



Internet Presence /Online Marketing

RAD-INFO, Inc.



Online Presence

λ How important is your Online Presence?

λ How important is it that people can find you on local search sites?

Yahoo Local

YAHOO! SEARCH
MARKETING

Local Listings

- λ **Yahoo email address and password, if you have one**
- λ **Business name, phone, fax and full address, website address**
- λ **First and last name, company email**
- λ **Year established, hours of operation**
- λ **Products or services; brands carried for products**
- λ **Professional Associations**
- λ **Primary business category, up to 4 secondary categories**

Bing Local



- λ Windows Live ID account info, if you have one (log in name and password)**
- λ Business name, phone, fax and full address, website address**
- λ First and last name, company email**
- λ Additional Information (Year Established, Company Tag Line, Business Description, Brands Carried, Specialties, Professional Affiliations, Languages Spoken, Parking Options)**
- λ Up to six business categories**
- λ Up to 10 photos (5MB max size)**

Google Local

Google Local Business Center

- λ **Google account info, if you have one (log in name and password)**
- λ **Business name, phone, fax and full address, website address, company email**
- λ **Additional Information (Year Established, Business Description, Brands Carried, Specialties, Professional Affiliations)**
- λ **Up to five business categories**
- λ **Up to 10 photos (5MB max size)**
- λ **URL(s) for up to 5 YouTube videos**
- λ **Details for online coupon/special offer**

Yelp!



- λ Business name, phone, fax and full address, website address**
- λ First and last name, company email**
- λ Additional Information (Year Established, Company Tag Line, Business Description, Brands Carried, Specialties, Professional Affiliations, Languages Spoken, Parking Options)**
- λ Company or owner history, if desired**
- λ Up to two business categories**
- λ Up to 5 photos (5MB max size)**
- λ Details for online coupon/special offer**

MerchantCircle



- λ **Business name, phone, fax and full address, website address**
- λ **Log in ID: first and last name and email address, desired password**
- λ **Sellers permit number, DUNS number and Business license number (need 2 of the three)**
- λ **Three business categories**
- λ **How many years have you been in business?**
- λ **How many employees do you have?**
- λ **What business associations are you part of?**
- λ **Details for online coupon/special offer**

LinkedIn



- λ **Business name, phone, fax and full address, website address, blog URL**
- λ **First and last name, company email, position at company**
- λ **Additional Information (Year Established, Company Tag Line, Business Description, Specialties, Professional Affiliations)**
- λ **Industry and company type (e.g. sole proprietor, publicly held, partnership, etc.)**
- λ **Logo (preferred size 100x60)**
- λ ****Note: Inviting contacts to join your professional network is your responsibility.**

Facebook Fan Page



- λ **Business name, phone, fax and full address, website address, blog URL**
- λ **Additional Information (Year Established, Company Tag Line, Business Description, Brands Carried, Specialties, Professional Affiliations)**
- λ **Logo and other company pictures**
- λ **Company videos**
- λ **Twitter handle**
- λ **If you have Aweber, Mail Chimp, etc. HTML code to the newsletter signup form you have**
- λ ****Note: Inviting fans is your responsibility**

Establishing your sites

- λ We can establish your profile on Y!, Google, Bing, Yelp and Merchant Circle for you for just \$1249. Get it done **NOW!** Call **(813) 963-5884**.**
- λ Facebook and LinkedIn profiles are \$299 each.**
- λ Monitoring is also available.**



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