



Business Card Site	Customizable Site	Customizable Site with WES Pro
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Web site Features

	The UPS Store approved design	X	X	X
	Hours of operation	X	X	X
	Document Submission Form		X	X
	Packing and Moving Supplies Page		X	X
	Mailbox Services Page		X	X
	Mailbox Services Agreement Form		X	X
	Pack and Ship Services Page		X	X
	Freight Services Page		X	X
	Package Tracking		X	X
	All Products & Services listing	X	X	X
	Custom Product listings		X	X
	Ability to add product pricing		X	X
	Community Page		X	X
	Staff Page		X	X
	About Our Center Page		X	X
	Downloadable Coupons Page		X	X
	Refer a Friend Tool		X	X
	Contact Us Form		X	X
	Map and Driving Directions		X	X
	Custom Welcome Message		X	X
	Customizable Template		X	X
	Testimonials Page		X	X
	Job Opportunities Page		X	X
	Email Collection Form		X	X
	Hyperlinking Capabilities		X	X
	Add Custom Photos		X	X
	Customizable Storefront Photo		X	X

Search Engine Strategies

	Google Local Verification Request & Management			X
	Google Local listing updates			X
	Yahoo! Local listing updates			X
	Custom XML Sitemap creation			X
	XML sitemap validation			X
	Google & Bing XML sitemap submission			X
	Bing URL submission			X
	Localeze.com database updates			X
	Superpages.com listing updates			X
	Google store number direct link and management			X
	Yahoo! store number direct link and management			X
	Scheduled content change update to Local listings			X

Reporting Analytics

	Basic Web Traffic Reports		X	X
	Upgraded Web site Traffic Reports			X
	Report descriptions and tips			X
	Charts and Graphs			X
	Search Term listings		top 3	unlimited
	Referring Web Sites		top 3	unlimited
	Page Activity		top 3	unlimited
	Available data		3 months	12 months

Training & Support

	Freedom8 Web site Editor		X	X
	Unlimited Dedicated Help Desk Support		X	X
	1 on 1 personalized training		X	X
	Monthly <i>Happenings</i> newsletter subscription		X	X
	On demand training videos		X	X
	Downloadable user guide		X	X

Fees Current fees accurate as of May 1, 2009

	Set up fee (one-time)	None	\$250	\$250*
	Annual fee	None	\$360	\$720*

* Current customizable Web site owners can upgrade to WES Pro for \$360/year (No additional set up fees)

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