



LISTING BUILDER Platform



Listing Builder

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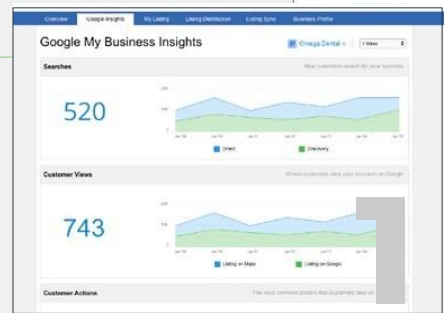
Be found. Grow revenue. Manage Digital Assets

Deal with your online presence and establish accurate business listings with this dLook platform. **Appear in more places across the web.** Our central platform tool is packed with three powerful presence management tools—Google Insights, Listing Sync and My Listing—Listing Builder is **the most comprehensive business platform solution** and when combined with any of Reputation Manager, Social Manager, Anchor or Express.

Google Insights

Understand how your **business is performing on Google Search and Maps**. Google Insights in Listing Builder provides a valuable glimpse into your customer's activities, including:

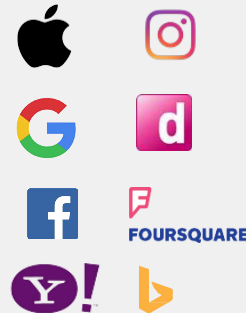
- How customers find your listing
- Where customers find you on Google
- What customers do once they find your listing



Listing Sync

Accurate business listings help search engines and consumers find local businesses online. Listing Sync gives you **one place to create and sustain accurate business listings** across an established network of 30 listing sites. With Listing Sync you can:

- Sync to **Google, Facebook, and Twitter** for no extra charge.
- Generate and fix business listings with one click.
- Make unlimited updates from one place.
- Protect listings from changes by third parties.



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My Listing

With My Listing, you can **easily create extra mobile-responsive business basic listing using the directory data that is optimized for local search**. This customizable listing allows you to:

- Drive more traffic to your website.
- Display your store hours and contact info (so it'll be easier for people to find your business).
- Design and share coupons to generate new revenue.



3





Listing Builder Presence

With the dLook Listing Builder platform, you can **easily create and manage many listings and entries** across the web. Save many hours per annum. The tool includes:

- Google Insights access, My Listing Manager site, Listing Sync and dLook Directory submission.
- Each account has its own Business dashboard to manage services, social and presence.
- Access to Reputation, Review, Sync Pro and Social tools.
- Link to other sites with mobile responsive tools.
- Options for Do It for Me solutions if you are time poor.
- Grow your content to integrate with Express websites, SEO & SEM solutions.



Keep Your Business Listings Up-to-Date

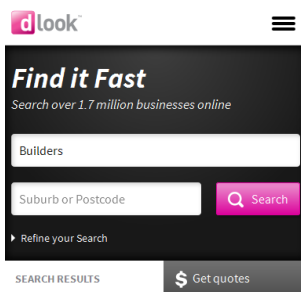
Whenever you make changes to your business info within our platform—including hours of operation and website—we'll automatically sync this info to all of your business listings.

Why do you need accurate listings?

Customers depend on accurate search details when searching for a local businesses online. Incorrect or mismatched business listings or entries lead to lost sales opportunities, frustrated consumers, and weakened search rankings. In fact, 73% of consumers stated that they lose trust in a brand when an online listing shows incorrect information. Therefore, accurate listings are considered to be an essential component of the local marketing stack.

4/5 consumers use search engines to find local information like business address, hours and directions.

local searches lead 50% of mobile visitors to visit the business they searched in less than 24 hours



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