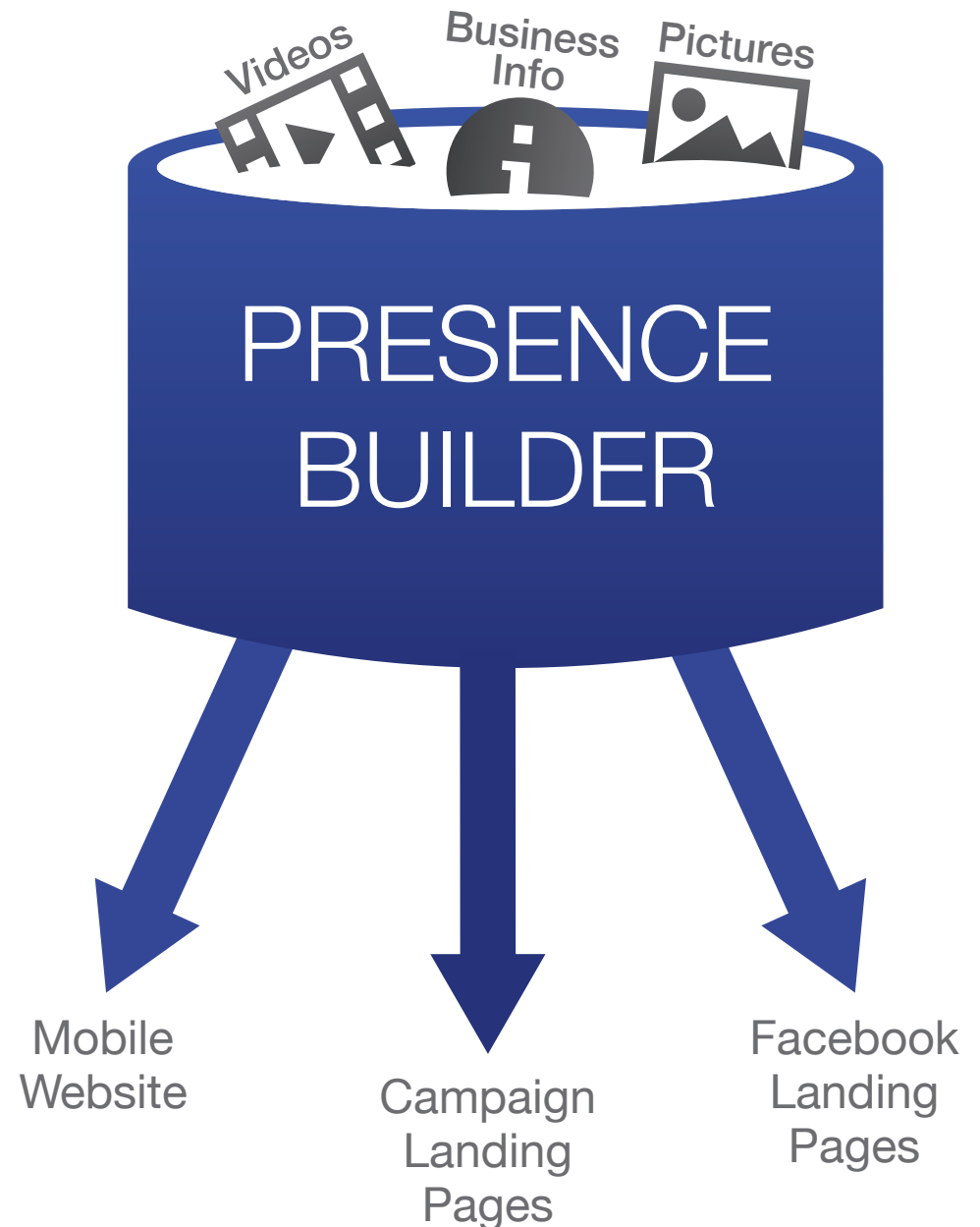# Presence Builder

Create, Simplify, and Sync your entire online presence

Build Your Presence Across the Web

Staying on top of technology can be exhausting. Catch up to your customers with a platform that takes all your information and puts you everywhere you need to be.

► Create easy to build websites for any device

► Make a Facebook Landing Page with the flip of a switch

► Track all of your visits, clicks, and more

► Update information in one place and have it update everywhere

Videos

Business Info

Pictures

PRESENCE BUILDER

Mobile Website

Campaign Landing Pages

Facebook Landing Pages

1/2

of all searches
for local businesses are made from smartphones.

Don't let half of your visitors
have a **lousy** browsing experience.

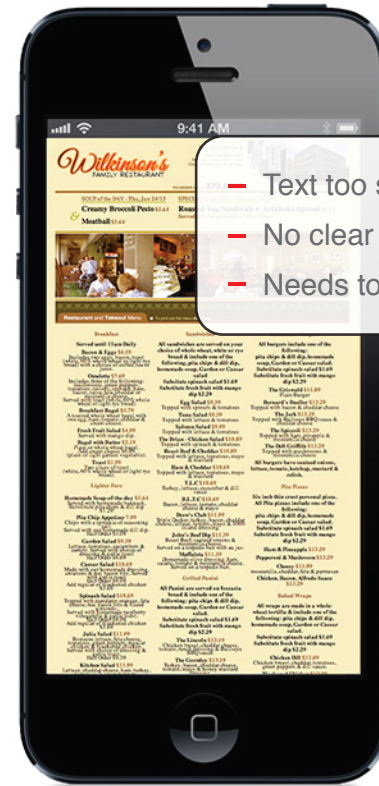**Arm yourself** with a mobile-optimized website

What is a Mobile Site?

A mobile website is a website that is specifically designed for mobile devices, like smartphones and tablet computers.
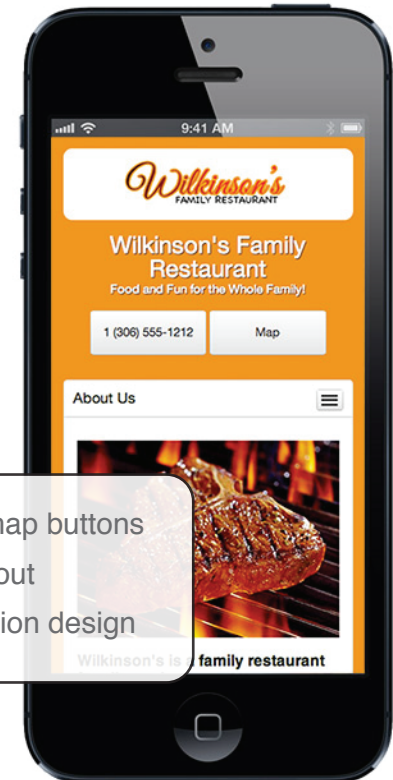
Why is a Mobile Site Important?

Most regular websites don't work well with mobile phones. They're cluttered and almost impossible to navigate, which frustrates anyone who's trying to use them.

A mobile website puts all your key information at the very top and makes it easy for customers to find and contact you.

− Text too small to read
− No clear calls to action
− Needs to be constantly resized

+ Push to call & map buttons
+ Clear, clean layout
+ Familiar navigation design

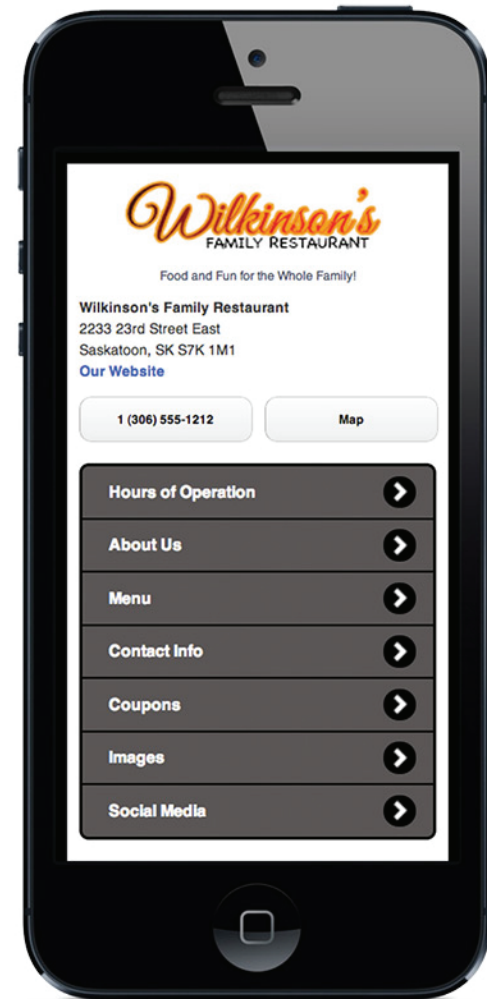# Sharp, Simple, Ready in Seconds

Sleek, Lightweight Design

- ► Variety of templates to choose from
- ► Large, finger friendly buttons for easy navigation

Focus on Key Information

- ► One touch calling
- ► Interactive maps to help customers get directions
- ► Address prominent on landing page

Customize Pages

- ► Offer coupons to mobile users to build customer loyalty
- ► Incorporate images and videos
- ► Customize full pages (add your menu, your newspaper ads, your company history – anything you want).

5x Mobile users are five times more likely to abandon a site if it's not mobile optimized

Take Advantage of Responsive Design

Responsively designed websites adjust the flow of elements on a web page to fit the size of the device that the viewer is using. Content becomes fluid, so text, pictures, and videos will resize for easy navigation on any device.
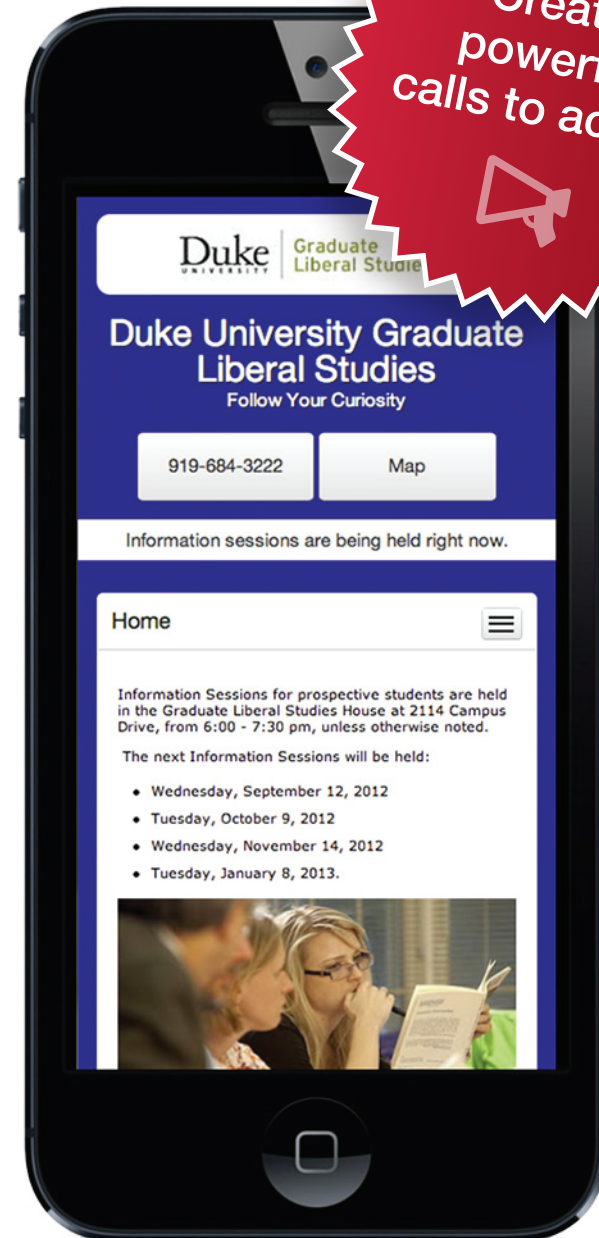
- ► Establish one site designed for both desktop and mobile devices

- ► Guarantee sites look great on any device

- ► Provide customers with easy to find information and clear calls to action

- ► Eliminate problems with slow redirection for mobile users

- ► Place highly on Google thanks to strengthened PageRank from one URL

Landing Pages Give Mobile Campaigns Meaning

Measure the success of online campaigns with trackable landing pages.

- ► View clicks , visits, and page views

- ► Control the site's availability and make changes through an easy to use editor

- ► View current analytics 24/7 and track the campaign's ongoing performance

Create powerful calls to action

Duke | Graduate Liberal Studies

Duke University Graduate Liberal Studies
Follow Your Curiosity

919-684-3222   Map

Information sessions are being held right now.

Home

Information Sessions for prospective students are held in the Graduate Liberal Studies House at 2114 Campus Drive, from 6:00 - 7:30 pm, unless otherwise noted.

The next Information Sessions will be held:

- Wednesday, September 12, 2012
- Tuesday, October 9, 2012
- Wednesday, November 14, 2012
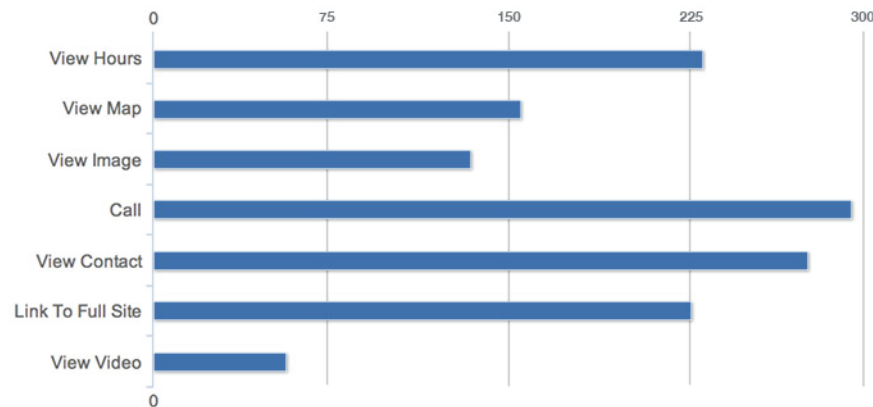- Tuesday, January 8, 2013.

Reporting

See how many people are coming to your pages and, more importantly, how many leads you're getting.

You'll be able to tell exactly when visitors:

- ► Click a link
- ► Use the Call function
- ► Use the Map function
- ► Click an image
- ► Watch one of your YouTube videos

Event Analytics   Oct 15, 2012 to Oct 28, 2012

	0	75	150	225	300
View Hours					
View Map					
View Image					
Call					
View Contact					
Link To Full Site					
View Video					

0

Do-It-Yourself Updates

The system is simple and easy to use. Templates for different types of content alleviate the need for formatting, so all you have to do is drop in your images, videos, coupons, and anything else you want to feature.

| General Info | Pages | Design | Domains and Redirection | Analytics |

Pages > Edit Menu

Edit Menu

Tab Position   1

Heading *   Menu

Tab Name *   Menu

Meta Keywords

Meta Description

Top Content   **B** *I* U ABC | ≣ ≣ | ↶ ↷ | ∞

We take great pride in serving the fre[sh]
possible. Every day we start out fresh[...]
dressings and sauces from scratch.

DOWNLOAD ► DINNER MENU   DOWNLOAD ► LUNCH MENU   JOEY MENU — DOWNLOAD ► JOEY KIDS MENU

Edit your site as much as you want, whenever you want!

Get in Contact

your logo

Phone: (xxx) xxx-xxxx

Email: abc@example.com

www.yourwebsitehere.com

facebook.com/abc

@abc

linkedin.com/company/abc