Website Development, eCommerce and Search Engine Marketing

KEY FEATURES

- Custom or template website development options provide eye-catching, easy-to-use and fully-functional websites.

- eCommerce integration provides customers the ability to review payment history, make online payments, set up automatic payments and reserve units online.

- Managed search engine marketing uses the latest search techniques and tracking capabilities.

KEY BENEFITS

- Improved "look and feel" enhances the functionality of your website.

- Effective, convenient and low-cost approach to finding new customers.

- Enhanced customer convenience for information gathering, account management and making online payments and reservations.

- Improved cash flow by allowing tenants to make payments online or to set up automatic payments.

- Reduced advertising costs compared to traditional advertising methods.

- Ensured exposure on first page of search engine results lists.

- Professional search engine optimization management and tracking benefits.

Solution Partners

‣ Storage Marketing Solutions

‣ G5 Search Marketing

‣ MWi

Our website development, eCommerce and search engine marketing solutions allow you to fully utilize the growing power of the internet.

In today's digital age, a website isn't enough. As a successful self-storage operator, you need a website that not only integrates with your management software but is easy to use and is effectively marketed. That way, potential customers can easily find and interact with your organization. Our website development, eCommerce and search engine marketing solutions can help you do just that.

Utilize the Growing Power of the Internet

Recent studies have shown that more than 50% of all consumers now turn to the internet rather than the Yellow Pages to find local products and services[1]. As a self-storage operator, you must provide the best opportunity for prospective customers to find your website which includes a presence on the first page of as many popular search engines as possible. Google, Yahoo, MSN and AOL are the most popular search engines on the net and are used every day in local market searches to find self-storage facilities. With the increased popularity and emphasis on search engine marketing, it's crucial that your search engine marketing firm be able to properly position your website and provide the necessary tools to convert online traffic into paying tenants.

Gain a Competitive Advantage

Additionally, your website must be user-friendly and functional enough to leverage the increasing popularity of the online shopping experience. Today's savvy internet users expect the "at-your-fingertips" convenience of making rental payments and reserving rental units online and at any time. Centershift's website development options can ensure that you deliver on those expectations.

Centershift Store Advantage and Store Enterprise solutions, using our Service Oriented Architecture (SOA), can be integrated with websites to provide real-time

account management information for current tenants, including the ability to review payment history, make online payments and set up automatic payments. Current and prospective tenants can also reserve a unit online. Combined with the website development and the eCommerce integration and search engine marketing capabilities of our partners, our clients can position themselves to use the internet as a competitive advantage over competing self-storage operators.

IMPLEMENTATION

■ **Getting started is easy. All it takes is two simple steps:**

1. First, contact your Centershift account manager about using website, eCommerce or search engine marketing. Your account manager will then ask you to sign a Centershift data access agreement. This agreement allows us to provide your Store Advantage or Store Enterprise's data to the website.

2. And second, contact your selected solution partner to initiate your service and activate the Service Oriented Architecture (SOA) integration within your Store Advantage or Store Enterprise application.

SOLUTION PARTNERS

■ In order to help our clients most effectively utilize the growing power of the internet, We have partnered with industry-leading website developers and online marketing research firms.

G5 Search Marketing   *www.g5searchmarketing.com*
Based in Bend Oregon, G5 is reinventing local marketing by giving business owners visibility into which advertising efforts produce their most profitable customers. The G5 Local Marketing Platform was developed to help manage the shift from traditional to online advertising, measure what works and optimize the sources that provide the best return on marketing.

MWi   *www.mwi.com*
Based in Salt Lake City, Utah, MWi is our eSTORE integration and web design partner. Having done high-end work for large companies like Extra Space Storage, 3Com and Sony, MWi has the depth of experience needed to perform and integrate with our advanced solution.

Storage Marketing Solutions   *www.storagemarketingsolutions.com*
Storage Marketing Solutions (SMS) helps operators increase occupancy and facility profits while lowering their advertising budget at the same time. Through a proven combination of both online and offline marketing strategies, operators of all sizes from coast-to-coast are able to count on SMS to keep them ahead of their local competition.

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1 The Kelsey Group

"We have seen a significant shift in our tenant source through these innovative solutions. We now see more tenants from our internet marketing efforts than we do from the Yellow Pages!"

Centershift Customer

"Being able to have a professional website that functions perfectly and integrates with Store Enterprise is a tool we couldn't go without. The process is simple and the results are nothing short of spectacular."

Centershift Customer

SOLUTION PARTNERS

G5 SEARCH MARKETING

MWi

SMS STORAGE MARKETING SOLUTIONS

centershift®

1-877-927-4438

www.centershift.com

SECURITY
TRUST
VALUE