



**Mitchell1**<sup>®</sup>

*In your shop, at your side*

**LocalSearch**

**Professional Websites & Online Marketing**

# LocalSearch

Get the competitive edge by improving your online presence.

**LocalSearch** complements the **SocialCRM** auto repair marketing services with premium features to help make your business more visible online. When customers can find you easily, you can build your brand, expand your selling and marketing opportunities and ultimately increase your bottom line.

## LocalSearch Features

Starting with an optimized, professional shop website, LocalSearch expands on the standard SocialCRM services with powerful features that pack the punch needed to beat your competition and grow your online presence and customer base.



**Professional Business Website** - Having a well optimized website is not only the best way to communicate with online visitors and tell them who you are, what you do and why you do it better, but it also helps online visitors find you more easily when searching for auto repair services.



**Tracking and Reporting** - Track how your customers navigate and interact with your website to identify trends in behaviors or interests that can help you make more strategic business decisions. Focus your marketing dollars and efforts based on reliable data like organic search results, effectiveness of paid ads and social media referrals.



**Call Tracking** - Using unique local phone numbers for tracking, you can easily compare phone traffic from your marketing campaigns, monitor keyword searches and listen to recorded calls to gain insight as to what's working for your business.



**More Online Reviews** - Boost your shop's visibility and reputation online by generating more Google and Facebook reviews. Use LocalSearch to send a text message inviting your customers to write a review after their visit. These reviews supplement the verified SureCritic reviews offered with the SocialCRM service, and help your shop show up more favorably in internet search results.

## Go to the next level with Google AdWords

Now that you have your online presence established, you can maximize your online presence by adding paid online ads with Google AdWords. The **LocalSearch + AdWords** package is a great opportunity to target and reach potential customers who are in the market for the services that you provide. The SocialCRM team will help you with:

- ▶ Custom ad creation
- ▶ Online ad budget management
- ▶ Strategic demographic targeting
- ▶ Ongoing support
- ▶ Extensive reporting for better business decisions



## For more information:

Call us: 888-724-6742 | Visit us: [www.mitchell1.com](http://www.mitchell1.com)  
Or find your local Mitchell 1 sales representative:  
[www.mitchellrep.com](http://www.mitchellrep.com)

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