

# Presence Builder

## Product Overview

To learn more about Presence Builder, register for our [live webinar](#) or check out the [latest recording!](#)

Presence Builder helps local businesses develop a strong online presence on all the platforms consumers use. It is a freemium solution that allows your clients and prospects to:

- Build a **Location Page**.
- View the status of their business listings on the four major data providers with **Listing Distribution**.
- Instantaneously sync common data to their online profiles with **Profile Sync**.

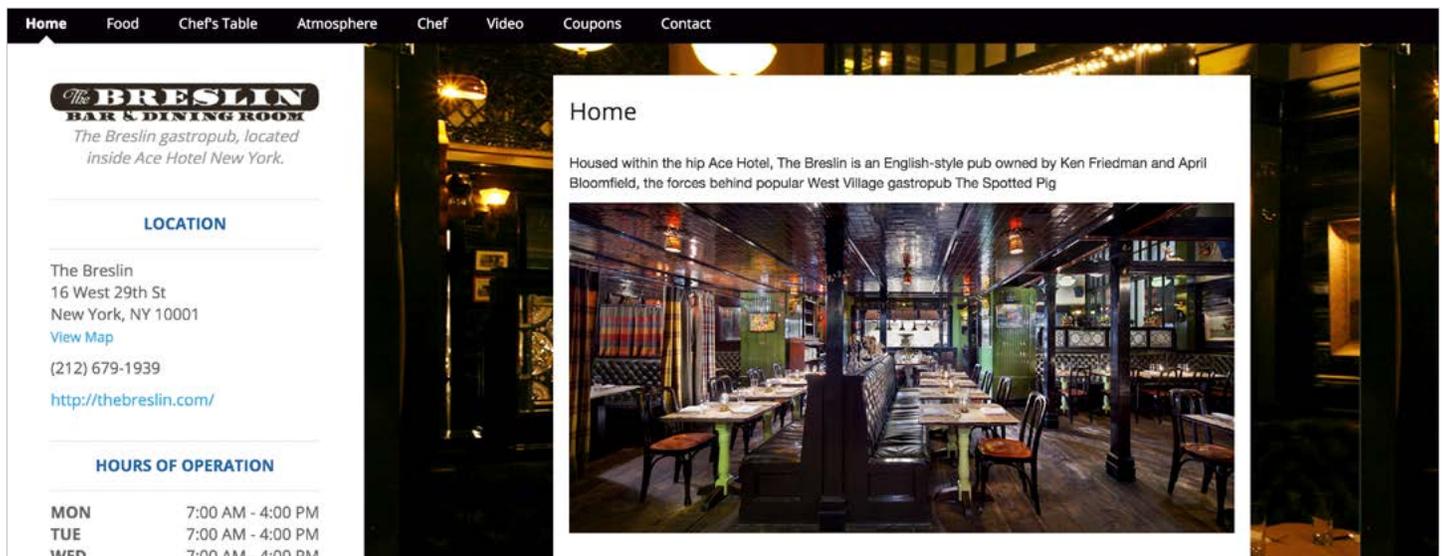
## Business Profile

The information on this page will push to all Vendasta products, and various pieces will appear on the Location Page, sync to the profiles connected in Profile Sync, and get updated on the four data distributors if Listing Distribution is activated.

## Location Pages

By default, a simple landing page is created with every Presence Builder account. Your client can customize these search engine-optimized, responsive Location Pages without requiring any coding knowledge.

Location Pages are built for optimal crawling and indexing, and use schema.org markup to help Google's algorithms extract relevant information. In simple terms, Location Pages make it a lot easier for Google to find you.



The screenshot shows a responsive web page for 'The Breslin Bar & Dining Room'. The page has a dark navigation bar with links: Home, Food, Chef's Table, Atmosphere, Chef, Video, Coupons, and Contact. The main content area is white and features the restaurant's logo, a description, location information, and hours of operation. A large photo of the restaurant's interior is displayed on the right side of the page.

**Home**   Food   Chef's Table   Atmosphere   Chef   Video   Coupons   Contact

**The BRESLIN**  
BAR & DINING ROOM  
*The Breslin gastropub, located inside Ace Hotel New York.*

**LOCATION**

The Breslin  
16 West 29th St  
New York, NY 10001  
[View Map](#)  
(212) 679-1939  
<http://thebreslin.com/>

**HOURS OF OPERATION**

MON	7:00 AM - 4:00 PM
TUE	7:00 AM - 4:00 PM
WED	7:00 AM - 4:00 PM

**Home**

Housed within the hip Ace Hotel, The Breslin is an English-style pub owned by Ken Friedman and April Bloomfield, the forces behind popular West Village gastropub The Spotted Pig



## Listing Distribution

Vendasta partners with the four major listing data providers, Factual, Acxiom, Infogroup, and Neustar Localeze. Over time will create and update listings for your client on over 300 citation and listing sources. This provides your client with accurate and consistent listings across the internet. It's important not to think of this service as a quick fix. Rather, it is like a daily vitamin that will correct a business' data over time. It will help build a "Citation Effect" by multiple sources using the same, consistent business data.

	neustar // Localeze.	factual.	acxiom.	infogroup
Business Name The Breslin	✓	✓	✓	✓ Fixed
Street Address 16 West 29th St	✓ Fixed	Accepted	✓ Fixed	✓ Fixed
City New York	✓	✓	✓	✓

## Profile Sync

Profile Sync allows your clients to easily and instantaneously sync their contact information to Facebook, Twitter and Foursquare. This allows them to ensure accurate and consistent data on their profiles, without having to visit each individual site to make changes. Remember that Profile Sync grabs the business data from the **Business Profile** tab.

Facebook <span style="float: right;">PSS Training ×</span> <span style="float: right;">Sync <input type="checkbox"/> OFF <span style="font-size: small;">i</span></span>
Foursquare <span style="float: right;">You have not connected a Foursquare venue.</span> <span style="float: right;"><a href="#">Connect</a> <span style="font-size: small;">i</span></span>
Twitter <span style="float: right;">You have not connected a Twitter account.</span> <span style="float: right;"><a href="#">Connect</a> <span style="font-size: small;">i</span></span>

## Freemium Strategy

Search engine-optimized Location Pages, the view-only status of the data providers' listings, and Profile Sync are all free features designed to get your foot in the door. Leverage the freemium strategy to get your prospects onboard with other products like Reputation Management, Social Marketing, Listing Distribution and Concierge.