



# Express Advanced Update Package



Express Advanced  
\$699 once off  
\$60/Month (min 12months)

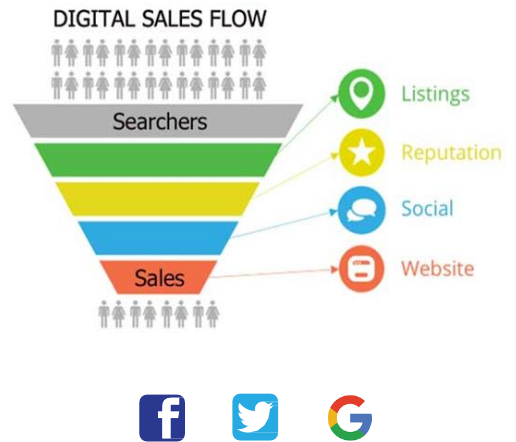
## Be Found Online. Manage. Grow revenue.

The Express Advanced website package is designed for small Australian businesses to compete in the online space for an affordable price. For those without websites it's a great first site, for those with a website it's the specialised rankings boost you need to be found. The Express website is **the most comprehensive and cost effective business website solution in Australia.**

### Express Website – The Sales doorway

The managed **Express Advanced** website package includes hosting and optimised website name, professional copy, images, click to call, Google My Business (GMB) submission, Reputation Manager reviews system, video and content so your business can Be Found Online anytime on all devices in more places across the web. The package includes:

- Mobile responsive multipage website.
- Each account has its own Business dashboard to manage services and presence.
- Optimised web address, email and SEO flow design plus access to Reputation, Review and Social tools.
- Promotional video.
- Account manager.
- Technical support.



### Express Advanced Package

**Express Advanced** enables tailored website solutions to suit your growing requirements. Add product and services pages, gallery pages, testimonials, pricing tables, your products and services, custom forms and much more. Add Social Media setups for Facebook, Instagram and Twitter or a managed Adwords campaign and more.

- Improve your chances of getting found online.
- Drive customers to your business (be found in search).
- Quickly change your images or add specials and info whenever there's a change to your business' details.
- Add animations, eCommerce and Click to Call.
- Sliders, chat bot and custom forms.
- Control and update with CMS access.
- All SEO managed, backed up and hosted on Tier1 hosting in Australia.



## Reputation Manager

### TAKE CONTROL OF YOUR ONLINE REPUTATION TODAY

Your reputation is what you say about yourself and what others say about you. Every day, customers are searching or talking about your business on websites like Facebook, Google, Bing, Yelp, blogs and elsewhere, and this chatter has a direct impact on your revenue — it's time you joined the conversation.

dLook Reputation Management gives you control over your online presence by helping you correct online listings, respond to reviews, benchmark yourself against competitors and more.



## INTEGRATED

Express Advantage is seamlessly integrated with other products within this product suite. This gives you more control over your online presence, reviews and reputation.

**Reputation Management:** Request, collect and respond to customer reviews. Customer reviews will help you build trust and credibility, and improve the chances customers choose your business over your competition.

**Google My Business:** Efficiently submit content, collect local real-time leads and gain full interaction through your GMB integrated media pages.

**Express Website:** is your solution for an optimised, professional website designed and managed for small Australian businesses to compete in the online space for an affordable price.

**new** **Google My Business**

We have bridged to Google to introduce our latest integration with **Google My Business**, allowing local businesses to effectively manage listings and reviews.

- Manage Google listings from one place**  
Over 70% of people lose trust in a brand when their listings are incorrect. We empower you to gain total control over your Google+, Search and Maps listings.
- Update Google listings on-demand**  
As a business owner, you need the flexibility to change your info at any time. We allow you to efficiently update your contact info, website and hours whenever you want.
- Get new reviews on Google**  
94% of consumers would use a business with a four star rating. That's why you should always have a minimum of 10 recent positive reviews on Google.
- Monitor and respond to Google reviews**  
Get notified of new customer reviews, learn the best ways to respond and then reply from directly within our product suite.

**Manage your Google listings and reviews!**  
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## Why Need a Website?

An Express website is a digital doorway to your business. Express is a geo located, managed website and a reliable way to show potential customers what your business can do. Add options of chat, reviews and access to allow potential customers to interact seamlessly. These services that are just not available with the old media signs and billboards.

If you do not have a website or one that does not deliver and so mainly rely on word of mouth or signs that reach less every year than Express is the solution and the digital growth pathway.

The change in customer feedback power means that recent customer reviews attached to your website and reputation are now relied upon by almost all prospective new customers as they research a business before deciding on contacting.

