Presence Builder
Product Overview

Presence Builder helps local businesses develop a strong online presence on all the platforms consumers use. It is a freemium solution that allows your clients and prospects to:

- Build a **Location Page**.
- View the status of their business listings on the four major data providers with **Listing Distribution**.
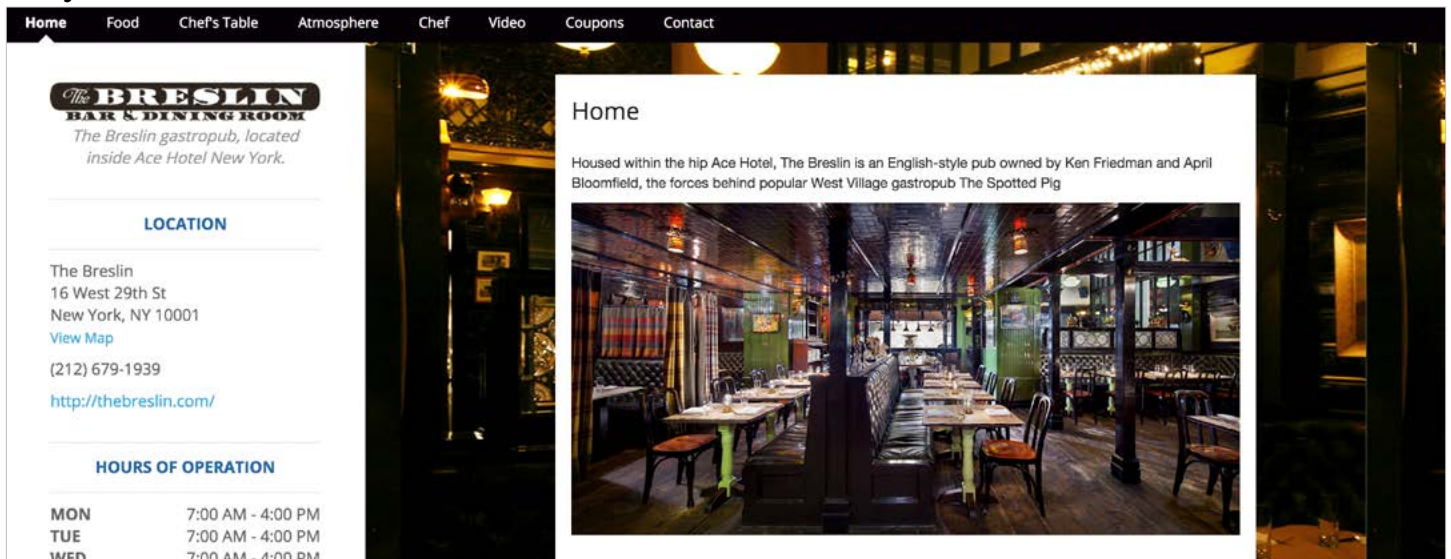- Instantaneously sync common data to their online profiles with **Profile Sync**.

Business Profile

The information on this page will push to all Rocket Driver products, and various pieces will appear on the Location Page, sync to the profiles connected in Profile Sync, and get updated on the four data distributors if Listing Distribution is activated.

Location Pages

By default, a simple landing page is created with every Presence Builder account. Your client can customize these search engine-optimized, responsive Location Pages without requiring any coding knowledge.

Location Pages are built for optimal crawling and indexing, and use schema.org markup to help Google's algorithms extract relevant information. In simple terms, Location Pages make it a lot easier for Google to find you.

Listing Distribution

Rocket Driver partners with the four major listing data providers, Factual, Acxiom, Infogroup, and Neustar Localeze. Over time will create and update listings for your client on over 300 citation and listing sources. This provides your client with accurate and consistent listings across the internet. It's important not to think of this service as a quick fix. Rather, it is like a daily vitamin that will correct a business' data over time. It will help build a "Citation Effect" by multiple sources using the same, consistent business data.

	neustar // Localeze.	factual.	acxiom.	infogroup
Business Name The Breslin	✔	✔	✔	✔ Fixed
Street Address 16 West 29th St	✔ Fixed	⟳ Accepted	✔ Fixed	✔ Fixed
City New York	✔	✔	✔	✔

Profile Sync

Profile Sync allows your clients to easily and instantaneously sync their contact information to Facebook, Twitter and Foursquare. This allows them to ensure accurate and consistent data on their profiles, without having to visit each individual site to make changes. Remember that Profile Sync grabs the business data from the **Business Profile** tab.

f Facebook	PSS Training ✕		Sync ◯ OFF ⓘ
Foursquare	You have not connected a Foursquare venue.		Connect ⓘ
Twitter	You have not connected a Twitter account.		Connect ⓘ

Freemium Strategy

Search engine-optimized Location Pages, the view-only status of the data providers' listings, and Profile Sync are all free features designed to get your foot in the door. Leverage the freemium strategy to get your prospects onboard with other products like Reputation Management, Social Marketing, Listing Distribution and Concierge.