



rankingCoach expands product portfolio with local directories listing solution listingCoach

*New listingCoach facilitates data management of numerous online directories -
Integrated review and feedback monitoring gives small businesses a better overview of their reviews*



Logo of listingCoach

Cologne, Germany, December 14, 2015 – A modern and user-friendly website is useless, if it can't be found on the Internet by potential customers. The presence in online directories, search engines, navigation systems, and social networks like Facebook, Google+, or Foursquare is therefore very important. Because of this, the online marketing suite rankingCoach has developed listingCoach, making data administration much easier and faster. Small businesses can use it with no prior knowledge to present themselves professionally on the web.

The company profile with contact information, pictures, opening times, etc. must be created just once. The data will be managed centrally and automatically published in all major online directories supported by the software. The business information can be updated and applied at any time, quickly and easily. A separate account registration at each portal is not needed anymore.

Also, the customer feedback from the various portals will be summarized and presented clearly. So companies can always keep an eye on their customer reviews and are able to react immediately. Daily news, special offers, and promotions can be published as well with a single click to attract more attention with listingCoach.

"Today people look at the Internet instead for specific companies, services, or products in their region, especially via smartphone. In addition to the entrepreneurial tasks it is not always easy to keep track of the numerous online directories and review sites, but they are of great importance. Therefore we are pleased to announce the launch of listingCoach, an innovative and intuitive software that enables small businesses to have a presence in all major portals. Very quickly and without the help of agencies, business information can be kept up to date and responses to reviews can be made right away. "

– Marius Gerdan, CTO of rankingCoach

The Web host Strato is the first partner of rankingCoach who will offer the new software solution on its platform.

"For companies, local online marketing is an easy and effective way to increase their visibility in search engines to attract new customers and retain current ones. Therefore, the easy-to-use listingCoach perfectly complements our portfolio for SMBs."

— Dr. Christian Boeing, CEO of Strato

About rankingCoach

rankingCoach provides online marketing solutions that allow small businesses to optimize their websites for search engines quickly and easily, without a large marketing budget or expertise in online marketing. rankingCoach has developed partnerships with numerous well-known web hosters as well as telecom companies, including Deutsche Telekom, Strato, or KPN. The multi-award winning software solutions are available in 22 countries. Founded in 2012, the company is based in Cologne, Germany. In 2015 rankingCoach was elected by the German online magazine Gründerszene as one of the fastest growing startups in the German software industry. Investors include DuMont Venture, KfW, and the Swiss Care4 AG. Learn more about the rankingCoach at www.rankingCoach.com

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