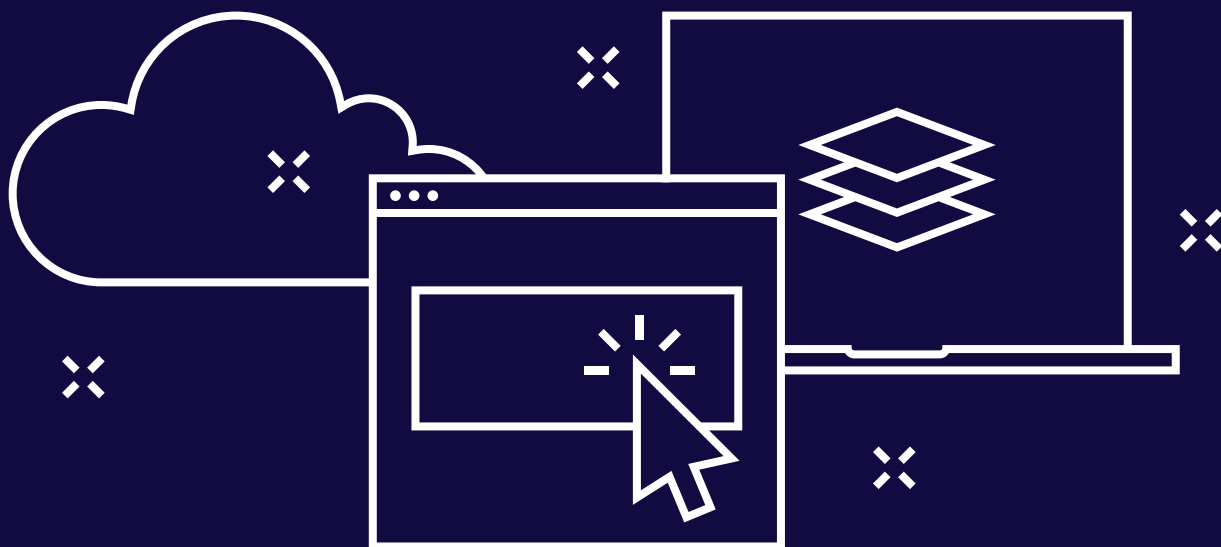


FACT SHEET

# ONE-CLICK SITES

Leverage existing SMB data to create professional, search engine-friendly websites, in just seconds.



## AUTOMATED WEBSITES

Mono One-Click Sites are a fast and easy way to create search engine-friendly, one-page websites, in just a few clicks. The technology leverages structured data to automatically create a one-page website based on an intelligent pre-designed template that automatically shows or hides sections of the website depending on the content available from the data source.

## STRONG UPGRADE PATH

One-Click users are per default limited to edit the site content in a simplified version of the Mono Platform with access to edit the content, and to preview and publish the site. This creates a natural incentive for SMB customers to upgrade their website to a more advanced offering in order to get access to design features or more value-adding features like Mono Scheduling, Mono On-Site Engagements and more.

## STRUCTURED DATA SOURCES

One-Click Sites can be created based on data from a directory, Facebook, Central Index, Google My Business, listings management systems (including Uberall and Yext), or any other structured data platform, such as a CRM system. One-Click Sites feature two-way synchronization, 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. This feature will depend on the data source used.

## 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 generic 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 is used.
- ▶ A hero image is automatically placed at the top of the page - if no suitable image is provided via the content source, then an image can be added from the Global Data interface from your image library or from your local computer.

## HOW IT WORKS

The One-Click Site creation 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). 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. The One-Click Site can easily be upgraded to allow for full editor access.

## TECH. REQUIREMENTS

- ▶ The implementation of One-Click Sites with a partner-specific directory requires access to the partner's API.
- ▶ For One-Click Sites powered by Central Index, an additional contract with Central Index is required to access the directory product.
- ▶ For custom data source integrations, Mono may charge an integration fee.
- ▶ 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.

### CONTACT

For more information, please contact your Partner Success Manager or send a mail to [sales@monosolutions.com](mailto:sales@monosolutions.com)