

LOCAL SEARCH DIRECTORY PROGRAM

Core vs Premium Features & Benefits:

CORE LEVEL FEATURES & BENEFITS:

Within the zip code locator directory:

- Franchisee directory listing will be larger and placed higher than non-participating franchises.
- Directory listing will have a phone number (which can be unique/trackable, if desired), will display franchisee badges/certifications, and a will have “book online” link for those using full onTrack
- Franchises can have their listing link to the website of their choosing; non-participating franchise’s directory listing will only be directed to their .net site

Additional Core Level benefits:

Strong listings on customer review sites can help win more jobs plus drive traffic and organic search results for the your main site. As part of the Core Level, WMS will claim and set up franchisee listings for:

- Google+, the 2nd largest social media site in the world and highly correlated with your franchise’s organic search ranking
- Yelp, a popular and dominant customer review site that has a strategic relationship with Apple to provide mapping technology for all iphones

\$40 per mo per license

The image shows two examples of directory listings. The top one is a 'PREMIUM LISTING' for Anderson's Chem-Dry, featuring a large photo of the franchisee, a prominent phone number (520) 316-9446, and a 'BOOK ONLINE' button. The bottom one is a 'CORE LISTING' for Mertz Chem-Dry, which is smaller and less detailed, with a phone number (602) 274-6490 and a 'Book Online' button. The premium listing also includes various service icons, testimonials, and social media links.

PREMIUM LEVEL FEATURES & BENEFITS:

Get a landing page on chemdry.com:

- Each license on premium level will receive its own landing page on chemdry.com that will link from your directory listing. The landing page is customizable for your specific franchise information including coupons, services offered, reviews from Yelp/Google+, links to your social media pages, and About Us content. The landing page URL can show up in local searches, enhancing the franchise’s presence in local searches
- Landing page allows for customization of coupons, services offered, reviews from Yelp/Google+, links to social media pages, About Us content
- After a consumer visits your Premium Level landing page, they will automatically be routed to your landing page on future visits when they type in chemdry.com, so they do not have to go through the zipcode locator again to find you
- Keep your customer as they browse throughout the chemdry.com website. Once a website visitor has viewed your landing page, they will see your franchise name and contact information on every page throughout the chemdry.com website in the top bar and on the “Get a Free Quote” box on every single web page

Within the zip code locator directory:

- Owners at the Premium Level will receive priority placement at the top of the directory above Core and Non-Participating licenses.
- Premium Level listing is larger than the Core listing and will have additional features including a photo, a larger phone number, a “book online” button for those using full onTrack, and a link to the owner’s landing page on chemdry.com

Additional Premium Level benefits:

- As with the Core level, WMS will claim and setup franchisee listings for Google+ and Yelp.
- In addition to setting up your Google+ page, the WMS team will also post national messages that will complement your local updates to help maximize online exposure and improve search rankings
- Monitor reviews easier. Your customer review listings will be aggregated into a new Review Tracker service that will send alerts when new reviews are posted and can help solicit reviews from customers.

\$105 per mo, per license (includes both premium & core fees)

plus \$100 one-time set-up cost per license