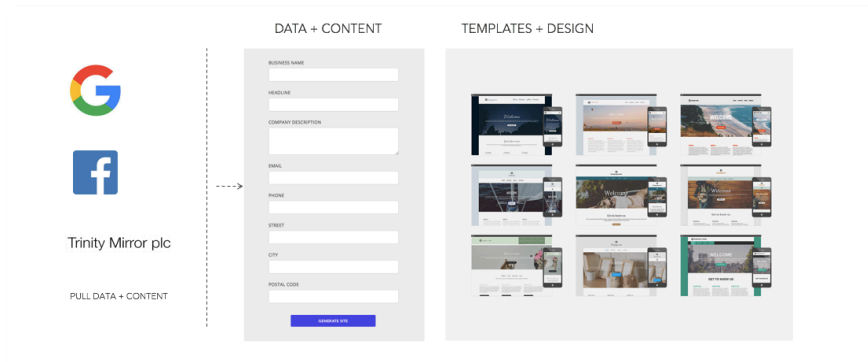


ONE-CLICK SITES

THE EASIEST WAY TO CREATE A WEBSITE

It has never been easier to create a website. Leverage existing SMB content to create professional, search engine-friendly websites, in just seconds.



MONO ONE-CLICK SITES

Mono One-Click Sites are a new way to create websites, in just one click. The technology leverages pre-structured data to automatically create a one-page website. The process requires little or no manual fulfillment, and the result is a responsive and SEO-optimized website with three main sections navigated via anchor tags (About us, Gallery and Contact).

CONTENT SOURCES

The content source for One-Click Sites can be a directory profile, Facebook page, Central Index, Google Places or any other structured data source, such as a CRM system. Custom systems can also be integrated and unique system IDs can be used to import content.

One-Click Sites also feature two-way sync, which means changes in the content in the source destination can trigger an update of the same content on the One-Click Site, and vice versa.

BEST-IN-CLASS SEO

Search engine optimization (SEO) is critical for SMBs that are looking to increase the likelihood of being found by customers via search engines and increase customer conversion. However, many SMBs find SEO challenging.

To accommodate this, One-Click Sites make it easy for search engines, like Google, to read the content on the website. Each website section uses Microdata tags, so that relevant information such as reviews or opening hours is displayed directly in search results to automatically increase online visibility for the SMB.

EDITABLE CONTENT

All content on a One-Click Site can be centrally edited in a simplified version of the Mono editor with access to the extensive file manager. However, the design, layout and structure of the page are fixed and cannot be edited or changed. Editing these elements requires upgrading the One-Click Site.



CONTENT FIELDS

The following content elements can be added automatically from the data source:

- Company logo
- Company base data (name, address, phone & email)
- Company description
- Product/service keywords
- Images/galleries
- Documents
- Offers
- Lists
- Website link
- Social media links
- Videos
- Testimonials
- Opening hours
- Payment icons
- Links and Downloads
- Map
- Reviews

DESIGN SPECS

- There are currently two template variations with a fixed font available.
- You can choose the base color for the generated site: Choose a single color and a three tone color palette will be created. If no color is selected, then the template's default color shall be used.
- A hero image is automatically placed at the top of the page - if no suitable image is provided via the content source or the SMB's Facebook page, then an image can be added from the Global Data interface from either your own image library or from an external image provider.

TECH INTEGRATION

The implementation of One-Click Sites with a partner-specific directory requires access to the partner's API. If Central Index powers the source directory, then no integration work is needed.

UPGRADING A ONE-CLICK SITE

You can easily upgrade a One-Click Site to an editable version where you will receive full access to the Mono website editor including global styling options.

CONTRACT REQUIREMENTS

Getting One-Click Sites integrated directly with a partner-specific directory, requires a partner contract with Mono. For existing partners, an amendment can be made to your contract to include One-Click Site subscriptions.

For One-Click Sites powered by Central Index, an additional contract with Central Index is required to access the directory product.

To get a demo for One-Click sites, please contact Tricia Score at tjs@monosolutions.com (EMEA) or Matt Matergia at mm@monosolutions.com (the Americas).

