

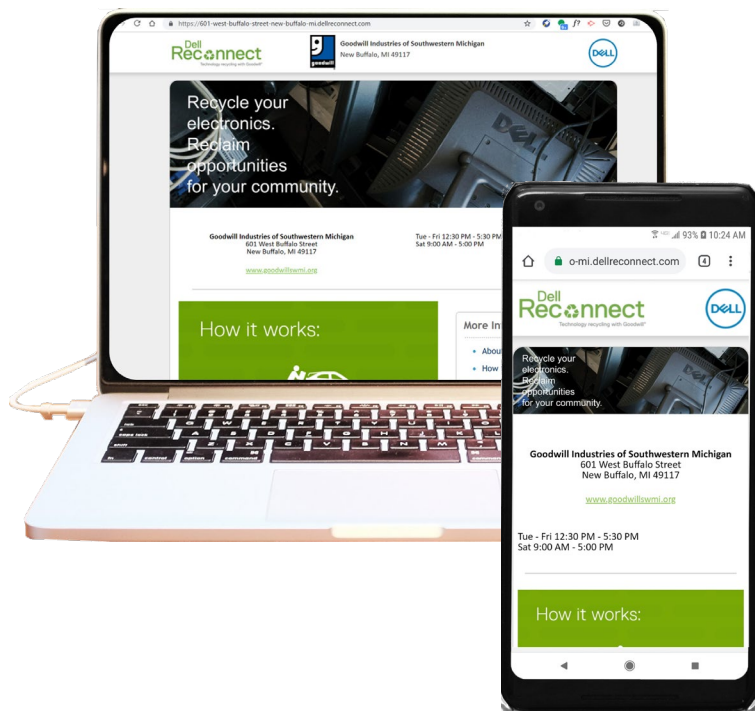


# Local Websites Platform

## Platform Description

Our local marketing platform allows you to create single-branded, mobile responsive HTML content for each of your channel partners, to keep potential customers thinking only about your brand all the way to the cash register.

**Designed for** businesses and brands that sell through **dealers, franchisees, retailers, sales agents or other local channels.**

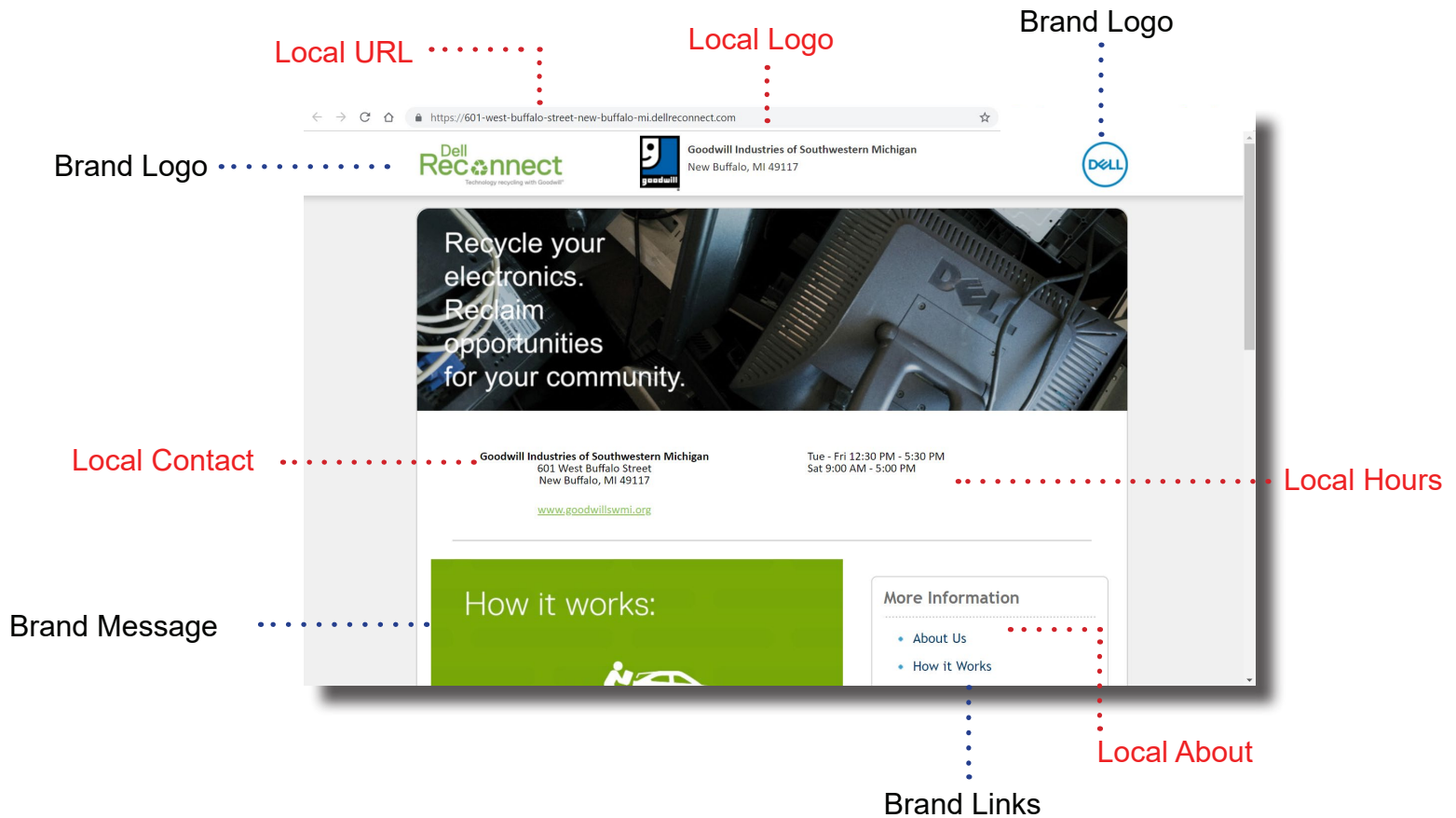


## Why It's Important

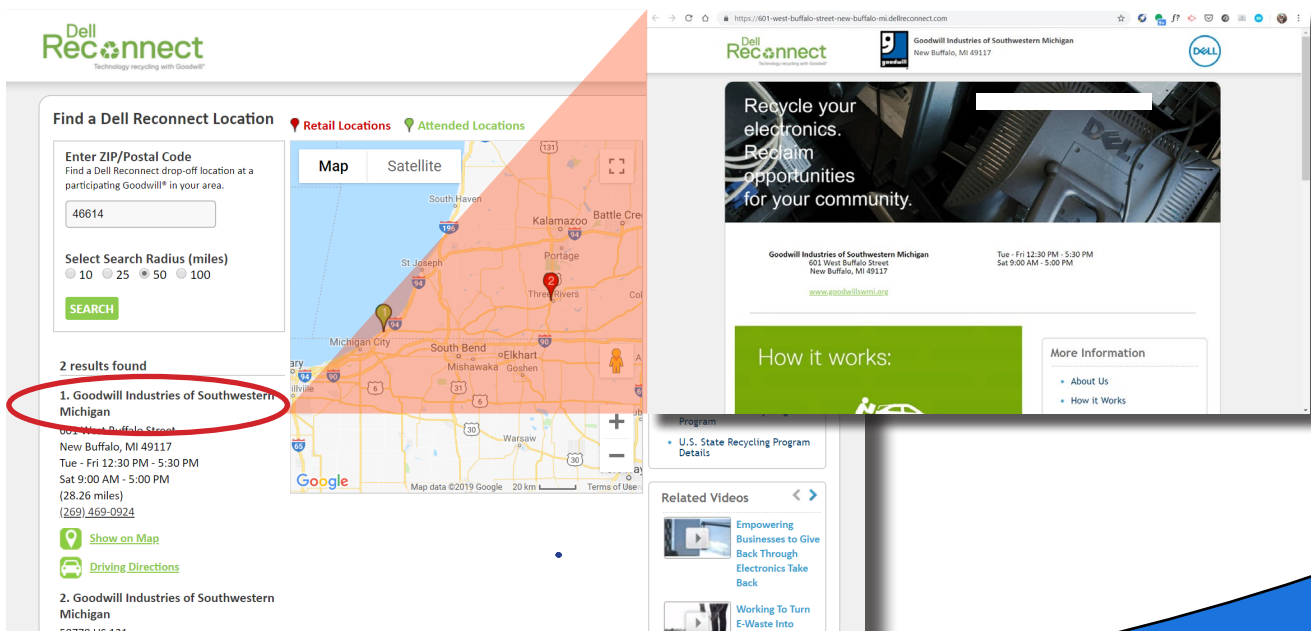
With the very definition of local advertising changing as consumers quickly move from reading a newspaper to getting their news and product information online, it's not good enough anymore to just provide customizable newspaper ads and television spots to your retailers. Now you also have to have co-brand local website content, Facebook-friendly content, e-mail campaigns, Google landing pages and mobile sites. Consumers interact with your brand today in all types of ways, so a multi-faced strategy is necessary.

- ✓ Control your brand
- ✓ Update all local sites at once
- ✓ Local customization
- ✓ Advanced analytics in every local market
- ✓ Mobile optimized for local search

# Control Your Brand. Allow Local Customization.



**JGSullivan's local website platform** allows you to lock down your brand, product specifications and manage promotions while providing your local channels the ability to promote their business locally. It also allows you the ability to provide brand-friendly landing pages to link to in your Google Ad campaigns or social media posts, or even from your own brand website's locator.



# Simple To Manage

Manage and update your local channel partners websites with a single update, published across your network. The intuitive content management system, hosted & maintained by JGSI, makes it simple for brands to update all their content using a simple web editor.

Password protected admin section allows you to give permission based access to local users to customize their local sites based on your rules and brand guidelines.

Edit contact information.....

Website URL: <http://middletowntractorsales.agandurdealer.com/dwp/location/middletown-tractor-sales-fairmont>

\*Name: MIDDLETOWN TRACTOR SALES

\*Address Line 1: 2050 Boyers Drive

Address Line 2:

\*City: FAIRMONT

\*State/Province: West Virginia

\*ZIP: 26554

Phone: 3043664690

Toll-Free: 1-877-96-DEERE

FAX: 3043664698

Web editor .....

sample dealer site

**STANTON  
EQUIPMENT**  
CANAAN | EAST WINDSOR | PLAINFIELD



Web editor

Status: Published

Update Site

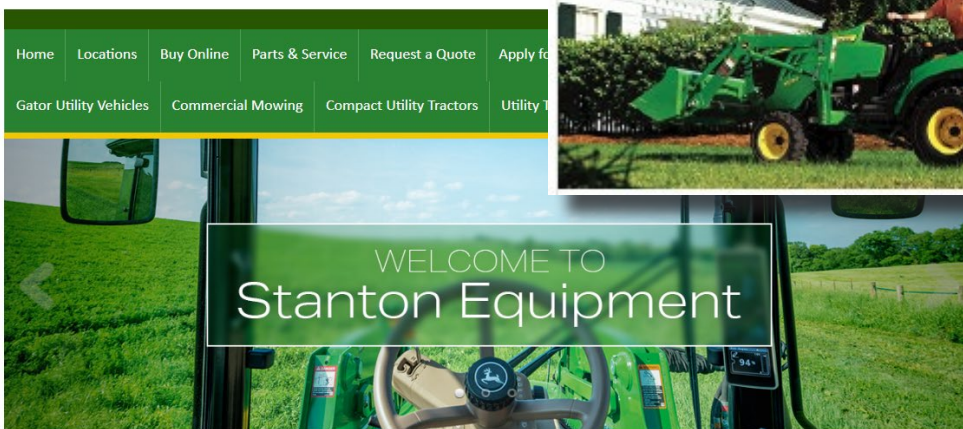
Meta Data Page Title: John Deere Dealer

Meta Data Description: Fairmont, WV  
Uniontown, PA  
Washington, PA  
John Deere

Publish



Publish



Whether you are a farmer, large property owner, commercial landscaper, or just trying to save time mowing your lawn, we want you in the equipment that best suits you and your family.

When you purchase a piece of equipment from us, we want to keep you as a customer for life. With full parts and service departments, we will help you keep your machine up and running.

(and for those "oops" moments, our service department has got your back!)

## STORE LOCATIONS

### CANAAN, CT

2 GANDOLFO DRIVE  
CANAAN, CT 06018  
Phone: (860) 824-1161  
Toll Free: (800) 348-4809

### EAST WINDSOR, CT

105 SOUTH MAIN ST  
ROUTE 5  
EAST WINDSOR, CT 06088  
Phone: (860) 623-8296  
Toll Free: (800) 842-8968

### PLAINFIELD, CT

1376 NORWICH ROAD  
ROUTE 12  
PLAINFIELD, CT 06374  
Phone: (860) 230-0130

**JGSullivan Interactive, Inc.**

1600 Golf Road • Rolling Meadows, IL • 60008

email: [info@jgsullivan.com](mailto:info@jgsullivan.com)

[www.JGSullivan.com](http://www.JGSullivan.com)

# Local Website Platform Features

Manage and update your local channel partners websites with a single update, published across your network. Platform features are listed in the table below. All features marked with an “X” are included in the base set-up cost and annual licensing fee.

**X** = Included in the base setup and licensing fee

**Optional** = additional feature

System Requirements – Application Structure	Included in the base set-up
Hosted & Licensed by JGSullivan Interactive	X
Open interfaces to get data in/out	X
Cross-platform, Mac or PC	X
Integrate with 3rd party partners	Optional
Location & Branding	
Two design themes for dealers to choose from	X
Consumer access via unique URL	X
Individual dealer domain registration and renewal	Optional
Site language setting (EN or FR)	X
Ability for unlimited CSS variations to vary look/feel for dealers	X
Manufacturer Brand Digital Assets	
Design themes conform to manufacturer brand rules	X
Bulk image upload into all dealers’ image library	X
Five “click to add” URL links for manufacturer apps	X
Ability to load manufacturer product spec data	X
Link to manufacturer brand guidelines	X
Search Engine Optimization (SEO)	
Meta Data Page Title for SEO	X
Meta Data Page Descriptions for SEO	X
Intro to SEO included in dealer webinar training series	X
Dedicated dealer SEO monthly packages available	Optional
Page Management	
Preview page before publishing	X
Easy Content Management to add text, images, etc.	X
Publish on future date	X
Draft/Scheduled/Published/Archived page status	X
Create new and edit existing pages at any time	X
News and Events pages	X
Drag and drop navigation management	X
Page admin sorting by Title/Status/Publish Date/ Last Date Modified	X
Dealer Asset Library (dealer upload / name/ delete)	X
Dealer Management	
Manage multiple locations under one dealership umbrella	X
Ability to add new store locations	X
One click removal of old store locations	X
Ability to manage each store location site separately	X

Ability to publish pages to any store location	X
Renewal date management	X
Contact Us Page and Form automatically email leads to store manager	X
Website Administration	
Ten ½ hour webinar training programs for dealer content administrator & SEO training	X
Google Analytics setup and usage reports	X
Administrator groups to restrict/grant access	X
Multiple dealer levels available	X
Dealer Password Reset by email	X

**Note:** the set-up costs and licensing fee vary based on the total # of local websites needed for your sales channel. Contact us at **info@jgsullivan.com** to schedule a demo, so we can assess your business needs.