



SAXOTECH Online Ad Solutions

Directory Publishing Center

PRODUCT DATASHEET

SAXOTECH's Directory Publishing Center allows publishers to easily create a wide array of lucrative searchable directories, guides and index products for their local communities. Containing all of the advanced functionality that Internet-savvy audiences expect, the Directory Publishing Center provides the platform needed to create and deploy niche directories, geodomains and boutique sites to maximize local revenue opportunities as well as a rapidly deployable business directory (Marketplace) that can be easily modeled to meet specific branding requirements.

Powering Local Search and Detailed Views

SAXOTECH's Directory Publishing Center features a high-level category layout for major points of interest in the local community. The structure of the Directory Publishing Center makes it easy for a publisher's digital audience to find businesses, services and activities in their cities and towns. Each category supplies the publisher with a section front or landing page to present vertical-specific information. Additionally, the publisher can present relevant editorial content, featured contextual integration advertisers, banner advertisers and events for each category. The standard components include:

- Search Widgets that support global keyword searches, advanced searches based on category and associated criteria, filtered searches and taxonomy-based searches.
- Search Result List Views with priority sort overrides to feature paid premium advertisers, map marker views through the Google Maps API and a number

of filtering options that include proximity, user ratings, cost categories, event dates and other additional criteria.

- Detailed Views that provide enhanced portfolio or storefront listings containing business specific data elements, detailed textual descriptions, photos and video galleries, event listings, map views with driving directions, expanded reviews and/or user ratings and comments, promotional components and other business-related elements.

The list and detail views in the Directory Publishing Center are search optimized for improved visibility within major Internet search engines. The Search Engine Optimization (SEO) techniques include adding normalized custom data elements to listing page headers and creating search engine-friendly URLs to the list and detailed views.

Populate and Publish

SAXOTECH's Directory Publishing Center provides publishers with a data management utility for importing business list data into the searchable directory structure. The category structure of the directory is designed to seamlessly interact with a third-party provided data dictionary and data model. This provides a unified data set that can readily be updated based on publisher elected intervals. The data management utility also supports data imports from additional list resources including business and circulation systems, Customer Relationship Management (CRM) systems, government agencies and other internal and external marketing data sets.

Self-Service Portal

SAXOTECH's Directory Publishing Center features an intuitive self-service portal for business owners and community contributors to build out their courtesy listings and to create enhanced portfolio sites. Publishers can drive local businesses to update and enhance their listings with email campaigns that feature registration and authentication credentials. These premium listings correspond directly to the Directory Publishing Center's presentation layer and include customer provided photos, audio, video, coupons, events and promotional items in standard packages featuring ad-hoc up sell options. The presentation layer also automatically generates elements that include map pinpoints and reviews as well as common social networking and other personalization tools. The provided Self-Service Portal includes credit card payment processing through the PayPal Payflow service and an optional Bill-to-Account feature that processes the payment through the publisher's business system and standard invoicing process.

Management Module

SAXOTECH's Directory Publishing Center includes an on demand, Web-based Management Module, which provides a feature-rich environment for managing the business rules of multiple directory portals. By utilizing the Management Module, publishers can more effectively quote and schedule enhanced listings, manage the associated internal workflows, automate the publishing of listings, complete required credit and business validations, provide systematic controls for rate definition and management and dynamically report on enhanced listings. This on-demand application includes dashboard technology, rules-based access controls exposing the appropriate information and functionality for varying user authorities and tight third-party integration options for billing, CRM sub-systems, ad networks and advertising imports and exports to external subsystems. Moreover, the Management Module can be expanded to unify and optimize the management of all online and offline advertising to a depth within the publishing organization that results in maximum operational efficiencies.

Marketplace and Other Directories

The base packaging of SAXOTECH's Directory Publishing Center provides a rapidly deployable business directory known as Marketplace containing more than a dozen primary local points of interest. It consists of a well-defined set of editable default templates, scripts, cascading style sheets and utilities that provide publishers with a turnkey directory for the small to medium-sized businesses and services in their local market. The Directory Publishing Center, however, can also be easy configured to create a wide range of other niche directories, geodomains and boutique verticals, such as business-to-business, professional, local interest or other similar offerings to provide publishers with the ability to maximize all revenue opportunities.

Features and Benefits

User Experience Utilities

Feature	Benefit
Key Word Search	<ul style="list-style-type: none">• Simple but powerful search that allows users to find businesses based on a combination of keywords. Looking for sushi in Hollywood, just type "sushi Hollywood".
Advanced Faceted Search	<ul style="list-style-type: none">• Advanced search allows users to target businesses with coupons, or businesses on a particular street. Any data element can be used to fine tune the results allowing users to make targeted patronage decisions.
Map Views of Businesses	<ul style="list-style-type: none">• All list results can be shown on a map so users can find the business that is right for their location. More detailed mapping information, including driving directions can be included on the business profile page.
Distance Based Filtering	<ul style="list-style-type: none">• Location, location, and location. All results can be shown relative to distance of the user, with the closest business shown first. On the move? Big City? Change your origin to where you want to find businesses.
Extended Text Profile	<ul style="list-style-type: none">• The business can put up their mission statement, business history or any description that will help inform potential patrons.
Photo Galleries	<ul style="list-style-type: none">• User can see an easy to navigate gallery of images from the business owner to help them decide on patronage.
Email a Friend	<ul style="list-style-type: none">• User can easily email a link and brief description of the business to a friend or colleague.
Coupons	<ul style="list-style-type: none">• Online coupons are exposed in featured positions on list view pages, section fronts and in business profiles. Coupons make it fast and easy for a user to understand the business promotion and terms. Coupons can be printed with mapping information with a single click.

Data Management

Out-of-the-box Data	<ul style="list-style-type: none">• Business data for the publisher's market geography is supplied by directory publishing data provider. This ensures that you will have the most accurate data for your local geography from day one. Data is then updated regularly.
Extensive Business Categorization	<ul style="list-style-type: none">• Businesses are pre-categorized through extensive research, including direct interviews with the business representatives. Each business can be associated with many categories to enable better search visibility. This helps in cases where a business provides multiple services, for example, "golf course", "pro-shop", "driving range". Search on any of these and you will find the business.
Configurable Data Management	<ul style="list-style-type: none">• For niche directories the publisher can use the DP data management tools to import data from any structured data sources. This allows the publisher to create ad-hoc data models from spreadsheets, business and CRM systems, as well as other directory publishing data suppliers. This also allows the publisher to create new niche directories based on their local market domain expertise.

Features and Benefits

Search Engine Optimization

Feature	Benefit
Clean Web Address	<ul style="list-style-type: none">• Our URLs are configured to supply clear semantic meaning which is good for people and major search engine robots. The major search engines can then do a better job indexing the publisher's business directory. This is critical because 60-80% of local search originates in a major search engine – not the publisher's website. When the local searcher goes to Google to search for restaurants in the publisher's geography (sushi Los Angeles) it is likely that the featured business will show up in the results. Good for the searcher/community, good for the advertiser and good for the publisher.
Meta Data Enhancement	<ul style="list-style-type: none">• The extensive data model can be used to dynamically add hints to the major search engine crawlers about the type categories a business is associated with. These hints can be provided in special tags for keywords and descriptions that the search engines evaluate in their indexing process. Enhanced list view pages and profile pages are available.

Self Service

Simple Point-and-Click Business Listing Creation and Updating	<ul style="list-style-type: none">• A simple intuitive tool is supplied to allow the advertiser to buy premium positions in list views, upload photos and add coupon promotions. Additionally, businesses can keep their business information, such as hours of operation, services offered and profile, updated through secure authenticated access. This additional information provides great value to the publisher's user community.
Claim Your Business	<ul style="list-style-type: none">• Business owners can go to the publisher's self-service portal, locate their business and begin buying premium options. The "claim your business" option can be configured to have listing updates pre-approved by the publisher's CSRs or to publish automatically after payments have been confirmed. This option greatly reduces the publisher's cost of acquiring paid advertiser participation in the business directory.
Built-in Payment Processing	<ul style="list-style-type: none">• The included self-service solution integrates seamlessly with the PayPal Payflow Pro payment gateway. The publisher can simply sign-up for this inexpensive payment process online. The publisher only needs an existing e-commerce merchant account and PayPal handles the dynamic credit card processing and passes the funds straight to the publishers. The publisher has no PCI-DSS compliance issues and can leverage additional options for monthly subscription billing of business listing charges and a number of transaction reports through a secure browser-based admin tool.

Features and Benefits

Sales Management

Feature	Benefit
Account and Listing Management	<ul style="list-style-type: none">For each business in the directory, account records are created in the Sales Management application. Additionally, a booking record is created for the business. This gives the publisher's sales and customer service staff tools for mounting outbound sales campaigns for the businesses in the directory. The sales reps can upgrade the listing for the business directly as well as give the business owner a sneak preview of their profile page in real-time prior to committing to the sale.
Rate Maintenance	<ul style="list-style-type: none">The publisher can create simple all-inclusive tiered pricing packages for the advertiser. For example, Bronze, Silver, Gold, where Bronze is free, Silver is \$100 and Gold is \$200 per month. Each package can have different configurations of up-sell options for set prices. Additionally, the system can be configured to offer cafeteria style up-sell charges. For example, a publisher can include 10 photos in the package and charge \$5 for each additional photo after that. The publisher has total control over how they present the pricing and value of their directory products based on their market.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

World Headquarters

SAXOTECH
302 Knights Run Avenue
Suite 1150
Tampa, FL 33602
USA
Tel. +1.813.221.1600
Fax. +1.813.221.1604
www.saxotech.com

European Headquarters

SAXOTECH A/S
Hobrovej 42D
DK - 9000 Aalborg
Denmark
Tel. +45.96.31.42.00
Fax. +45.96.31.42.42
www.saxotech.dk