Are you looking to build a website or add to your current content? We’re here to help! With this template, we’ve outlined different sections, descriptions, videos and icons.

Icons can be found on the last page of this document and also in the Resource Center.

Recommended Website Structure:

* [Homepage](#id.ssiw499398k7)
	+ [Reputation Management](#id.z1zaaoqa7qq1)
	+ [Social Marketing](#id.igp32jmnum88)
	+ [Website Design](#id.sxo514om1jc6)
	+ [Listings Management](#id.r3n592pf6ltp)
	+ [Brand Analytics](#id.kabqb54x3rcw)
* [About Us](#id.g9ft0n1q0yqg)
* [Contact](#id.2pf1er23m767)

HOMEPAGE

**Everything local businesses need to succeed online**

Grow your reach. Grow your sales. Grow your business.

[[Overview video](https://vendasta-1.wistia.com/medias/w5dd2qnpi7)]

<company> helps local businesses reach their goals with essential online marketing tools.

Build a better and stronger online presence with reputation management, social marketing, responsive websites, review generation, and listings management tools that makes it easier for customers to find and trust your business in local search.

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| --- |
| <icon>**Reputation Management** Monitor and manage all aspects of your online reputation, including listings, reviews, mentions and more.[More] |

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| --- |
| <icon>**Social Marketing**Grow your fanbase on social media, find real-time leads and share relevant content across all of your social channels.[More] |

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| --- |
| <icon>**Website Design**Strengthen your online visibility with responsive, mobile-optimized websites that customers and search engines love.[More] |

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| --- |
| <icon>**Business Listings Management**Claim, update, and fix business listings across 300 directories and websites that control local search.[More] |

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| --- | --- | --- | --- |
| <icon>**Brand Analytics**For businesses with two or more locations, tap into review scores and pinpoint your best and worst performers.[More]**We offer three digital service models that cater to the unique needs of your business**

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| --- | --- | --- |
| **Do-It-Yourself**You know exactly what you want for your business and how to interact with customers online. We simply provide you the tools and training, and then you’re off to conquer the digital world on your own. | **Do It With Me**Weteam up and share the workload on a level everyone is comfortable with. We’ll take on the responsibilities you don’t want to worry about, like listings management, review monitoring, and social posting. | **Do It For Me**If you’re too busy to worry about online marketing, we can do most (if not all) of the heavy lifting for you. We get right under the hood and learn your business and customers so we can communicate your brand effectively.  |

**[Get a Free Consultation]** |

REPUTATION MANAGEMENT PAGE

**Your online reputation matters**

Every minute, businesses are being shaped by consumers who are exchanging dialogue and sharing reviews about them online. And since 97% of consumers find local business info on the web, you need a way to see what your customers are saying and a platform to join the conversation.

**Take control of your online brand**

Reputation Management allows you to take control of your online presence by allowing you to correct your business listings, monitor and manage reviews, observe what competitors are doing, and much more.

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| **<icon> Monitor reviews**Receive an alert the moment a review is submitted on all of the most popular review sites, including Yelp, Facebook, and Google+, as well as a ton of sites that are relevant to your specific industry (e.g., TripAdvisor, RateMD, Cars.com, etc.).**<icon> Generate reviews**Easily gather new reviews from delighted customers and ensure that negative reviews stay private.**<icon> Advanced listening**Find “mentions” from news sites, blogs and social networks so you get the full picture of what people are saying about your business. | **<icon> Competitor insights**Monitor what your competition is doing online and build strategies to gain more customers in your area.**<icon> Simple social media management**Save time by using one platform to monitor and analyze your social media efficacy.**<icon> Monitor web presence**View the accuracy of your business listing data across the web on all of the major directories and citations. Listings are crucial to making sure people can find you on Google. |

**Reputation Management Executive Reports**

Get the high-level view on all aspects of your online reputation through weekly executive reports.

[screenshots of [sample untitled reports](https://support.vendasta.com/hc/en-us/articles/115011190807)]

**[Get a Free Consultation]**

SOCIAL MARKETING PAGE

[[Social Marketing Overview Video]](https://support.vendasta.com/hc/en-us/articles/205549378-Unbranded-Video-Social-Marketing)

**Making social media management easy**

Did you know that 93% of shoppers' buying decisions are influenced by social media? Most business owners recognize that being active on social is not only essential for staying in touch with customers, but also for growing their revenue.

Managing your social networks, however, is a lot of work. It takes time, resources, and social media expertise that most local business owners don’t have.

**Put stress to rest**

With our Social Marketing solution, you’ll gain the social exposure your business needs, improve customer engagement, and increase web traffic—all at the same time while barely lifting a finger.

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| **<icon> Manage social networks from one location**Monitor Facebook, Twitter, Foursquare, and Google+ content from one easy-to-use dashboard.**<icon> Gather ready-to-publish content**Save time and energy with customizable settings that allow you to find and republish your industry’s hottest news.**<icon> Post to multiple social channels**From one tab, you can publish content to multiple social sites with the push of a button. | **<icon> Receive real-time social leads**Discover and interact with leads who are looking for products and services like yours in real time.**<icon> Schedule posts in advance**Set-up and preview posts before you publish, and build all of your week’s content in one sitting. **<icon> Track performance across profiles**Get important stats that provide insights into your social profiles for better content strategy and customer engagement. |

**[Get a Free Consultation]**

WEBSITE DESIGN PAGE

**Custom websites optimized for local search**

We’ll build you a stunning custom website that captivates visitors and ensures their experience is a memorable one. And thanks to our advanced tools and development team, we keep your site up to date with the latest SEO and mobile strategies, which means customers can easily find your business in local search.

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| **<icon> Take advantage of responsive design**Scale to the size of whatever screen your site is being viewed on—mobile, tablet, or desktop.**<icon> Integrate your social profiles**Connect your social media profiles for higher traffic volume and consistent branding.**<icon> Edit content without worrying about code**Update and publish content without any coding knowledge through our intuitive dashboard. | **<icon> Search engine optimized**Ensure that your site follows all of Google’s latest requirements so that customers can easily find you.**<icon> Maximize your conversions**Use large buttons, integrated coupons, and engaging images that provide clear calls to action for your customers.**<icon> Create custom content**Work with us to build your vision on how you want your site to look and feel. |

**Mobile-friendly websites are a necessity**

The mobile revolution is in full swing, and if you haven’t gotten on board, your business is suffering. Both search engines and customers demand mobile-friendly sites—Google now ranks them higher than their desktop-only counterparts. Plus, 4 out of 5 consumers use smartphones to do their shopping ([comScore](http://www.comscore.com/Insights/Press-Releases/2012/9/Retailers-Carving-Out-Space-in-the-M-Commerce-Market)), so you need to make sure that you’re giving them the best browsing experience possible.

If your site isn’t mobile-friendly, you’re losing online visibility (not to mention customers) at an alarming rate. Contact us today and we’ll get you back in the game in no time.

**[Get a Free Consultation]**

BUSINESS LISTINGS MANAGEMENT

[[Business Listings Management video](https://support.vendasta.com/hc/en-us/articles/202319766-Unbranded-Video-Listing-Distribution-)]

**Ensure business listings are accurate across the web**

Inconsistent business listings can spread across the web like a deadly disease, affecting major online directories and search engines that control local search results.

Forty percent of local businesses have listing errors (cite Vendasta data), and 73% of consumers lose trust in a brand when their listings are incorrect ([Search Engine Land](http://searchengineland.com/survey-consumers-blame-brands-bad-local-data-186224)). Guess where they’re going? That’s right—the competitors who are more discoverable.

Good news is, it’s an easy fix with big benefits. By claiming and correcting your business listings across the web, you not only prevent charity for your competitor, you boost your SEO results and gain more visibility among potential customers.

**Our Listings Management tool strengthens your online presence by:**

* Directly updating major directories like Google, Facebook, and Bing with accurate data
* Syndicating accurate listings across 300 sites that control local search
* Continuously claiming and correcting missing and inaccurate listings

**Listings Management Reporting**

The data landscape is very complex, and understanding how data changes across the web can be challenging. Therefore, it’s critical to report on how everything is working.

<tool name> provides what similar tools don’t: complete transparency with tracking and reporting metrics so you can see exactly what’s happening with your information, and the value the service is providing.

**[Get a Free Consultation]**

BRAND ANALYTICS PAGE

**Monitor all of your locations at once**

It doesn’t matter how much money you pour into national advertising campaigns, customers are still going to judge your brand by how clean the bathroom is at the nearest location. And you can be certain they’re going to make their opinions known.

If you’re a business with multiple locations, you need an easy way to monitor all of your reputation data. Our <tool name> is the best-in-class tool for multi-location reputation reporting.

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| **<icon> Review comparison and management**Compare scores between locations and identify the best and worst performers, enabling you to better focus your time and effort.**<icon> Listing visibility and accuracy**See how and where your locations are listed on directories, review sites and social networks. | **<icon> Post to multiple social accounts**With multi-location posting, you can post to Facebook, Twitter and Google+ for numerous locations at the same time.**<icon> Scalable from 2 to 2000+ locations**There is no limit on the amount of locations that can be added to reports.**<icon>Interactive roll-up reports**Monthly reports give you a birdseye view of your online presence and allow you to dig deeper into individual locations. |

**[Get a Free Consultation]**

ABOUT US

**Helping local businesses succeed**

<company> is a digital marketing agency that helps local businesses address the challenges they face online and in the marketplace. Our foundational marketing products allow businesses to build a stronger presence, connect with more customers, and grow a stronger brand.

We established in <year>, and <city/state> is the place we call home. We’re one of the lucky ones, because we love what we do, and the businesses we do it with.

[Add customer testimonial]

[Add team and/or leadership bios]

CONTACT US

Provide us with a few small details and we’ll be in touch shortly.

Name\* Business\*

Email\* Phone\*

How can we help?

|  |
| --- |
|  |

<address>

<phone>

<email>

<map>

Don’t forget to connect with us. We’d love to stay in touch!

<linked [social icons](https://www.google.ca/search?q=social+icons&espv=2&biw=1280&bih=729&site=webhp&source=lnms&tbm=isch&sa=X&sqi=2&ved=0ahUKEwjVu6vek7LMAhVKnoMKHc1HD_AQ_AUIBigB)>

**Icons**

Can also be found in the Resource Center [here](https://support.vendasta.com/hc/en-us/articles/216475377-High-Resolution-Product-Logos).



Reputation Management



Social Marketing



Brand Analytics



Business Listings



Website Design