

92% of customers trust “star” ratings above *all other* forms of advertising.

72% trust online opinions “as much or more” than their *own friends and family*.

75% of reviews posted are positive, thus 1 in 4 is negative. But an amazing **95%** of unhappy customers **will return** if an issue is **fixed quickly and efficiently**. Potential customers know what service to expect, too.

Our dashboard also contains many other sources of data, such as your **Top 100 Keywords**, and data from Foursquare and Bing; Yelp and Facebook on the way! Our partnerships allow us to offer pricing that competitors can't. Our monthly dashboard includes a range of proprietary reporting and benefits that you can't find anywhere else, with more to come!

Let's talk more about how you can affordably market your business online!

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