

DIGITAL CONNECT PLUS

What is Digital Connect Plus?

Digital Connect aligns your print advertising with your digital strategy by converting your existing print ads into powerful digital content. This SEO enhancement ad platform is fully responsive for desktop, mobile, and tablet. All of this is designed to not only give you a better digital presence, but also to strengthen and extend the lifespan of your print advertisements.

Why is Digital Connect Plus Important?

For a business that has close to no online presence this package is a stepping stone into the digital world. When purchased and run in addition to our other digital products, it can be a key asset in your digital marketing strategy.

What's included?

Profile Page with an Offer

What is it?

There are three key pieces, the enhanced directory listing, the deal, offer or event and your print ads.

The enhanced directory listing is a customized profile page that can house your business description, products and services, photos, and documents. This profile page can act as a landing page if you do not currently have a website.

The offer is a section on your enhanced profile page that houses content about your business which rotates on the front page and 90% of the newspaper website. Your profile can be found by clicking on the offer or by searching for it in the Buy/Sell section.

Your print ads will be uploaded to the profile page at our directory database after it has run on your local newspaper.

How it Works

We upload your print advertisement to our directory database.

This automatically creates a landing page turning your ad into fresh and relevant online content that is indexed by the search engines in order to be found by consumers searching online.

Your information is hosted on our news site, the #1 most visited site locally, and linking back to your business and website provides a powerful digital presence and SEO enhancement.

The more print ads you run, the more fresh and relevant content that gets indexed online, the better digital presence you build to be found online.

Why is it important?

Backlinks, also known as incoming links, inbound links, inlinks, and inward links, are incoming links to a website or webpage. Inbound links were originally important (before the emergence of search engines) as primary means of web navigation. The only way to find a vessel to a new website if is a website you were already familiar with was linking to it.

Today, however, their significance lies in search engine optimization. The number of backlinks is one indication of the popularity or importance of that website or page. For example, this is one of the factors considered by Google to determine the PageRank of a webpage.

The offer is set up like news articles so you can see how long ago the offer was posted. This provides proof that the content from this page is updated frequently, making it more chronologically relevant than something posted last week.

Then, our local audience come to our site daily to read local news. Your business benefits from our already engaged audience.

Search Engine Registration

What Is It?

We register your business with Google and Bing to provide better local geo-targeted search results. We register your business under specific company categories that will help you get found by those searching for your products and services.

Why is it important?

Being easy to find on Google and Bing is essential for your business. Having correct business contact information listed on the most popular Search Engines will allow customers to find you based on what they're searching for. Search Engine Registration allows us to give customers the right info at the right time, whether that be driving directions to your business in maps, hours of operations in search, or a phone number they can click to call you on mobile phones.

Reputation Monitoring

What Is It?

The Reputation Monitoring dashboard is a helpful tool for you to manage your brand around the web. Whether someone mentions you on Twitter or leaves a review on Yelp, you will know about it and you will be able to respond to it with the Reputation Monitoring dashboard.

Why is it important?

Your brand is only as good as your reputation. Make sure you're found and you know what your customers are saying about your business with our Reputation Monitoring dashboard!

Listing Distribution

What Is It?

This service submits business listings to the four major data providers. As the name suggests, data providers are entities who gather consumer and business data and provide it to hundreds of listing directories, review sites, search engines and more. They also power sophisticated modern applications such as Apple's Siri and personal navigation systems.

Why is it important?

In North America, four major providers offer this data: Factual, Acxiom, Infogroup and Neustar Localeze. Between them, they provide data to over 300 online listing sources. Listing Distribution submits listings to all four of these data providers, providing maximum exposure and impact for your business clients.

I JUST BOUGHT A DIGITAL CONNECT PLUS... WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will review this product with you and make sure you understand the pricing and expectations.
- Your Sales Expert will submit an order for your Business Directory to the fulfillment team and a Fulfillment Account Manager will reach out to you.

Step 2

What Your Fulfillment Account Manager Will Do

- Your Fulfillment Account Manager will reach out to you within 24-48 hours after we get the order from your Sales Expert to schedule a kick-off call.
- During our fulfillment kick-off call we will verify all of the information we received from your Sales Expert and go over all of the questions and information we need to start your business directory program.
- During this time, we will also give you expectations on next steps, turnaround times, and anything else you may need to know while we get everything setup.

Step 3

What You Need To Prepare

- Key points of the business you'll want to display on the page (products and/or services offered)
- Basic business information: Name, hours, location, contact info, etc.
- Pictures you'd like to use to represent your business and/or products and services.
- The special offer you'd like to share with the newspaper website audience in the sidebar.
- Search Engine Registration Information
 - What is the current status of your Google and Bing listings?
 - Are you owner verified and prefer us to not touch your listings?
 - Would you like to release your owner verified listings to us for maintenance?
 - Are you not owner verified at all and would like us to do this all for you?
- What is your business information, website and any social networks for your business?
- What category does your business fall under? Which keywords relate to your business?
- Which keywords best represent your business?
- Is there a key person related to your business? President, Owner or other notable person?
- Are there any common business names or nicknames associated with your business?
- Who are your competitors?
- Who in your business would like to receive this report?
- All updates and inquiries can be submitted to support@amplifiedlocal.com.

I JUST SOLD A DIGITAL CONNECT PLUS... WHAT'S NEXT?

Step 1

Sales Expert's Responsibilities

- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
 - Contact Info
 - Main Business Contact Person
 - Alt Business Contact Person
 - Main Business Contact Phone
 - Alt Business Contact Phone
 - Contact Email Address
 - Business Info
 - Business Name
 - Business Address
 - Business Phone
 - Mobile Phone (if applicable)
 - Toll Free Phone (if applicable)
 - Fax Number (if applicable)
 - Website URL (if applicable)
 - Social Media Links (if applicable)
 - Sales Info
 - Package Name
 - Package Price (fulfillment will have the proposal on file already)
 - Date the Digital Connect print ad will first run
 - Duration of Agreement
 - Date of Sale
 - Sales Representative First & Last Name
 - Sale Representative Phone
 - Sales Representative Email

Step 2

What Your Fulfillment Account Manager Will Do

- Once your order is received the fulfillment account manager will reach out to the customer within 24-48 hours to setup the kick-off call.
- The fulfillment account manager will gather all of the information needed to start on the customer's campaign.
- They will copy you on all communications when the call is complete.
- If they were unable to gather information during the time of the call.
- All proofing after the account have been distributed for fulfillment.

Step 3

What You Need To Prepare Your Customers For

Some items that would be useful to prepare your customer for:

- Key points of the business the business owner want to display on their page (products and/or services they offer)
- Basic business information: Name, hours, location, contact info, etc.
- Pictures they'd like to use to represent their business and/or products and services.
- The offer they'd like to share with the newspaper website audience in the sidebar
- Search Engine Registration Information
 - What is the current status of your Google and Bing listings?
 - Are you owner verified and prefer us to not touch your listings?
 - Would you like to release your owner verified listings to us for maintenance?
 - Are you not owner verified at all and would like us to do this all for you?
- All updates and inquiries can be submitted to support@leelocal.com

EXAMPLES

Latest Local Offers

[Business Directory](#)


COUNTRY FINANCIAL - MITCH DIETRICH

Have you considered all the "What ifs" in your life? Call Mitch Dietrich with Country Financial today to learn what you need to be prepared with coverage for your life and property. 563-322-2393

Updated Jan 13, 2017



DEAD POET'S ESPRESSO, LTD.

Come into Dead Poet's Espresso On Monday, Wednesday And Friday For Lunch And Enjoy With The Ambiance Of Our In-House Piano Player, Brought To You By Dead Poet's Espresso.

Updated Jan 13, 2017



TRATTORIA TIRAMISU

Great selection of Italian food and wine! Stop in to Trattoria Tiramisu today! (563) 323-2787

Updated Jan 13, 2017

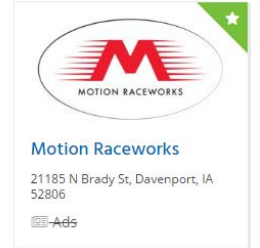
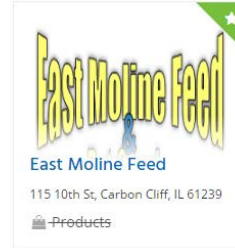


MOTION RACEWORKS

Motion Raceworks is Owned and operated by Racers and Car builders. Let our highly skilled and knowledgeable staff help you find exactly what you're looking for! 563-345-7223 & 563-362-0971

Updated Jan 13, 2017

Local Businesses

[Find local businesses](#)
[View local offers](#)


Stay ahead of the competition by being displayed as a Featured business.

Our customized widgets are displayed on the first page of the newspaper's website. Rotating promoted businesses and their offers are displayed for maximum exposure.



Shine! Yoga & Bodyworks


[Profile](#)
[Ads](#)
[Photos](#)
[Videos](#)
[Email Us](#)

Address

4703 16th St.
Suite I
Moline, IL 61265

[309-737-2591](tel:309-737-2591)

[View Website](#)

Last Updated: November 23, 2016

Hours

Closed

Sunday	Closed
Monday	9:00 am - 12:00 pm
Tuesday	9:00 am - 12:00 pm
Wednesday	9:00 am - 12:00 pm
Thursday	9:00 am - 12:00 pm
Friday	9:00 am - 12:00 pm
Saturday	8:00 am - 12:00 pm

Special hours:

Evening Hours Mon. - Thurs. 5:00 PM to 7:30 PM

Map



About Shine! Yoga & Bodyworks

Welcome to Shine! Yoga & Bodyworks!

Get Your Shine On!

Welcome to Shine! Yoga & Bodyworks, where you will build a path that leads you to understand your body, mind and spirit. To understand Yoga is to understand that it is not a quick fix to physical fitness. At Shine! Yoga & Bodyworks Daina Lewis will teach, inspire and support your personal Shine!

When you find that inner light that Shines within you have found the balance that embraces your personality, hopes and goals. Join Shine! Yoga & Bodyworks today and get the knowledge you need to get your shine on tomorrow.



Video



Categories

Yoga Instruction
Reducing Exercise & Weight Control Services
Massage Therapy
Aerobic Classes & Instruction

Each profile page is customized to the business with photos, logos, services, etc. Phone numbers are click-to-call and all basic business data is displayed above the fold.

[illegible]

With Digital Connect Plus the print ad is added to the Ads tab on the profile page. Creating a custom crawlable page for your advertiser with all of the text from the print ad.