

MILESTONE INTERNET MARKETING, INC.



Introducing Naptune

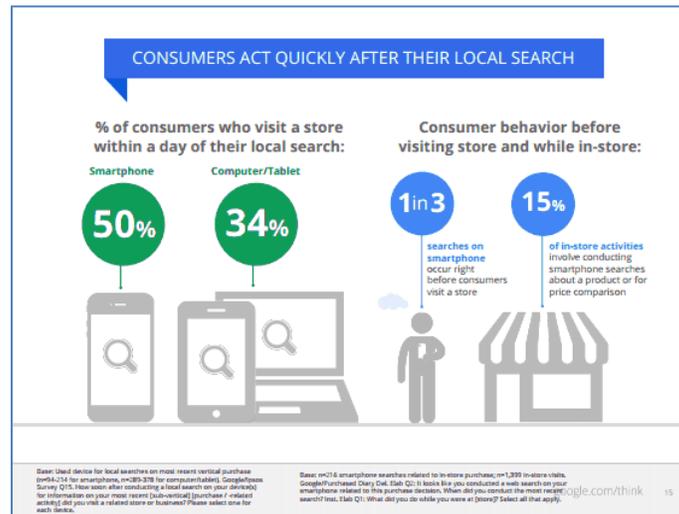


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The Local Ecosystem

Local search is ubiquitous and without doubt directly influences the visibility of businesses. Representing accurate and consistent branding across the local ecosystem enables customers to directly connect with local businesses. A recent [Google study](#) concluded that 50% of consumers visit a store within a day of conducting a local search on smart phone devices.



<http://searchenginewatch.com/article/2343577/Google-Local-Searches-Lead-50-of-Mobile-Users-to-Visit-Stores-Study>

It is important for businesses to maintain their local branding and “see” the value it brings back to their business. Local listings are online profiles that include a business' website URL, name, address and phone number (UNAP) – core elements for online identity. These are powerful, customer-facing central hubs of information that include not only basic listing information, but user reviews and sharable social media content. While listings are created in search engines, data aggregators, IYPs and other key directories, the goal is to build great profiles that include accurate location and category information, photos and compelling business descriptions which attract prospective customers.

Managing your business' local presence and promoting it with consistent UNAP across various channels presents a fair share of complexities, especially within a fragmented local ecosystem. Inconsistent UNAP information and duplicate listings can represent an inaccurate representation of your business and discourage your visibility in search engine rankings. Consequently, businesses lose out on potential customers who are unable to connect with them.

Naptune Solution

Naptune™ is an SEO tool that manages your business listings across the entire local ecosystem using the SaaS – based model. This tool enables businesses to establish, enhance and maintain location information in one central database, in addition to populating local listings with a single click. Naptune is an integrated, end-to-end listings management platform where businesses can publish and manage their brand and location information across search engines, data aggregators, crucial IYPs and local directories.

Key Features

- **Establish your business with accurate and consistent information, URL, Name, Address and Phone Number (UNAP), across the ecosystem** - Naptune checks for consistency of critical data, since NAP consistency is one of the critical ranking factors. In addition, location data and business information are manually curated and verified by Milestone's Naptune™ team before pushing it through Naptune's quality ecosystem partners.
- **Provide your business information to sources that matter** – Naptune™ enhances business information and provides location data to Google My Business, Bing Local, Yelp, key data aggregators, including Factual, Acxiom, InfoUSA, Localeze, and IYPs along with crucial local ecosystem partners, all via bulk feed or API integration.
- **Scan and verify your business in real time** - Businesses can easily store, enhance and manage relevant and enhanced data fields about their location through Naptune™. Businesses can scan their presence across various partners and view their live listings in these directories.
- **Actively identify and permanently resolve your duplicate listings** - Naptune™ focuses on ensuring UNAP consistency with the removal and merging of duplicate listings. Through Naptune's real time reports, businesses can easily identify duplicate listings and consequently merge or remove unwanted citations.
- **Manage multiple locations and brand listings using a single interface with actionable insights** - Businesses often have multiple venues operating in the same location. Naptune™ is able to identify and manage these venues, for example, restaurants and spas found within a hotel.
- **Integrate and post on your Google+ page** – Using Naptune™ that is integrated with Google My Business, you can review your listing status. Businesses can also post on their Google+ page through Milestone's proprietary tool, MediaConnect360™. Naptune also shows you the full status of your Google My Business profile, including the post count and your latest post.

- **API integration and Bulk upload of submissions** - Naptune™ is integrated via API (Application Programming Interface) with Google and other search engines, data aggregators, IYPs and numerous key directories that allows real-time syndication of location data and business information. Naptune™ is also connected to leading channels via the bulk upload option whereby numerous listings can be pushed all at once. API and bulk upload options are an efficient way to communicate updated information across multiple locations.

The Network Reach

Naptune™ is built from ground up to focus on the highest return on investment for business owners. Naptune™ is partnered with superior quality business directories and data aggregators who have a high impact in the local ecosystem.

Naptune's reporting lets you see your impact in the local ecosystem in real time. You are able to see how your business is displaying, identify duplicate listings and update information across multiple locations. API integrations and periodic bulk uploads ensures that links and citations represent accurate UNAP information across the ecosystem.

Multi-location and multi-level branding

Managing your *multi- location businesses* is essential when considering local search. Multi - location businesses operate at different locations with different NAP and business information.

Listing management for these businesses include maintaining *multiple* accurate citations (profiles) in key directories across the ecosystem. For example, a leading hotel brand that has many franchises operating at different locations. Below is an example of Naptune's multi-location management ability:

The screenshot shows the Naptune dashboard interface. At the top, there is a navigation bar with the Naptune logo and menu items: MY BUSINESS, LISTINGS, MARKETING, and REPORTING. A user greeting 'Welcome, 1849 Condos' is visible in the top right. Below the navigation bar, the dashboard header includes 'DASHBOARD', '367 LOCATIONS', a dropdown menu for 'All Brands', a 'Select Locations' dropdown, and a 'GO' button.

The main content area is titled 'LOCATIONS' and contains a table with the following data:

| Name ▲ | Listings | Marketing Plan | Citation Authority | Activities | Details |
|--|----------|----------------|--------------------|------------|---------|
| Best Western Coral Beach Hotel | SCAN | 85% | 85 | 5 | Login |
| Best Western Plus Austin Airport Inn & Suites | SCAN | 90% | 75 | 10 | Login |
| Best Western Premier Miami International Airport | SCAN | 68% | 84 | 3 | Login |
| Millennium Farris Hotels | SCAN | 98% | 80 | 5 | Login |
| Coltidge Spa Hot Springs | SCAN | — | 71 | 9 | Login |
| Best Western Coral Beach Hotel | SCAN | 85% | 77 | 2 | Login |
| Best Western Plus Austin Airport Inn & Suites | SCAN | 90% | 82 | 9 | Login |
| Best Western Premier Miami International Airport | SCAN | 68% | 79 | 2 | Login |
| Millennium Farris Hotels | SCAN | 98% | 78 | 5 | Login |
| Coltidge Spa Hot Springs | SCAN | 90% | 76 | 4 | Login |
| Best Western Coral Beach Hotel | SCAN | 68% | 73 | 7 | Login |
| Best Western Plus Austin Airport Inn & Suites | SCAN | 98% | 83 | 9 | Login |

At the bottom of the table area, there is a 'VIEW ALL LOCATIONS ►' button. The footer of the dashboard contains the copyright notice: '© Copyright 2014 Milestone Internet Marketing, Inc. | All rights reserved.'

The next type of management that we need to consider is *multi-level listings management*. This comes to play when multiple businesses operate from the same venue or two or more businesses are operating with the same address while functioning independently. A good example to consider would be a hotel *and* a restaurant that operate independently while using the same location information. When Google bots crawl web pages and retrieve data on these locations, it is important that the search engine is able to discern the difference and not consider these to be duplicate listings and suppress either of them.

Efficient Listings Management

Naptune™ maintains consistent UNAP and other business information across the local eco system. This efficiency is largely fueled by seamless API integration or bulk uploads with Google and other search engines, data aggregators, IYPs and numerous key directories.

API integration allows real time syndication of data - Naptune™ is able to update UNAP, photos and enhanced business information, like hours of operation in real time. As powerful as this feature is, its full potential is realized when considering multi-location brands with numerous locations to manage. Naptune™ communicates seamlessly and passes updated information to its quality partners, instantly and in real time. This means search engines, data aggregators and key directories are updated with the most current and accurate business information. Using the bulk upload feature, numerous listings can be provided to partners all at once – an efficient way to communicate

Reporting

Naptune™ uses real-time reporting, which helps you manage your listings across the ecosystem. You will be able to see where your business is listed across Naptune's partner network. You will also be able to view your listings as they appear in these directories.

The screenshot displays the Naptune FEED interface. At the top, the navigation bar includes 'naptune', 'DASHBOARD', 'TASKS', 'LOCAL', 'ENROLLMENTS', 'FEED', and 'REPORTS'. The 'FEED' section is active, showing a 'UNAP REPORT' for 'Your Business'. The report includes fields for 'Name' (set to 'Your Business') and a 'GO' button. Below this, there are tabs for 'Core Listings' and 'Additional Listings', with a 'SCAN' button. The report lists six directories with their respective listing status and pending updates:

| Directory | Type | Connections | Status | Pending Updates |
|-----------|-----------|-------------|-----------|--|
| localize | Data Feed | 2 | Submitted | Name, Address, Phone, URL, Duplicate (1) |
| infoUSA | Data Feed | 0/0 | Submitted | None |
| eLocal | Data Feed | 2 | Submitted | URL |
| factual | Data Feed | 2 | Submitted | Phone, URL, Duplicate (1) |
| yelp | Data Feed | 2 | Not Found | Address, Phone, URL, Duplicate (2) |
| bing | Data Feed | 2 | Submitted | Name, Address |

At the bottom of the report, there is a pagination control showing '1 2 3 4 5 6 7 8 9 10'.

Naptune™ ensures that multi-locations can be managed efficiently and summarizes your location's local presence across the ecosystem.

The screenshot shows the Naptune dashboard with the 'UNAP STATUS' section. The dashboard includes a navigation bar with 'naptune' logo and menu items: DASHBOARD, BUSINESS, LISTING, MARKETING, REVIEWS, EVENTS, COMPETITIVE, and ANALYTICS. The user is logged in as 'Welcome, 1849 Condos'. The 'UNAP STATUS' section has a 'Select Locations' dropdown and a 'GO' button. Below is a table with columns for different platforms and rows for various hotel locations. The table uses green checkmarks for 'UP' status and grey triangles for 'DOWN' status.

| | Google+ Local | bing | factual. | localeze | BestaWeb | yelp | foursquare |
|---|---------------|------|----------|----------|----------|------|------------|
| Best Western Coral Beach Hotel | ✓ | ⚠ | ⚠ | ⚠ | ✓ | ⚠ | ⚠ |
| Best Western Plus Austin Airport Inn & Suites | ✓ | ✓ | ✓ | ✓ | ⚠ | ✓ | ✓ |
| Best Western Premier Miami International Airport Hotel & Suites | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Millennium Farms Hotels | ⚠ | ✓ | ⚠ | ✓ | ✓ | ✓ | ✓ |
| Cottage Spa Hot Springs | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Comfort Inn Santa Monica | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Comfort Suites Milwaukee Airport | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Comfort Suites Tampa / Brandon | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Corporate Inn Sunnyvale | ✓ | ✓ | ✓ | ✓ | ⚠ | ✓ | ✓ |
| Days Hotel Baker | ✓ | ⚠ | ⚠ | ⚠ | ✓ | ⚠ | ⚠ |

At the bottom of the table, there is a pagination control: 'Page 1 of 4' and a dropdown for '10'. To the right, it says 'View 1 - 10 of 35' and a 'VIEW ALL' button.

Insights and Conclusions

- Accurate and consistent branding is imperative for a valuable digital presence. Website URL, Name, Address and Phone Number are core elements for online identity.
- Local presence and listings management are key drivers for local businesses. Having the right representation of your business consistently across the local ecosystem will enhance and bring value back to businesses.
- The authority of citations outweighs the number of citations. Search engines like Google, data aggregators, like Localeze, Factual, Acxiom and InfoUSA, IYPs including super pages, Insider pages, City Search and other key directories like Yelp are crucial local ecosystem players.
- Using Naptune™, listings are managed across these crucial partners in real time. Naptune™ instantly identifies duplicates and merges or removes them consequently.
- Naptune's API integration with key partners and data aggregators ensures an "almost instant" update of business information.

To scan your business in real time and visit and view your business listings across the local ecosystem, go to <http://www.naptunelistings.com/>. For product inquiries, email info@naptunelistings.com.

About Milestone Internet Marketing

Milestone Internet Marketing is a pioneer and provider of internet marketing solutions for hotels, resorts, restaurants, management companies and businesses around the world. Milestone offers diversified strategies for Internet marketing that include web and responsive mobile design, social media promotion, search engine optimization, pay-per-click marketing, and content creation, as well as propriety software, including [MediaConnect360™](#), a social media management tool, and [eBuzz Connect™](#) for online reputation monitoring. A preferred vendor for several major hotel brands and management companies, Milestone offers cutting-edge digital marketing solutions at forefront of innovation to achieve perpetual revenues for clients. Our websites and promotions have garnered numerous awards across many disciplines. Milestone was named one of Silicon Valley's fastest growing private companies for 2013 by the *Silicon Valley Business Journal*.

For more information about our products and services, please visit www.milestoneinternet.com, email sales@milestoneinternet.com, or call 888-350-8396.