

# digitalONE

The package for your SME's success



[info.localsearch.ch/](mailto:info.localsearch.ch)  
[digitalONE/en](https://digitalONE/en)

Dario Vanzanelli  
digitalONE customer



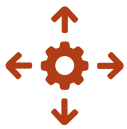
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# digitalONE: Your all-in-one digital marketing package

A strong online presence is pivotal for driving business success. With this single solution, you'll achieve a powerful online presence that will ensure your business can be found from anywhere. Your services can be booked and rated any time, making it easier than ever to offer your products online. With digitalONE, your business is visible on up to 32 online platforms, including social media and navigation systems – all in a single click. In the race for customers and orders, this visibility gives you a decisive advantage.

## Key features



### Centralised management

With digitalONE, you can centrally manage all your important business information from a single platform. What's more, you can customise your online presence with images, special offers, opening times and much more.



### Reviews

Centrally manage and respond to all online reviews. Enjoy a real-time overview of how your business is being reviewed and rated on online platforms, including social media.



### Customer retention

The digitalONE platform enables you to respond promptly and directly to all comments and reviews, helping you strengthen customer loyalty over the long-term.



### Analyses

digitalONE provides you with essential analyses of your online presence. Find out how potential customers look for and find your business, and how they most commonly interact with you.



# What's included with digitalONE

## ... making your business more successful.

With all packages, you receive on request a free mobile-optimised website, an online booking tool, a free online shop as well as Social Reputation Management and analyses of your online presence – all at no additional charge.

### Benefit from free additional services



S package



M package



L package



found

## Company profile

A professional company profile on the major online platforms in Switzerland, such as Google or Bing, as well as local.ch and search.ch – and many more.

free



viewed

## Website

A mobile-optimised website for a professional online presence, including key information about your business.

free



booked

## Online booking tool

A booking tool that allows customers to make bookings with your business directly online.

free



bought

## Online shop

An online shop where you can provide your customers with a round-the-clock shopping experience.

free



liked

## Review management

Access to online reviews and ratings on local.ch and search.ch, enabling you to respond quickly to customer feedback.

free





Dario Vanzanelli, Manager, Vanzanelli Gipser GmbH, Zurich

"We've been getting lots of positive reviews since we've strengthened and updated our online presence with the help of digitalONE."



# Attractive extra options The sky's the limit

Want to boost customer engagement or use expert guidance to optimise your online presence? Then look no further. We offer precisely the extra services you need to achieve your goals.



## Social Reputation Management

Effortlessly monitor and respond to reviews across all platforms – everything centralised and visible at a glance.

The chargeable add-on Social Reputation Management feature not only enables you to manage reviews on local.ch and search.ch (as with Social Reputation Management Free) but also all reviews on third-party platforms.

**CHF 800 from L (annually)**



## Profile optimisation

Allow our experts to help you optimise your SEO, images, logo and social media profile.

The result: a professional online presence and even more customers.

**CHF 200 from S (one-off payment)**



## Geographical reach booster

Expand your geographical reach and be found by even more customers.

**from CHF 50 (annually)**

## Switzerland boasts a bustling online environment

Your customers are searching, finding, purchasing and rating online. Around 80% of consumers in Switzerland use the internet to find information about local businesses, products and services. 65% manage their bookings online and 4.4 million use social media.

This makes it more important than ever that your business can be found, viewed and booked on the major online platforms, and that your products and services can be bought and shared with others online.

Now is the time to boost your online presence. See for yourself:



**81%**

of internet users are happy to book appointments online.



**>70%**

of Swiss consumers shop online.



**90%**

of Swiss SMEs have an online presence.



**93%**

use the internet to find local businesses.



**3.5 million**

visitors every month on local.ch and search.ch.



**90%**

of internet users take reviews into account when deciding on a purchase.



# Available packages

Which package best suits your needs?

## S package

the ideal starter package

monthly from

**CHF 58**

- ✓ Business address, description and logo
- ✓ 3 categories
- ✓ Opening times
- ✓ Links (e.g. to website, booking tool, social media channels)
- ✓ Ranking Group 3 (local.ch)  
Ranking Boost Low (search.ch)
- ✓ Keywords and attributes

popular

## M package

the practical standard package

monthly from

**CHF 150**

- ✓ Business address, description and logo
- ✓ 5 categories
- ✓ Opening times
- ✓ Links (e.g. website, booking tool, social media channels)
- ✓ Ranking Group 2 (local.ch)  
Ranking Boost Mid (search.ch)
- ✓ Keywords and attributes
- ✓ searchTEL-LINK
- ✓ Images

## L package

the comprehensive professional package

monthly from

**CHF 308**

- ✓ Business address, description and logo
- ✓ 7 categories
- ✓ Opening times
- ✓ Links (e.g. website, booking tool, social media channels)
- ✓ Ranking Group 1 (local.ch)  
Ranking Boost High (search.ch)
- ✓ Keywords and attributes
- ✓ searchTEL-LINK Boost
- ✓ Images
- ✓ Video
- ✓ Background and panorama image
- ✓ Premium Layout  
(highlighted on local.ch)
- ✓ Products and services
- ✓ Employee profiles



# 9 possible product versions

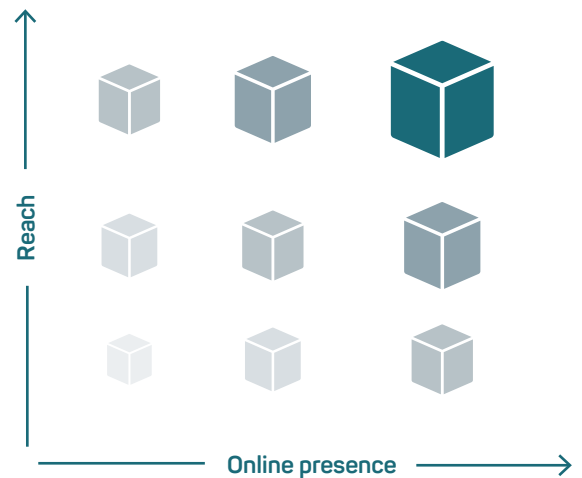
Entirely tailored to meet your needs

Not sure which package is best for your business?  
No problem, our experts are here to help.

We take care of the necessary work for you and ensure your business is visible on all relevant platforms. During a free consultation, we create a customised package specifically for you.

You can choose a package to suit the level of "reach" and "online presence" you want to achieve. Each level is available in three versions: S, M and L. This means there are nine product versions to choose from, e.g. S/M or M/L etc.

Our advisors will be happy to help you choose the right package for your needs.



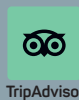
## L package



Facebook



Instagram



TripAdvisor



Foursquare



Trustpilot



Snapchat



NDrive



Brownbook



Cylex



Find Open



Opening times



Mapstr



Brunch Lunch Dinner



HotFrog



Bing



Google Maps



Google



TomTom



iGlobal



Pitney Bowes



MapQuest



Tupalo



local.ch



search.ch



Waze



Where To?



Stadt-branchenbuch



HostMe



Yandex



Infobel



Koomio



Pages24



Yalwa



tellows



ShowMeLocal



wogibtswas



finderr



Holiday Check



Infoinfo

Get an overview of all digitalONE platforms here (reach)





# Our SME solutions

Be:

found

viewed

booked

bought

liked

## Our all-in-one package



### digitalONE

A winning package for your SME



## Our online presence products

### SWISS LIST

The essential online presence for every SME



### MyWEBSITE

Your professional online presence at a fixed price



## Our advertising solutions



### advertiseONE

Professional advertising on the best ad spaces



### digitalPLUS

Advertise where Switzerland is doing business



### MyCAMPAIGNS

Online advertising tailored for SMEs



### Localities GUIDE

Strong regional presence – boost your ads



## Our tools

### MyCOCKPIT

Digital appointment and customer management



### MyLOCALINA

Reservations tool for restaurants



### MyCOMMERCE

The online shop solution for SMEs



Have any questions?  
Our SME advisers will be happy to help.



[localsearch.ch/en/our-sme-solutions](https://localsearch.ch/en/our-sme-solutions)