

Local Microsite FAQ



Why is Control4 creating a microsite for me?

Customers are researching online and when they are ready to buy—we want them to find YOU! The microsites help with a few things:

- 1** Capitalize on local search and maps
 - All major search engines have local/mapping service—Google Places, Bing Local and Yahoo Local – that offer free listings for each business location
 - Google generates Places pages automatically. Google currently has nearly 50 million Places pages waiting to be unlocked by business owners. Claiming and completing listings will deliver big results.
 - 20% of all online searches—2.8 BILLION inquiries every month—and 33% of all searches via mobile web have local intent (Google 2010—think how much higher those stats are today)
 - 61% of local searches result in purchases (TMP/comScore)
- 2** Mobile search requires mobile websites
 - Consumers use mobile devices to research purchasing decisions within a 10 to 20 mile radius of their location
 - 95% of smartphone users have looked for local information. 61% call a business, 59% visit a business, and 44% actually make a purchase. (Google)
- 3** Consistent customer experience
 - When customers are ready to “buy” they should get a consistent, professional, targeted message that pushes them toward closure
 - Local websites support corporate messaging with instantaneous updates to content
 - National learnings can be applied to call-to-action, messaging, content to help deliver customers with open checkbooks, right to the local dealer
- 4** Infrastructure for future marketing efforts
 - In 2014, Control4 is planning to implement more aggressive advertising programs to drive customer awareness and help support your business
 - These microsites will give us invaluable information in the success of those programs so we can help you grow your business by providing qualified leads

Can I customize my microsite?

Please! The more content you customize on the microsite, the higher it should rank in the search engine results page (the SERP). Just log into the dealer portal, go to your account and select “Manage Microsite.” You can update hours of operation, directions, About Us, photos of your showroom, team or projects, certifications, awards and customer testimonials. You can even add in event or promotion information.

Does this mean the SEO I’ve done for my existing site doesn’t matter?

Not at all. As a matter of fact, if you’ve been doing SEO for your current website, the local microsites will help boost those efforts in a positive way.

What about PPC campaigns?

The microsites should support any paid search advertising you're already doing, making your spend more efficient.

I spent a lot of time and money on my website. Will it show up before a local microsite?

The local microsite should lend more credibility to your website, meaning that both should get higher visibility on the SERP. We can't guarantee how Google or the other search engines will deliver up the results but if you have an existing site that ranks high on organic results, that shouldn't change dramatically.

The map on my microsite is wrong. Can I change it?

The map location is generated based on the primary shipping address we have in our database. If this is not the location you would like to have displayed on the microsite, please email: marketing@baliwoo.com.

How do I upload my logo?

You can find step-by-step instructions for customizing your microsite [here](#).

My business isn't showing up in the results. Do I have a microsite?

If your business is currently eligible to be on the dealer locator and is located in the US or Canada, you will have a microsite. If you have questions, please contact your ISA or your sales manager.

I'm not in the US or Canada. When will I get a microsite?

We are currently planning to deploy additional international microsites in early 2014. However the platform does not currently support any double-byte character languages.

How soon will I see a change in my SERP rankings?

The search engines will ultimately determine how quickly the pages are indexed. It could take as long as 6 months to see the true effectiveness of the local microsite program.

My information is not correct. How do I fix it?

The name, address, phone number, status and website URL are all sent directly to the microsite from the Control4 dealer database. If this information is incorrect, please contact your ISA so you can have it updated. Much of the other information on the microsite is customizable so please feel free to change as much as you'd like. You can find step-by-step instructions for customizing your microsite [here](#).

Does Control4 capture leads from the forms on the microsites, and will you be contacting them directly?

We have access to the database of leads but we will not be contacting them directly to drive sales. Your sales manager will have a report that they will be discussing with you during your regular meetings. We may send a follow up email to leads after a certain period of time to see if they purchased and why or why not.