

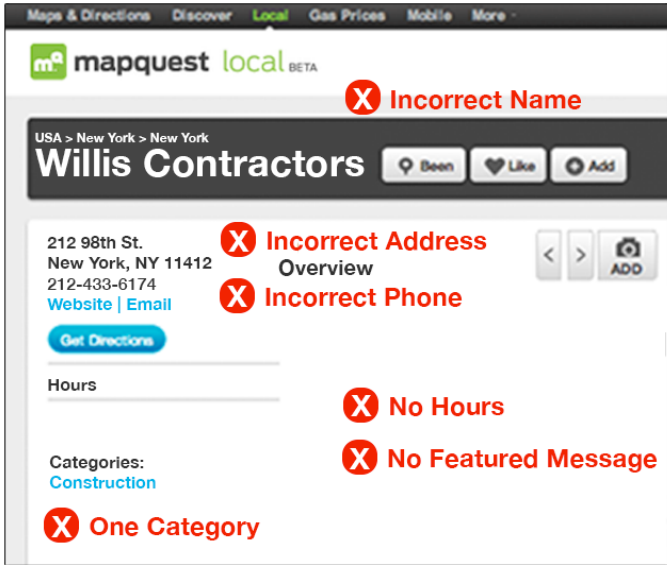


Vertical Line Internet Marketing

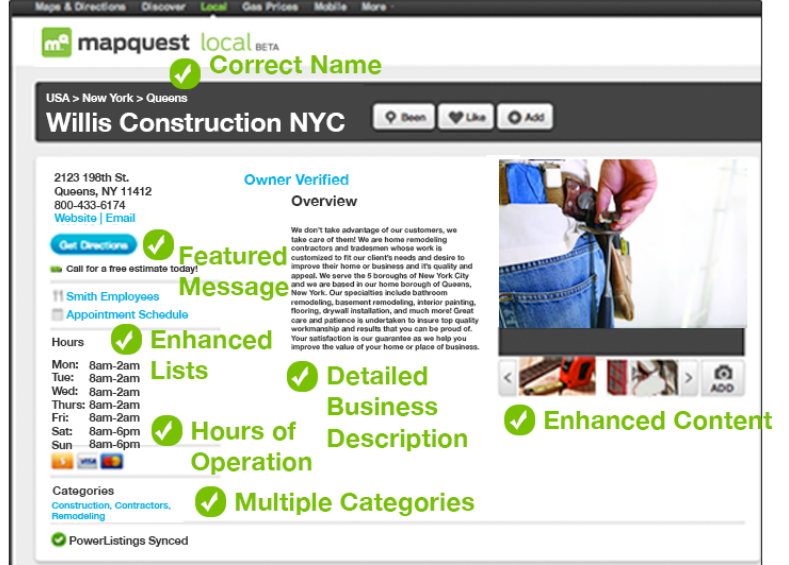
Reputation Mktg | Local Online Mktg | Social Media Mktg | Web Development (SEO)

Click link for free evaluation of your business in local directories [www.VerticalLine.net/pl]

Before PowerListings



PowerListings Synced



PowerListings Helps You Get More Business



Guaranteed accurate and up-to-date business information

Direct relationships with all our partners ensure accurate listings and updates that happen in the blink of an eye.

Your mobile solution

PowerListings Network includes more than 15 mobile apps so your customers can find your business from wherever and whatever they might be searching from.

Even if you don't have a website your business may be listed in several local directories. Click link for free evaluation of your business in local directories [www.VerticalLine.net/pl] or call today for a free evaluation 281.741.9944

Power Up Your Local Search Results with PowerListings

Appear in search results when customers are searching for businesses like yours

- **Your Business Listing Scan** – Scan to see how your business information appears across the 50+ sites in the PowerListings Network before you sign up. Then, check the status of your listings with one click.
- **Guaranteed Presence** – Our technology automatically adds listings and updates critical fields like name, address, phone number and website, across our Network. Change your information anytime and we guarantee your business information will be accurate and up-to-date everywhere.

Stand out from the competition with enhanced listings

- **Detailed Categories** – Add categories to increase traffic. 49% of searches are unbranded. Our technology automatically configures your categories to be compatible with the PowerListings Network.
- **Photos and Video Uploads** – Engaging content like photos and videos significantly increases clicks on your profile. Listings with videos saw 282% more clicks and updated photos had 248% more. PowerListings makes it easy to add and update them instantly.
- **PowerListings+ Enhanced Content Lists** - Much of what's happening at your business location isn't represented on your online listing. Add in-store business information like *Product/Service Lists*, *Event Calendars*, *Staff Bios* and *Menus* to your online listings to give your customers the information they need to choose you over the competition.

See customer feedback in real time

- **Review Monitoring** – Yext actively monitors all your business listings for reviews and automatically updates your account about new ones. See all reviews ever published, or monitor reviews from the last 24 hours.
- **Precision Search** – Quickly and easily identify the reviews with specific terms or keywords that matter to you. Our precision search helps you take care of business by understanding customer wants and needs.
- **Email Review Notifications** – Receive an alert email when new reviews are posted to allow timely responses. Set the alert by search criteria to send to central marketing teams or to local store managers.

Track local search performance with full analytics

- **Advanced Reporting** – First-ever available tracking platform for all local listings traffic to show impact to views and traffic.
- **Smart Cross-Tab and Filter** – See your profile views, search impressions and featured message clicks across days, weeks and month, so you can track the metrics that matter to you.

Local Listings Are Often Incorrect Across US Sites

Information	% Wrong
Address	41%
Name/Listing	59%
Phone Number	10%

Add Rich Location Information To Every Local Search

Name, Address, Phone
Website • Email • Offers • Hours • Photos
Category • Payment Options • Staff Bios
Products/Services • Event Calendars



Add Enhanced Content Lists

