

Frequently Asked Questions:

Digital Connect

CONNECTING WITH LOCAL ONLINE AUDIENCE

► **What is the benefit of Digital Connect?**

Every day, more and more people use search engines to find local products and services. In fact, studies* have shown that 89% of consumers use a search engine before making a local purchasing decision, emphasizing the need for a strong SEO strategy. If you do not have an online presence, or you have a weak online presence, then you are already behind, and you simply cannot afford to wait any longer.

► **How will this affect my other SEO efforts?**

The best thing about SEO is that it builds on itself. All SEO efforts complement each other, so the more SEO efforts in place, the greater the results will be.

► **What exactly does this program do with print advertisements?**

We create a digital version of the print advertisement that is highly optimized for search engines. Additionally, the platform automatically creates a home for your business in our directory, which will feature all of the relevant information about a business. This helps leverage our growing digital audience and maximize your online presence.

► **What are objections I may hear from advertisers when pitching Digital Connect?**

Q. I already have a great website, how does Digital Connect help my business?

A. The good news is, the better quality of your website, the greater success you will have with your Digital Connect program. Digital Connect takes valuable content from your print advertising and links it with your business information and location on our website. This makes your content more local and relevant with search engines like Google that place an emphasis on local, relevant information about businesses.

Q. I can already be found on Google, why do I need a Digital Connect program?

A. Most websites will rank on page 1 of search engines like Google for 2 or 3 key phrases or keywords. However, Google research shows us that consumers can use hundreds of different keyword search variations to look for the same product or service. Digital Connect is designed to extend your digital reach (or Google juice) by automatically creating relevant, local content about your business and marketing it to the search engines, so that you're found more often, for more types of searches.

Q. My corporate office handles all the marketing for my business, how does this help my location?

A. Our Digital Connect program is helpful even for franchise or corporately owned businesses. If you have a local address and phone number, you need Digital Connect. Our program will make your location stand apart by creating relevant, local content about your business from your print advertising. This content is tailored to your location and builds more information for search engines to read about your location and offerings.

► **How long will each ad be available online?**

Start and end dates will control the length of time the ad will be online. If no end date is provided, the ad will be online for 30 days.

► **How long does it take to build a Digital Connect profile page?**

The Digital Connect profile pages will be available 5-7 business days after the first print run date.

► **What do I need to do to upgrade a customer from Search Boost to Digital Connect?**

The Digital Connect print ad conversion process is controlled by the billing system. To upgrade a Search Boost customer to Digital Connect, you simply need to add the Edison Contract Code to the customer and add your customer to the Search Boost exception list. The rest of the process is automatic.

► **What do I need to do to upgrade a customer from Search Boost to Digital Connect Plus?**

The Digital Connect print ad conversion process is controlled by the billing system. To upgrade a Search Boost customer to Digital Connect Plus, you need to add the Edison Contract Code to the customer and enter an order into the CRM for profile enhancement.

► **The profile business information is incorrect for my Digital Connect, who do I contact?**

If the business information is incorrect for a Digital Connect customer, send a change request to support@amplifiedlocal.com. Updates will be made within 48 hours of receiving the change request.