

## PLATINUM BUSINESS DIRECTORY LISTING

Upgrade to a Platinum Business Directory Listing and highlight your business with its own custom Microsite. A microsite is a multiple page business directory listing that is also a standalone Web site linked to a vast network of businesses.

The Platinum Business Listing is banded with these options:

**Unique URL ([www.YourSiteName.com](http://www.YourSiteName.com))** – Select a unique domain name that directs to your custom Web Microsite.

- 1 **Branding** – Space is provided in the header of the page to upload the logo or image that best represents your business.
- 2 **Contact Information** – Include business name, address, phone number, and other information that allows your customers to contact you.
- 3 **Business Profile** – Add a detailed description about the business, including services and products offered.
- 4 **Categorization** – Attributes are descriptors of your business banded in our system. They are search criteria that help customers pin-point your business. You choose the characteristics that best describe your business.
- 5 **Web Site Links** – Provide a link to the sites and pages of your choice.
- 6 **Hours of Operation** – Post the hours the business is open each day. Also, add any special information about the hours.
- 7 **Text or Email Me Businesses Info** – Customers can have information about your business directly texted or emailed to them.
- 8 **Map** – Google maps are employed to help users in find the exact location of the business.
- 9 **Driving Directions** – Driving instructions provided by you, the listing owner, and from the "Get Directions" Google interface.
- 10 **Multimedia Gallery** – Showcase videos, slideshows, pictures, PDF documents and other files.
- 11 **Reviews** – Allow customers to rate their experience with your business.
- 12 **Testimonials** – Allows you to post testimonials from satisfied clients who have used your product or service giving potential customers unique insight into what to expect from your company.
- 13 **Blog** – Write and maintain current information about your business or industry to keep your customers up to date.
- 14 **Coupons and Specials** – Upload images and input text for coupons and to highlight special deals.



