

Local Pages | Bazaarvoice NEW

Bazaarvoice and Rio SEO, two industry leaders, join forces to deliver the power of social commerce to your local marketing.

Bazaarvoice is the leading social commerce platform that connects leading brands to the authentic voice of their customers. Now with the RIO SEO Bazaarvoice Social Commerce Integration, you can harness the power of the connected economy to drive SEO rankings and increase customer conversions.

Each month over 700 million people view and share opinions, questions and experiences about millions of products in the Bazaarvoice network. The Rio SEO Open Local Platform localizes the reviews, questions, and experiences to your brand's landing and specialty pages. By delivering highly local and relevant content, brand marketers now have the ability to greatly enhance their SEO rankings.

➤ Ratings & Reviews

Increase your engagement and conversions of your local pages by adding curated Local Ratings and Reviews through our Bazaarvoice Conversations integration. Let your customers do the selling for you.

+ Products & Services Spotlights

Add rich user-generated content that focuses on your top selling products and services to improve organic search engine traffic and drive product and services revenue.

+ Questions & Answers

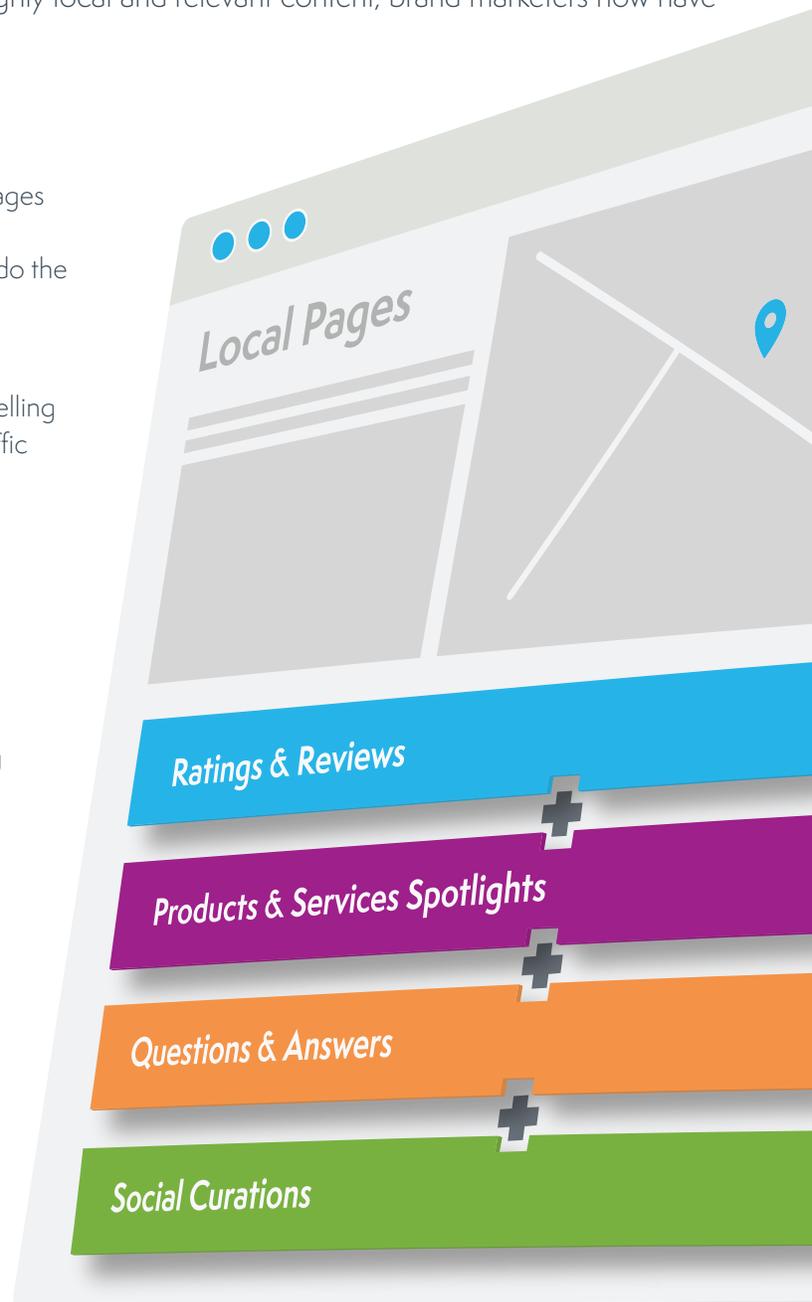
Create meaningful customer interactions with an integrated Q&A module

+ Social Curations

Engage customers with visual social curations that highlight your brand with rich media user generated content including photo's video and graphics. Collect, manage and display social content backed by expert moderation and advanced filters. Create social content hubs, lifestyle or product galleries.

+ ROI Reporting

Track your ROI through our analytics and reporting leveraging a powerful analytics plug-in, letting you make smarter decisions through social data analysis.



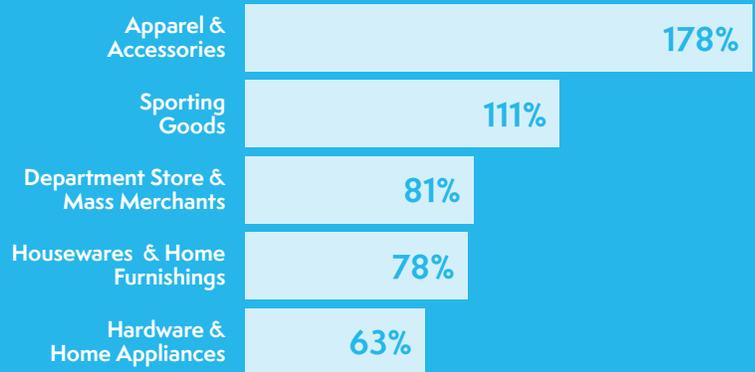
Drive Conversation to Conversions

Integrating BazaarVoice into your local pages engage and influence customers from the moment they enter the Rio SEO search ecosystem. Imagine from the first moment a customer lands on your page, they become part of a genuine conversation about your products and services. The result is a proven opportunity to convert customers and drive revenue to your locations.

Unlock the power of social commerce on your Local Pages and drive more sales.

Top 5 Categories by % lift in revenue per visit for review readers

The percentage of visits that end in a transaction, measured in percentage lift for visitors who have interacted with user-generated content over visitors who have not.



About Us

Rio SEO simplifies complex local search marketing to convert searches into sales. We partner with global, multi-location brands to optimize local listings and content across every major search engine, on every device. With scalable, cost-efficient search solutions on a full-service platform, we do more than list your business – we give it prime real estate.

Rio SEO works with major brands to increase local site visibility and drive local revenue. We partner with more than 100 retailers and service providers with 50+ locations and proudly maintain a 93 percent client retention rate. Our customers love us because we get results.

Call (858) 529-5005 or visit www.rioseo.com and find out more about how to Bazaarvoice can boost your local marketing results.