




Attract More Customers and Improve Your Proximity Search

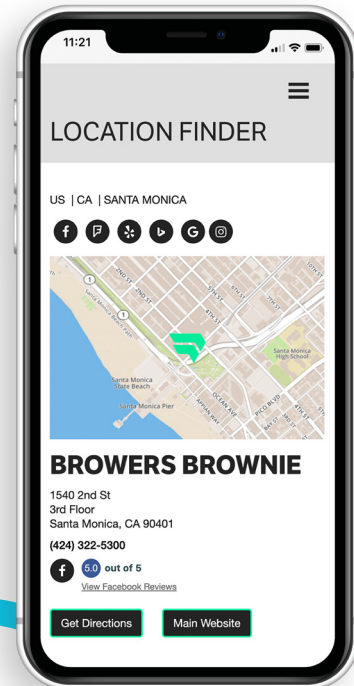
Without relevant and accurate local pages, brands are missing opportunities to drive more consumers to their stores or restaurants. Maintaining accurate local pages on your brand website is just as critical as managing pages on major networks like Google and Facebook, as local pages are one of the most authoritative signals that search engines use to recommend a location to consumers. Brands that need to add or replace local landing pages can use a Hosted Solution with pre-built templates to enable:

- More locations appear in the Top 3 search results on mobile
- Give consumers the most accurate, compelling and up-to-date information to call, navigate & visit
- Embed localized crawlable search terms to impact PSO

Increase Your Search Rank

Search engines like Google make recommendations using the consumer’s location for increased relevance. Accurate location data with content that is unique to every location landing page ensures:

-  **PAGE AUTHORITY**
Google places a high degree of authority on your official location landing pages
-  **LINKS**
All pages are interlinked, and each act as the homepage for each store across the web, increasing page authority even more
-  **RANKING BOOST**
By establishing pages for each location, you gain a significant boost in search rankings which drives more consumers to each store






86%

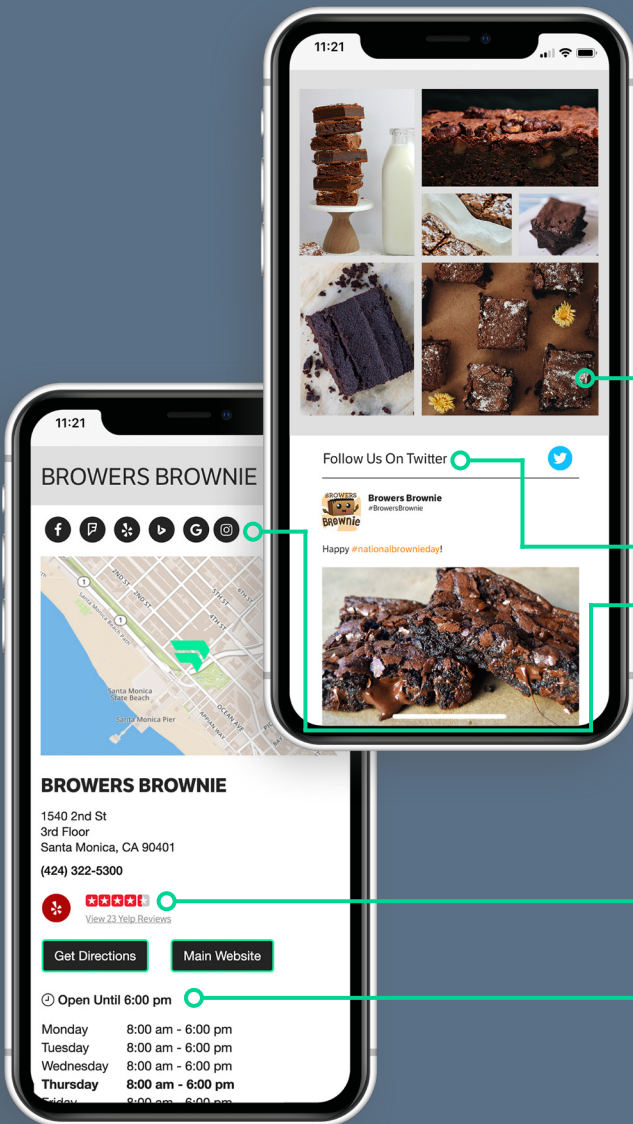
of smartphone users consult their phones on purchases they're about to make in a store (Google).

Create a Great User Experience

Consumers access information about your locations in two ways – through search engines like Google, and on your brand’s website.

-  **ALWAYS ACCURATE**
Make location information easily accessible, organized, and always up-to-date
-  **EASY TO FIND**
Enable consumers to search for stores near them by sharing their mobile phone’s location, or searching by city, state, or ZIP
-  **ON-BRAND**
Choose from templates that are styled to your brand

Features



Search & Browse

LOCATION SEARCH

- By city name or ZIP code

INTERACTIVE MAP

- For browsing by geography

LOCATION IDENTIFIER

- Uses the consumer's actual location to provide an immediate recommendation

Local Pages Templates

Templates enable brands to implement beautiful, mobile-first pages quickly with the location-specific information consumers need.

ORIGINAL & CURATED IMAGES

FACEBOOK & TWITTER FEEDS

SOCIAL MEDIA LINKS

PARTNER RATINGS & SUMMARIES

LOCATION INFORMATION, AMENITIES, & HOURS

Designed for Proximity Search Optimization

- Every page is constructed with unique data, and integrates keywords you choose to attract non-brand web search traffic
- Templates are built with SEO best practices, metatag management, microformats

Integrated Content Manager

- Make each local landing page unique and relevant with location-specific data
- Post coupons, events, links — just about anything specific to each location
- Increase customer engagement, make each page stand out for search engines
- Empower marketers, store managers and/or franchisees to update as needed

Insights & Reporting

- Observe impressions and conversion traffic for each location
- Graph alongside Google, Facebook, Yelp insights for a complete view of all location activities, traffic, and conversions
- Seamless integration with Google Analytics