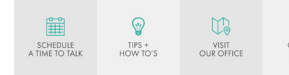


Business Co. has answers to all of your questions. We have years of consulting experience and will support you in all aspects of business management, from the everyday to the most complex. Our customers love us!



## ReachSite + ReachEdge Bundle

Responsive Website & Lead Management Software

A ReachSite™ is a professionally designed, mobile-responsive website that gets you more leads from web and mobile visitors. ReachSite works with our ReachEdge™ software, which helps you manage your leads, turn them into customers, and understand what marketing works. And because ReachSite and ReachEdge work together, you get even more from your marketing.

- Wow your website visitors
- Get more leads from desktop and mobile
- Manage leads and turn them into sales



### Impress Your Visitors

Wow your visitors with professional website design, compelling content, and eye-catching images that fit your brand. Your ReachSite comes packed with custom-created product information, location pages, pricing, and more, so your visitors can find all the information they need to make a purchase decision.



### Convert More Contacts

Every ReachSite is built on the latest technology so it looks great and functions optimally across all devices, including desktops, smartphones, and tablets. Plus, it's optimized to get you more contacts from your site visitors, with easy-to-find contact information like your phone number, email, and web forms. That means even more of your visitors will contact you and turn into valuable leads



### Get Found in Search

Your mobile-responsive ReachSite is SEO-friendly from the start, so more searchers find your website in organic search results, local listings, maps, and mobile search. And, it works seamlessly with our ReachSEO™ solution to get you even more visitors that you turn into leads and customers.



### Know Your Marketing ROI

ReachEdge™ lead conversion software helps you convert more of your ReachSite visitors into customers. You get advanced lead tracking that captures your leads and organizes them by marketing source, a mobile app and real-time alerts that let you stay in front of leads while on the go, lead nurturing reminders and emails that help you close more sales, and ROI reports that let you finally know what works.

# What you Get

## ReachSite: Professional Design

- Responsive website design that looks great for both desktop and mobile visitors
- Customized website theme and color palette that fits your brand look and feel
- Best-practice page layout with multiple ways for consumers to contact you (phone number, form, and email)
- Customized call-to-action buttons that entice visitors to contact you
- Links to your social media profiles on all pages

## ReachSite: Content & Images

- Professionally-written content about your business\*
- Content ported from your existing website\*\*
- Professional images that communicate what you do
- Available matching blog template for you to create and post original content
- Content management system that enables do-it-yourself updates
- Theme design update every two years (optional)

## ReachSite: Onsite SEO

- Setup for new pages, including optimized URL structure, title tags, metadata, alt text, and header tags\*\*
- Content that leverages location-specific and category-specific keywords
- Locations page with support for multiple business locations

## ReachEdge Lead Conversion Software

- Lead and call tracking based on the marketing source (e.g. search engine advertising, SEO, social media, etc.)
- Automatic capture of contact details and call recordings from every new contact
- Real-time mobile alerts whenever you get a new contact so you never miss a lead
- Mobile app that gives you on-the-go access to your prioritized lead list and results at a glance
- Automated lead nurturing emails that impress leads and help close more sales
- Easy-to-read reports that show your marketing ROI

## Marketing Expert

- Expert setup and design of your website
- Easy, service-guided transfer of existing URL, indexed links, and content to your ReachSite
- Complete setup of ReachEdge software and integration with your website
- Setup and configuration of lead alerts, staff notifications, and lead nurturing emails
- Review of reports and recommendations to improve website and online marketing performance

\*Content Writing: Base package includes copywriting for up to 5 standard pages and 10 custom pages. Additional copywriting is available at the rate of \$750 per 5 pages.

\*\*Ported Content: Setup fee varies based on number of pages of content ported from your existing site with three tiers: 10, 25, and 85 pages. Ported content is taken verbatim from previous page, including on page content and metadata. No additional changes or optimizations are included.