# Attract More Customers and Boost SEO

Having a location finder on your brand's website is critical to enable new customers to find the store or restaurant nearest to them. Browsing or searching leads to location landing pages that describe all the unique features, amenities and details of each store. These pages are also the most authoritative signal that search engines use to recognize and recommend a location to consumers in that area based on the products and services available.

- Drive more customers to your stores or restaurants

- Have more locations appear in the Top 3 search results on mobile

- Give customers the most accurate, compelling and up-to-date information to call, navigate and visit

86%

86 Percent of smartphone users consult their phones on purchases they're about to make in a store (Google)
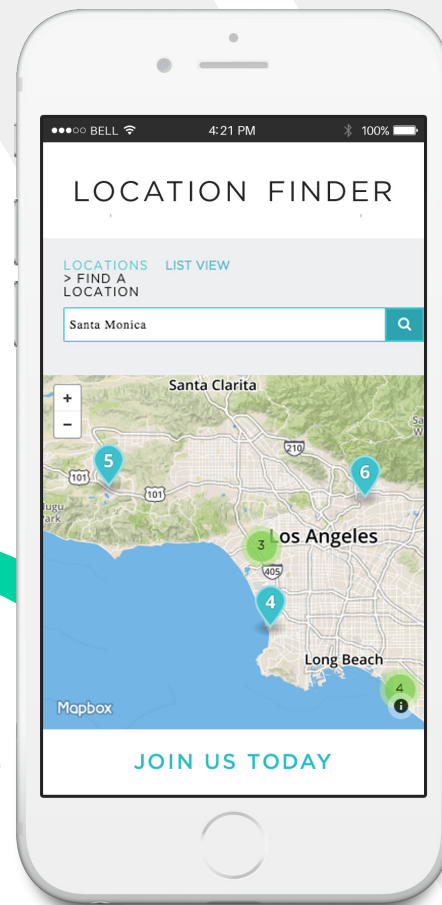
Widen Your Appeal

Customers 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
Find stores using mobile location management, or search by ZIP code or browse with an interactive map.

On-Brand
Location Finder is fully configurable to display unique information from your shops using a simple content management system. All pages are branded to match your website exactly.

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. This drives more new customers to each store.

Features

Search And 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

Location Landing Pages

Notecards enable brands to configure each location page to display relevant location-specific information from around the web.

Yelp Reviews and Summaries

Facebook & Twitter Feeds

Original and Curated Images

Social Media Links

Location Information, Amenities & Hours

Architected For SEO

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

Integrated Content Manager

- Make each location landing page unique and relevant
- Post coupons, events, links – just about anything specific to each location
- Increases consumer engagement, makes 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

Mobile Customer Experience Platform

Location Finder is a modular addition to MomentFeed's MCX platform. Location Finder leverages the location data stored in maintained in the MCX platform to ensure the data on each location landing page is always accurate, all the time. Store Finder strengthens your overall digital presence for increased discoverability across the web and directly drives new customers to your stores. Works in conjunction with other MomentFeed modules: Social Media, Paid Media, and Searchlight, to influence consumers to visit your nearest location.

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MomentFeed
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