

FREQUENTLY ASKED QUESTIONS AND ANSWERS

What is SEO?

Search-engine optimization (SEO) is the process of improving the visibility of a web site or page in search engines via the “natural” or unpaid (“organic” or “algorithmic”) search results. In general, the earlier (or higher ranked on the search results page) and more frequently a site appears in the search results list, the greater number of visitors it will generate from the search-engine’s users. SEO may target image , local, video, academic, and news queries as well as industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers the function of search engines, content searched, actual search terms typed into search engines, and preferred search engines. Optimizing a web site may involve editing its content and HTML and associated coding to increase its relevance to specific key words and remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

The acronym SEOs can refer to “search-engine optimizers,” a term adopted by an industry of consultants who carry out optimization projects on behalf of clients and by employees who perform SEO services in house. Search-engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site and content, SEO tactics may be incorporated into web-site development and design. The term “search engine friendly” may be used to describe web-site designs, menus, content-management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search-engine exposure.

Why is optimization so important?

Search engines are in the business of delivering the best, most relevant, results for each search query. This relevant information is obtained through algorithms that travel and catalog (spider) the billions of web sites on the Internet to determine which ones are relevant to that particular query. Relevant sites are then ranked from 1 to X and displayed in that order. Optimization includes web-site content and structure, meta key words, key phrases, geo-targeted marketing, links to your site, web traffic, and many other factors that increase the relevancy of an online presence. Without proper optimization, web sites are lost in a sea of information!

Can I change my key words?

Although we do allow clients to suggest keywords on their application, we do not allow them to select their key words. Because each client’s key words are designed to work in coordination with their listing structure and content, we cannot change, add, or remove key words. A customer often requests key words that may not be best suited for that client’s business. For example, a bike shop owner wants “bike” as a key word. However, “bike” vs. “bikes” would be a 9 to 1

difference in available searches; “bicycle shop” connects people ready to buy. Allow our experts to select the words based on what your local customers are actually typing in the search window.

Are there different key words?

Yes, key words are as plentiful and individual as people. A key word can be any top-of-mind word(s) or phrase(s) that someone types into a search box. We know how to generate reports that tell us what the most popular key words are. These are the key words we will be promoting and optimizing for your business listing on BIG MOUTH LOCAL.COM.

What is the difference between a shopping and a buying key word (long vs. short tail)?

Different key words produce different results and target different markets. More clicks are not always better. For example, "Ford" is a word that would get a dealership a great deal of exposure but “shopping” clicks. On the other hand, “Ford F150 Tampa” would not get as many impressions, but the result would trigger “buying” clicks—customers ready to make that purchase. BIG MOUTH LOCAL.COM uses a combination of broad terms and refined phrases to access shoppers and buyers alike. Also, many times “shopping” key words have increased competition and have your sales staff wasting valuable time with the “tire kickers,” whereas valuable buyers are ready to make a purchase.

What is geo-targeting?

Geo-targeting is a special technology that focuses each client’s online AdzZoo campaign to a specific geographic area. This technology allows our clients to target specific areas of town, a metro neighborhood, entire cities, or even larger tristate regions. Focus your money in your target market!

What is the difference between organic and pay-per-click SEO?

Organic links are the natural (or free) results that search algorithms find, rank, and list. They are typically displayed on the left side of the search-engine results page. Organic listings are based solely on relevancy and cannot be purchased. Organic listings take time and proper optimization before they are shown. Sponsored links are paid advertising links that populate quickly and are typically on the top and right side of the search-engine results page. The cost for this varies greatly, depending on many factors such as keywords, competition, search volume, and extent of web-site optimization.

What is a search engine?

A web search engine is designed to search for information on the Internet and file transfer protocol servers. The search results are generally presented in a list of results often referred to as “search-engine results pages” (SERPs). The information may consist of web pages, images, information, and other types of files. Some search engines also mine data available

in databases or open directories. Unlike web directories, which are maintained by human editors, search engines operate algorithmically or are a mixture of algorithmic and human input.

What is Big Mouth Local.com?

CouponFlasher is your next-generation advertising directory and the *first* organically optimized promotional directory for *all* businesses. BIG MOUTH LOCAL.COM customized business listing pages not only provide an additional web presence for our clients but, more important, provide an optimized web presence designed for search-engine results and additional organic and directory exposure. BIG MOUTH LOCAL.COM drives web traffic to your web site through this optimized BIG MOUTH LOCAL.COM listing page and site link. The listing page, key-word phrases, and ads are created as a unified and targeted campaign. This cohesive unit or campaign works best together as opposed to individually created pieces.

How does the BIG MOUTH LOCAL.COM program work?

BIG MOUTH LOCAL.COM uses traditional and proprietary methods to ensure organic first-page placement in the search engines and directories. We then target keywords specifically toward our clients' business. When consumers search these key words, the BIG MOUTH LOCAL.COM listing we optimized then shows up on the front page of the search engine, and a consumer sees that as credible and trustworthy; after a search engine places this listing on the first page, traffic is generated.

What do I get with a listing through BIG MOUTH LOCAL.COM?

We guarantee you will receive a custom-designed incentive advertisement, a 45- to 60-second custom video about your business with one revision; a key-word--rich description and biography about your business; a Google Map with on-demand driving directions; a link to your web site; business location information; 27 directory submissions with backlinks; and top three optimized placements with Google, Yahoo, and Bing. Listings are completed within 10 business days—provided the client has supplied all of the logos, photos, and background information about the business needed to complete the listing. Directory submissions and Maps accounts are completed within 30 to 45 days. These submissions and accounts require verification from the business owner in the form of a PIN number mailed to the business postal address from the search engine.

Why is video so important?

When your web site features video, you are offering exceptional business benefits above and beyond making a visual connection with site visitors. Video creates powerful backlinks when used correctly and converts prospects to clients on a nearly 2:1 basis. Video began to gain importance for web sites in 2007 when Google began indexing video and returning them in search results. When a site features a video that is relevant to the site's content, search engines

will find and index the video, thereby giving you yet one more way to be found and adding points to your overall search rank.

The other reason video should be a frequent component on your web site is sales conversions. According to a study by eMarketer, 80% of online users will watch an entire video, and 25% of these viewers choose to do business with the company. Video also causes visitors to linger on a site longer; the more time they spend on your site, the more time you have to sell and to establish a relationship with the visitor.

Why do we use YouTube?

Google owns YouTube. When you place your videos on a YouTube Channel that is linked to your web site, each video becomes its own backlink. This improves your search ranking and establishes some trust with Google.

Why do I need to promote a coupon or incentive?

Shoppers saved \$3.7 billion with coupons in 2010, according to the Valassis' Annual Topline U.S. CPG Coupon Facts Report for year-end 2010. This represents a 5.7% increase from 2009.

In 2010, marketers distributed more coupons than the prior year, reaching 332 billion—the largest single-year distribution quantity ever recorded in the United States, exceeding last year's prior record by 6.8% or 21 billion coupons.

“Marketers are distributing more coupons in the marketplace to reach today's value-centric consumer,” said Suzie Brown, Valassis chief marketing officer. “For years, we have heard that the consumer is king, and this rings so true today. Shopping and savings go hand in hand.”

Redemption volume in the United States grew 3.1% to 3.3 billion CPG coupons in 2010. The increasing trend in consumer use of coupons was further supported by NCH's Consumer Survey, finding that frugal consumer shopping habits as a result of the recession continued in 2010, maintaining overall high consumer coupon use and an increasing regularity of coupon use. In 2010, the survey reveals that 78.3% regularly use coupons compared with 77% in 2009, 75.8% in 2008, and 63.6% of consumers in the pre-recession survey of 2007.

Why do I need social media?

If you've got more than two employees (and they're under age 60), you're already using social media. You just don't know it. The average social media user is 39 years old. Your employees are innocently posting things like:

- "I'm so proud that our tuna is now 95% dolphin free!"
- "I don't think a few Toyotas exploding is such a bad thing—our dealership hasn't had a single one explode yet!"
- "Yeah, we had a problem with *Escherichia coli* in our potato salad last week, but we've cleaned all the dishes, and the restaurant is ready to go!"
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You need to have a social media strategy, a corporate policy, and guidance for employees.

Your customers want you there: 93% of customers say they want businesses to be available through social media. Customers look for your hours with their smartphone as they head to your store. They compare your product guarantee as they shop in another store for a similar product. And they look at reviews of your restaurant, hotel, or sewer service just before they call.

Your reputation is already out on the web, most likely. Someone has posted a review, a blog, or a Twitter comment about an interaction they've had with your business. If it was positive, you should be trumpeting it from the rooftops. If it was negative, you should be on top of it immediately—solving the problem, if possible, or otherwise minimizing the damage.

Ask Target or United Airlines.

You've got a shiny fire extinguisher on your wall, and you hope to hell that you'll never need to use it. But every year, you have it tested—and if you're smart, you train your employees how it works.

A solid social media presence is like that for your business. When disaster happens (your own little BP Oil Spill or Kentucky Fried Chicken sink bathers), you're ready to manage communications, and keep the situation from spiraling out of hand. You can candidly communicate with your customers, sharing information transparently and quickly—not having let it get filtered and spun through the media. Plus, your supporters (you'll have supporters if you're doing social media right—thousands of them) will come to your aid across the Internet and tell the truth about your company and who you really are.

Can I change my video?

You are allowed to change or modify your video one time after an initial revision. Any subsequent modifications or changes to the video will cost \$20. This charge covers the cost of the revisions as video production is timely and requires additional resources.

What are the charges for changes or new production requirements?

Any revisions or changes to your site after approval will be considered outside the scope of our guarantee. We request your diligence on proofing the listing before it goes live. You will be charged at an hourly rate of \$65, billed in 15-minute increments, for any changes submitted after your initial revision and final approval.

Can I use my own video?

Yes, if you've created or have access to another video that you would like to feature on our site, simply send an email, with the link to the video, to myprofile@bigmouthlocal.com

Can I update my incentive or change my offer/coupon?

Yes, we allow all of our clients to update their offers on a monthly basis. Simply send your new incentive or offer to myprofile@couponflasher.com. Any other information that needs to be changed may be done at our support page: www.couponflasher.com/support.

What is a Quick Response (QR) Code?

A QR code is a type of matrix barcode (or two-dimensional code) first designed for the automotive industry. More recently, the system has become popular outside of the industry because of its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be made up of any kind of data (e.g., binary, alphanumeric, or Kanji symbols).

Created by Toyota subsidiary Denso Wave in 1994 to track vehicles during the manufacturing process, the QR code is one of the most popular types of two-dimensional barcodes. It was designed to allow its contents to be decoded at high speed. The technology has seen frequent use in Japan; the United Kingdom is the seventh largest national consumer of QR codes.

How do they work?

Although initially used to track parts in vehicle manufacturing, QR codes are now (as of 2011) used over a much wider range of applications including commercial tracking, entertainment and transport ticketing, product marketing, and in-store product labeling. Many of these applications target mobile-phone users (via mobile tagging). Users may receive text, add a vCard contact to their device, open a Uniform Resource Identifier or compose an email or text message after scanning QR codes. They can generate and print their own QR codes for others to scan and use by visiting one of several pay or free QR code-generating sites or applications (apps). Google has a popular application programming interface to generate QR codes, and apps for scanning QR codes can be found on nearly all smartphone devices.

QR codes storing addresses and Uniform Resource Locators (URLs) may appear in magazines, on signs, on buses, on business cards, or on almost any object about which users might need information. Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the telephone's browser. This act of linking from physical world objects is called "hard linking" or object "hyperlinking."

In the United States, QR code usage is expanding. During the month of June 2011, according to one study, 14 million mobile users scanned a QR code or a barcode. Some 58% of those users scanned a QR or bar code from their home, whereas 39% scanned from retail stores; 53% of the 14 million users were men between the ages of 18 and 34.

Although the adoption of QR codes in some markets has been slow to begin (particularly in markets such as the United States, where competing standards such as Data Matrix exist), the technology is gaining some traction in the smartphone market. Many Android, Nokia, Blackberry handsets, and the Nintendo 3DS come with QR code readers installed. QR reader software is available for most mobile platforms. Moreover, there are several online QR code generators, which enable users to create QR codes for their own needs.

Why are they important?

QR codes allow the user to aggregate data and send the user to any location they desire. This is important in marketing. When a user scans a QR code, their information is aggregated and compiled into a database so that the owner can gather user information for marketing. This is list building 101. The QR code also allows the business to redirect the QR code user to any destination including web sites, listings, apps, Facebook pages, and so forth.

Why do I need Google Maps?

Google Maps gives users an exact point of reference for your location and on-demand driving directions. After all, if a customer can't find you, your business will suffer!

What are Local Business Centers (LBCs)?

This term is popular among SEO companies and marketers. Google uses this term to refer to its Places or Maps section on a search engine results page. It is simply a solution for local businesses to get found within their service area on search results. Similar to yellow pages listings, Google, Yahoo, and Bing will serve up the registered businesses within a geographic area on the top of a search page for people to see the businesses that offer what they are looking for locally.

Why are LBCs important?

Most searches today have local intent, for example, “pizza delivery, Stuart, Florida.” This search is specific to what is wanted and where they want their pizza delivered. LBCs give a business the opportunity to compete with the big boys. Your search result, when entered correctly, will bring up your local pizza restaurant before the chains. Every business needs this significant advertising element.

What are directory submissions?

A directory is a database of information. The directories we submit to are business-listing search directories or databases of businesses across the United States. These databases are used by search engines to verify information and increase citations. The more times you are mentioned on the Internet, the more reach you have and the better your ranking. We use these submissions to improve SEO rank and reach.

Will BIG MOUTH LOCAL.COM supply reports to identify how many people are seeing my listing?

Yes, you are entitled to monthly traffic reports on how well your listing is doing on our site and the Internet.

If I have a problem, who do I contact?

You may navigate your browser to www.couponflasher.com/support. If you can't find an answer there, please call us immediately at 877-861-0006.

How do I get in touch with the Billing Department?

We create a ticket system for dealing with any billing or accounting-related questions. Please go to our support page, and fill out a ticket with your request. If this is an urgent request, please call our Customer Support Division at 877-861-0006 and they will take a message for one of our billing specialists to return your call.

How do I change my billing information?

Any changes to your billing information may be submitted online via our support page.

How do I become a national sponsor or get a banner ad.

Simply call your sales representative, or fill out the upgrades form on our support page.

How do I get a second listing on BIG MOUTH LOCAL.COM?

Simply call your sales representative, or fill out the upgrades form on our support page.

How often will my ad appear on search engines?

BIG MOUTH LOCAL.COM cannot guarantee the amount of exposure. For example, a Ford dealership may have more exposure than a BMW dealership because of Ford's greater share of the market. BIG MOUTH LOCAL.COM can be compared with a billboard on the highway;

depending on the amount of traffic the highway receives, one billboard may be seen more often than another.