

**ENGAGE** TRANSFORMATION  
2022 ENGAGEMENT  
CONNECTIVITY  
& EXPERIENCE

Breakthroughs and Enhancements  
The Newest Milestone Innovations



# Our Speakers



**Avinash Bonu**

VP – Products, Milestone Inc.



**Ritika Chugh**

Sr. Director – Products, Milestone Inc.

# Evolution of Milestone Products



## CMS

SEO-First CMS to build enterprise-class website

2008



## Analytics

Full-funnel analytics for website & local

2010 - 2015



## Insights

Benchmark against competition for SEO & local

2016 - 2020



## Schema Manager

No code schema markup platform to tag schema; audit & measure performance

2021 onwards



## Business Messaging

Unified platform to manage conversations across instant messaging platforms

## Local

Manage local listings for UNAP consistency across directories



## Reviews

Online reputation management – monitor, respond and track competitor reviews



## Presence Cloud

Unified platform to bring all products on a single platform, ensuring single source of truth

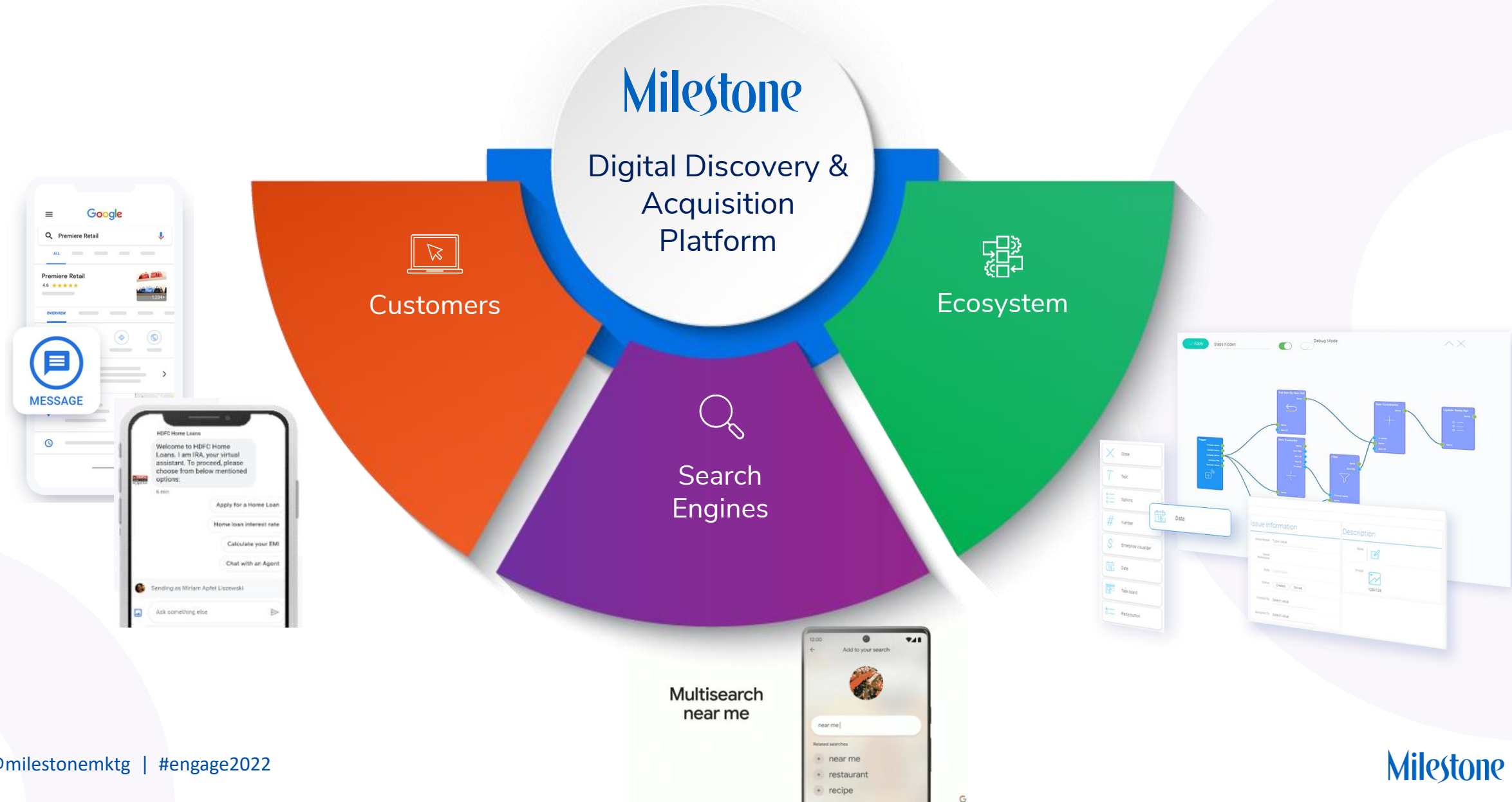


## FAQ & Voice

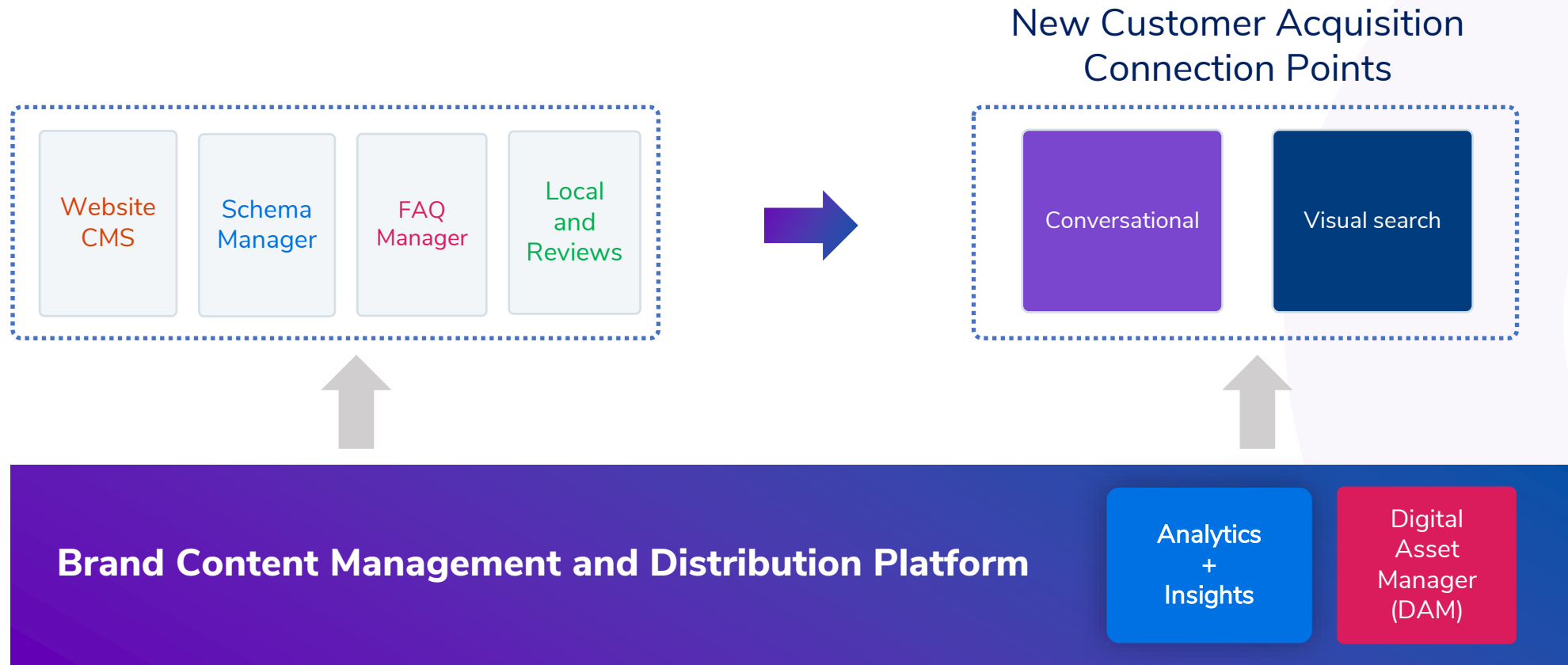
Curate questions and publish Q&As to website, local & voice assistants



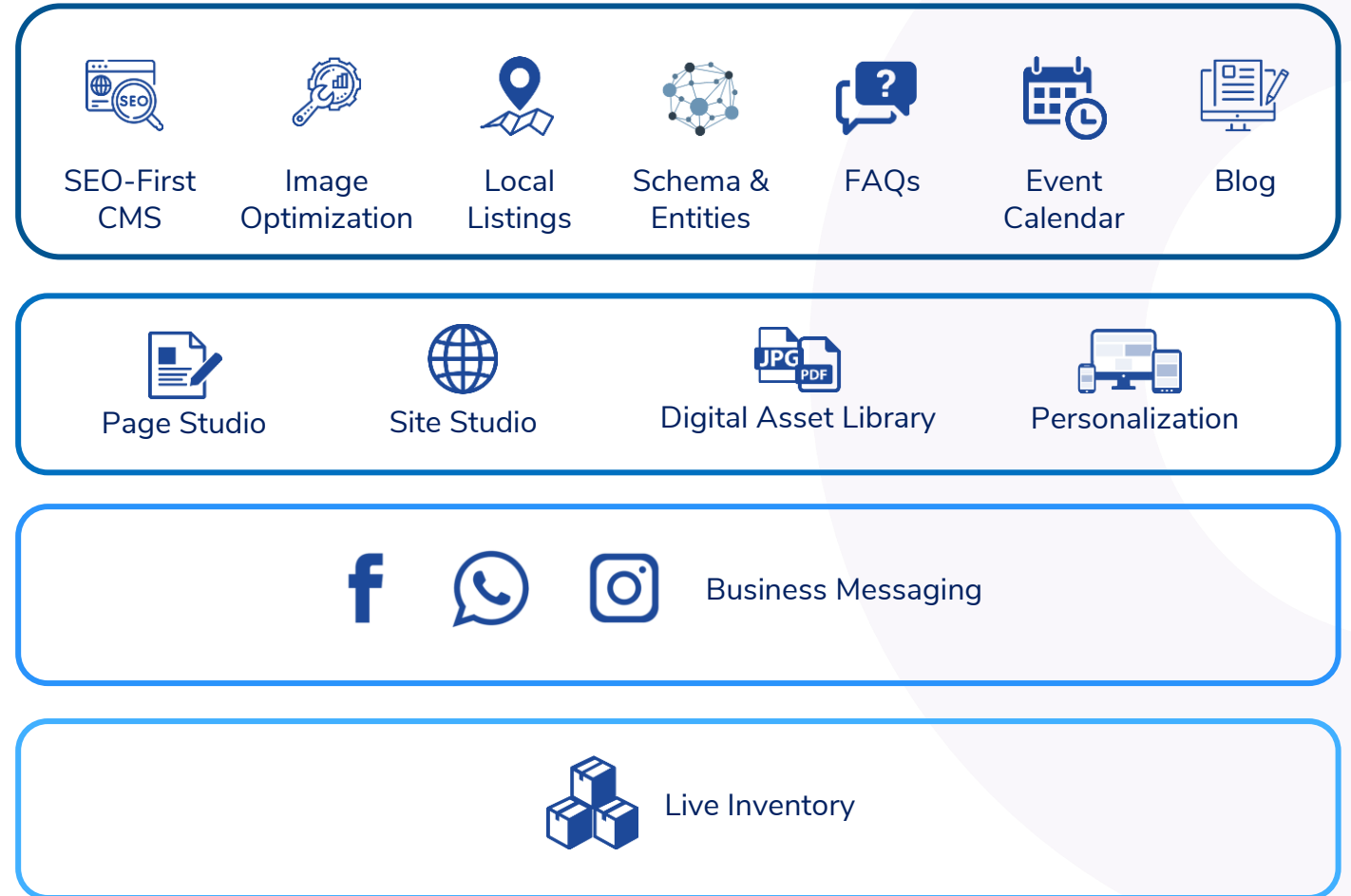
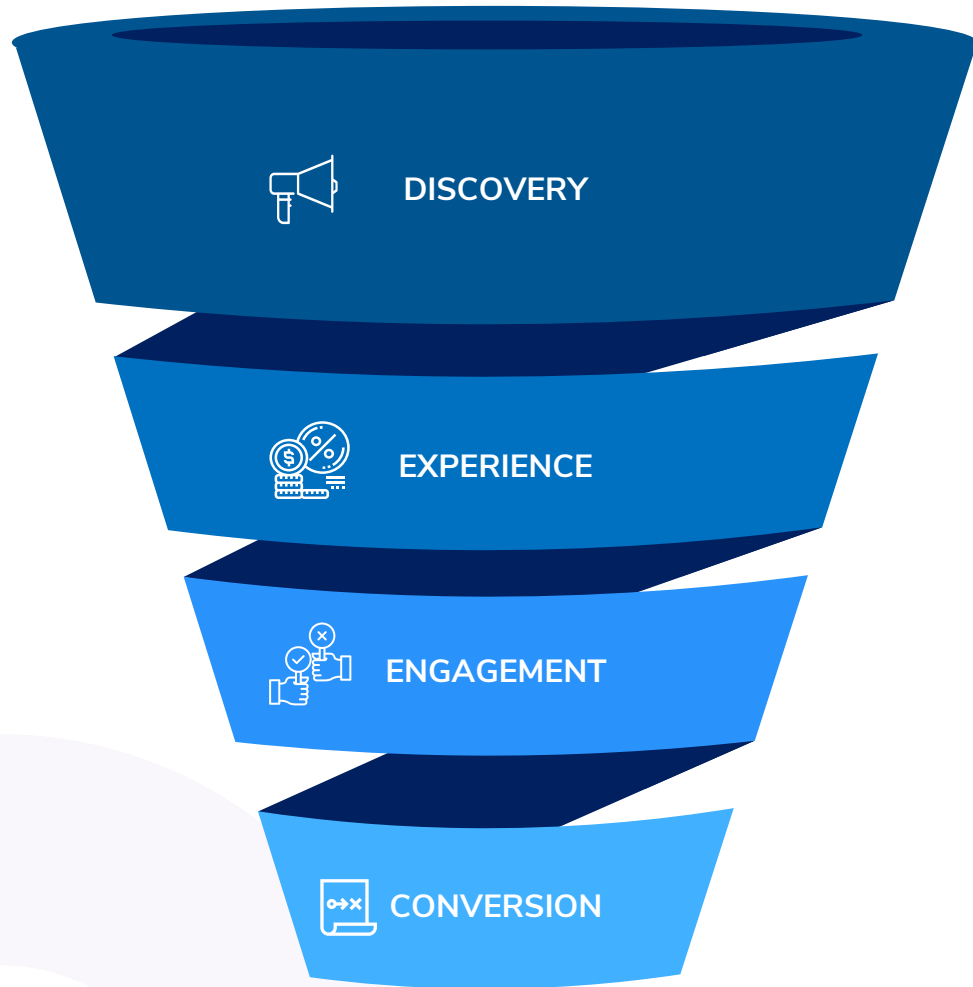
# The Digital Marketing Landscape Continues to Evolve...



# Milestone Products Roadmap



# Milestone Products Connecting Discovery To Acquisition...





# Discovery

# 1



SEO-First  
CMS



Image  
Optimization



Local  
Listings



Schema &  
Entities



FAQs



Event  
Calendar



Blog



# Milestone's SEO-First CMS: Under The Hood

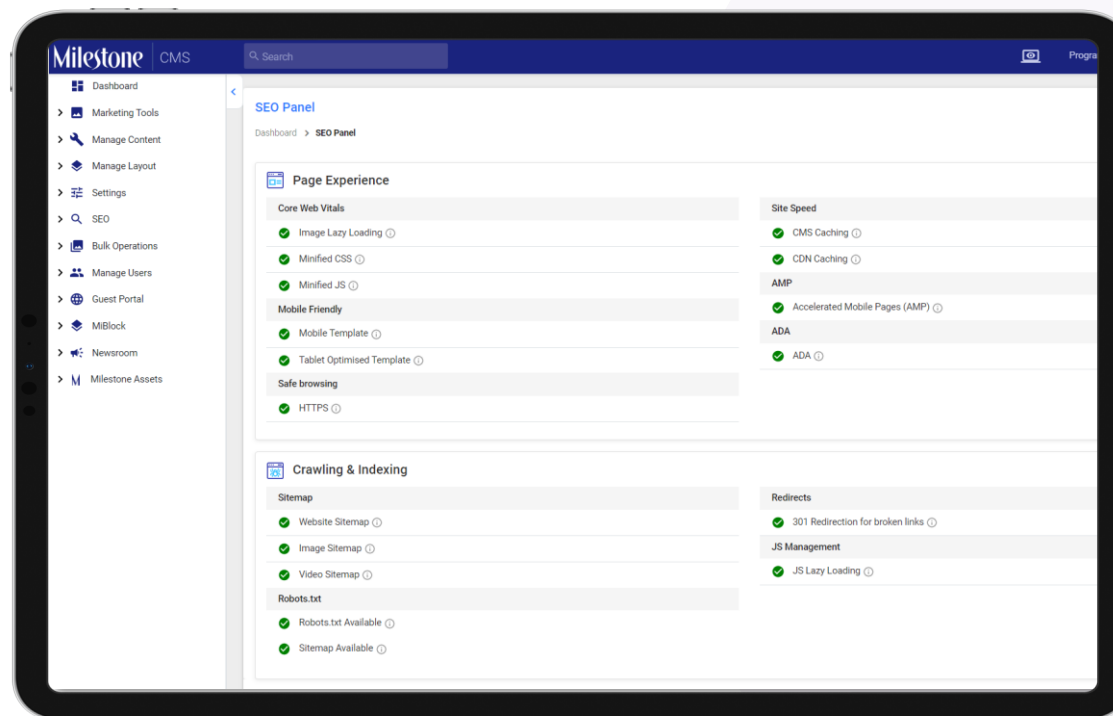
A **one-stop** dashboard for your SEO status

**CONTENT**

- Schema & Clickability
- Content & Relevancy

**TECHNICAL**

- Crawlability & Indexability
- Page Experience



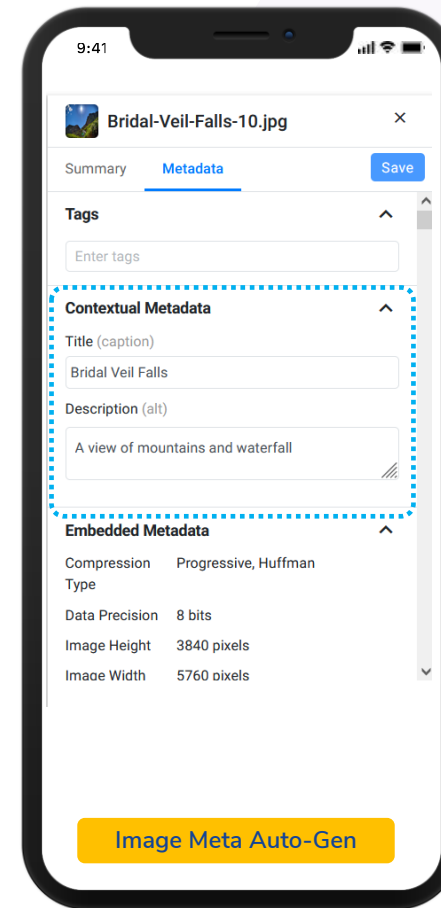
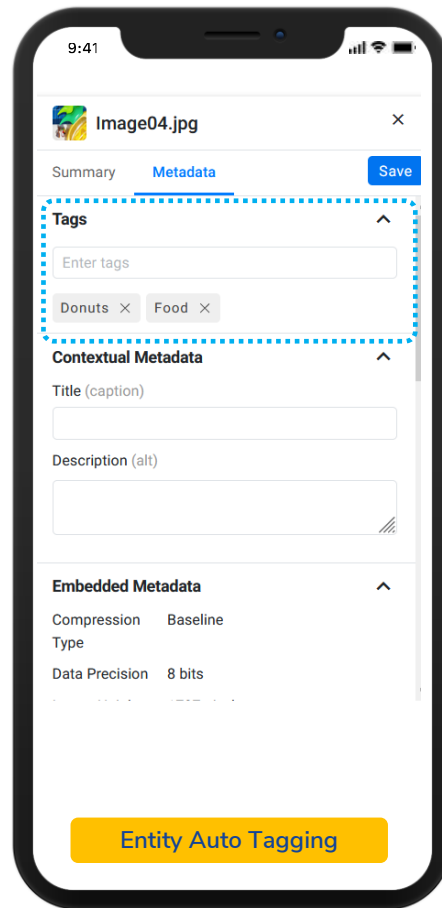
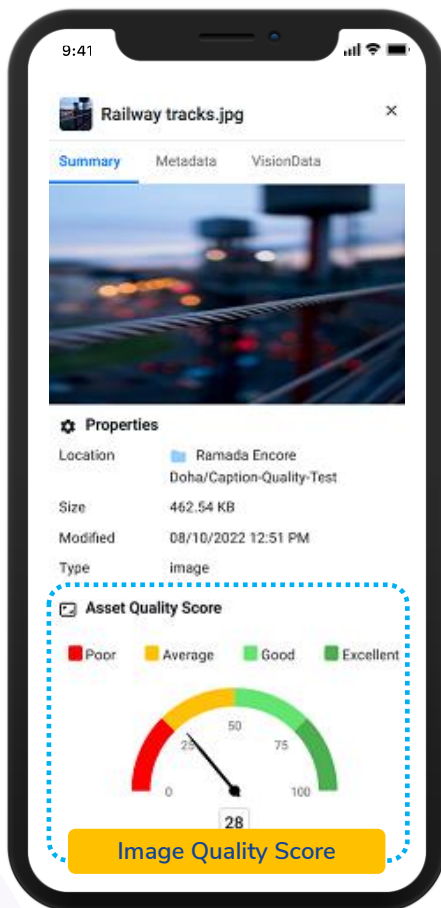
Your Proof!





# Milestone Digital Asset Library for Visual Search

Optimize images for page experience & image search



# Digital Asset Library for Visual Optimization

The screenshot displays the Milestone Digital Asset Library interface. At the top, there is a navigation bar with the Milestone logo and menu items: Dashboard, Local, Reviews, Analytics, Insights, CMS, and Reports. Below the navigation bar, the page title is 'Asset Library' with a search bar and buttons for 'Add Folder' and 'Upload'. The main content area shows '123 Bank / 123 Bank Assets' and a list of 14 files. A '3 Step Process to Make Visual Search Easy!' banner is visible above the list, with steps: 1. Check Score, 2. Select Image using Tags, and 3. Review Auto Generated Alt Text. The file list includes columns for Name, Last Modified, Quality Score, Type, and Size. The 'Hotel-Bar.jpg' file is highlighted, and its details are shown in a right-hand panel. This panel includes a preview of the image, a 'Properties' section with metadata (Location, Size, Modified, Type, Dimensions, Dots per inch), and an 'Asset Quality Score' section with a gauge showing a score of 24.

Name	Last Modified	Quality Score	Type	Size
<input type="checkbox"/> Hotel-Bar.jpg	8/9/2022 05:53 AM	24	jpg	32 KB
<input type="checkbox"/> Star-Restaurant.jpg	8/9/2022 05:53 AM	24	jpg	128 KB
<input type="checkbox"/> Beach-Town.jpg	8/9/2022 05:53 AM	42	jpg	103 KB
<input type="checkbox"/> Eiffel-tower.png	8/9/2022 05:53 AM	65	png	98 KB
<input type="checkbox"/> Red-room.jpg	8/9/2022 05:53 AM	68	jpg	39 KB
<input type="checkbox"/> Outside-mountains.png	8/9/2022 05:53 AM	80	png	78 KB
<input type="checkbox"/> Ossal-lobby.jpg	8/9/2022 05:53 AM	85	jpg	64 KB

**Hotel-Bar.jpg** Properties

- Location: 123 Bank Assets
- Size: 32 KB
- Modified: 05/29/2022 2:35 pm
- Type: jpg
- Dimensions: 1620x1080
- Dots per inch: 300x300

**Asset Quality Score**

24



# Discovery with Local Data & Assets

## Centralized Data & Assets

Profile Summary 100% Profile Completeness

**Core Information**

Name	Sprinkles Scottsdale
Industry	Food establishment
Primary Category	Bakery
Additional Categories	Cake Shop, Cookie Shop, Dessert Shop
Address	4501 North Scottsdale Road, Suite 101, 85251, Scottsdale, United States, Arizona
Latitude/Longitude	33.5026404 -111.9257552
Main Phone	(480) 970-4321
Website	https://sprinkles...

**Business Details**

Attributes:  Curbside pickup,  Delivery

Service options:  Curbside pickup,  Delivery

+ Services

Opening Date

Temporarily Closed: No

Google Posts

Apple - Advanced Information

30+ Enhanced Fields

Apple Keywords

### Media

#### Business Logo

#### Photos

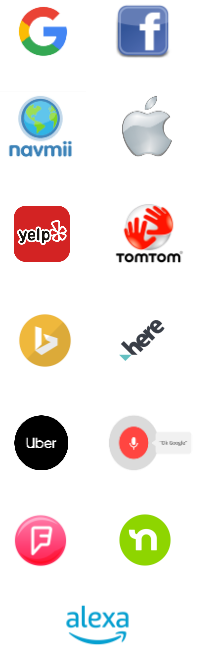


## Information Symmetry

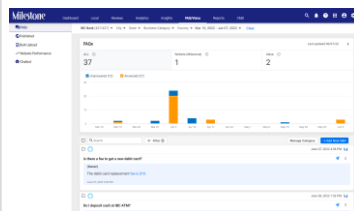
### Website



### Apps & Listings



### FAQ Engine



## Search & Discovery

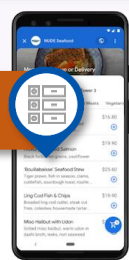
### Touchpoints



### Local



Online Menus

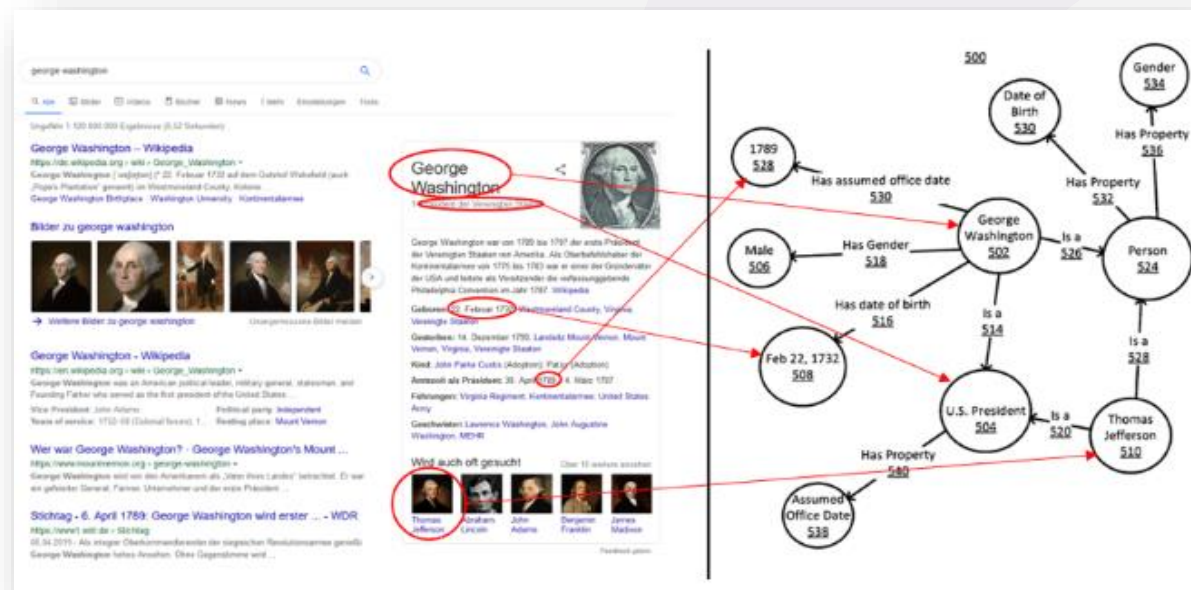
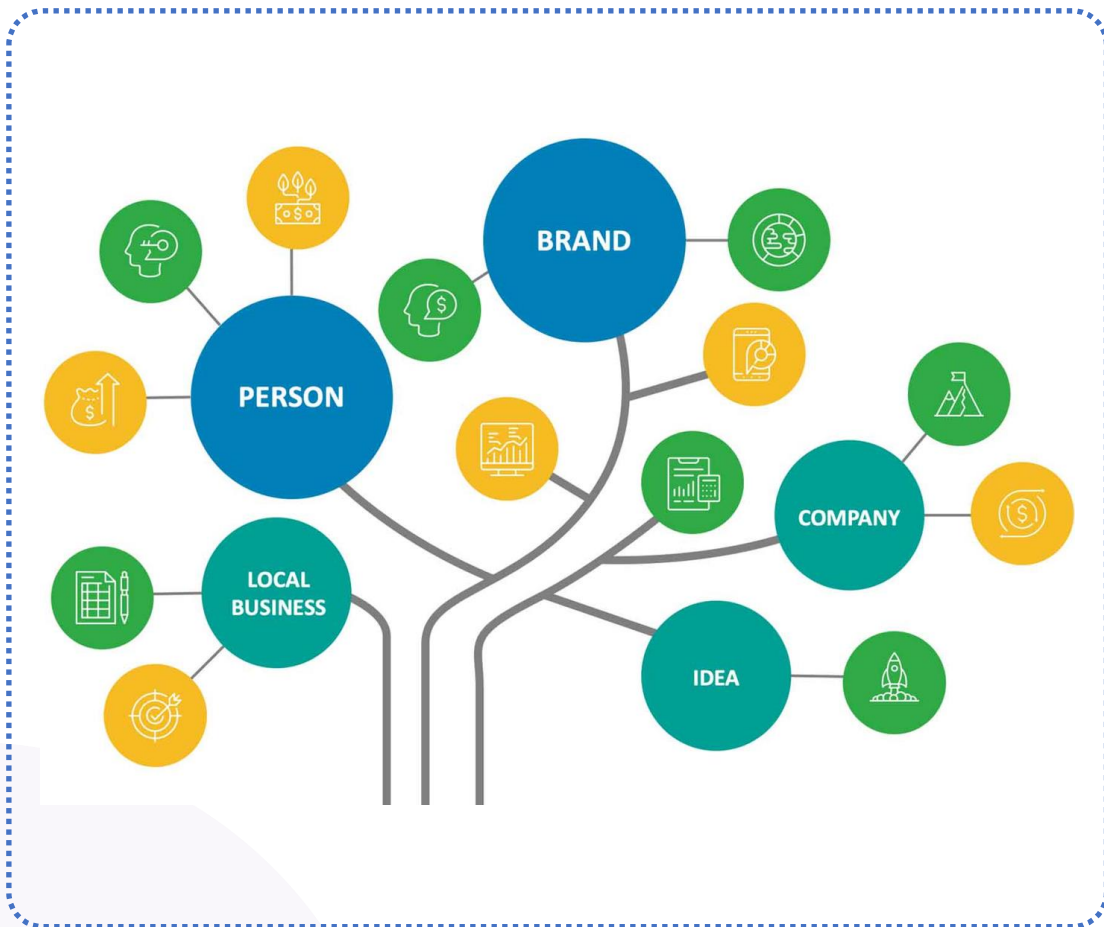


FAQ





# Building your Knowledge Graph Using Schema





# Evolution of Schema



## Microdata/ RDFA

CMS- Inline Schema  
Tagging

2013



## New COVID-19 Schema Announced

Launched no-code Schema  
Platform

2019



## New User Experience Signals

Seamless user journey  
experience

2022



## Present & Future

Schema Scorecard  
AI/ML Driven Schema Suggestions  
Entity Optimization (Topic & Schema)

Beyond 2022

2017

## JSON-LD Support

Schema deployment through Tag  
Manager



2021

## New Google Search Report Launched

Launched Schema Reporting  
Suite



2022

## Structured data tool deprecates

Milestone launches Schema Validator &  
easy no tagging with downloadable  
extensions



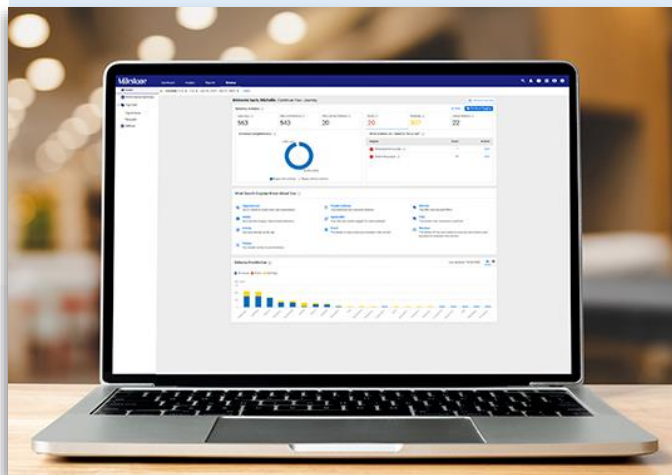




# Entity Search is Your Competitive Advantage, With Schema Manager

No-code schema markup with Milestone Schema Manager platform

Power your visibility on entity search



## Schema Scorecard

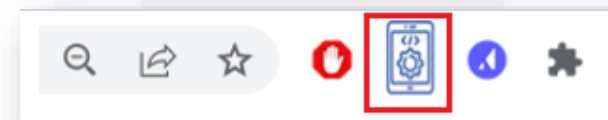


## Easy Tagging

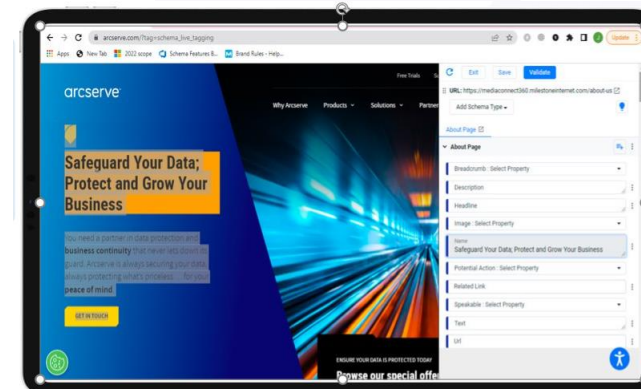
Step 1: Install on browser



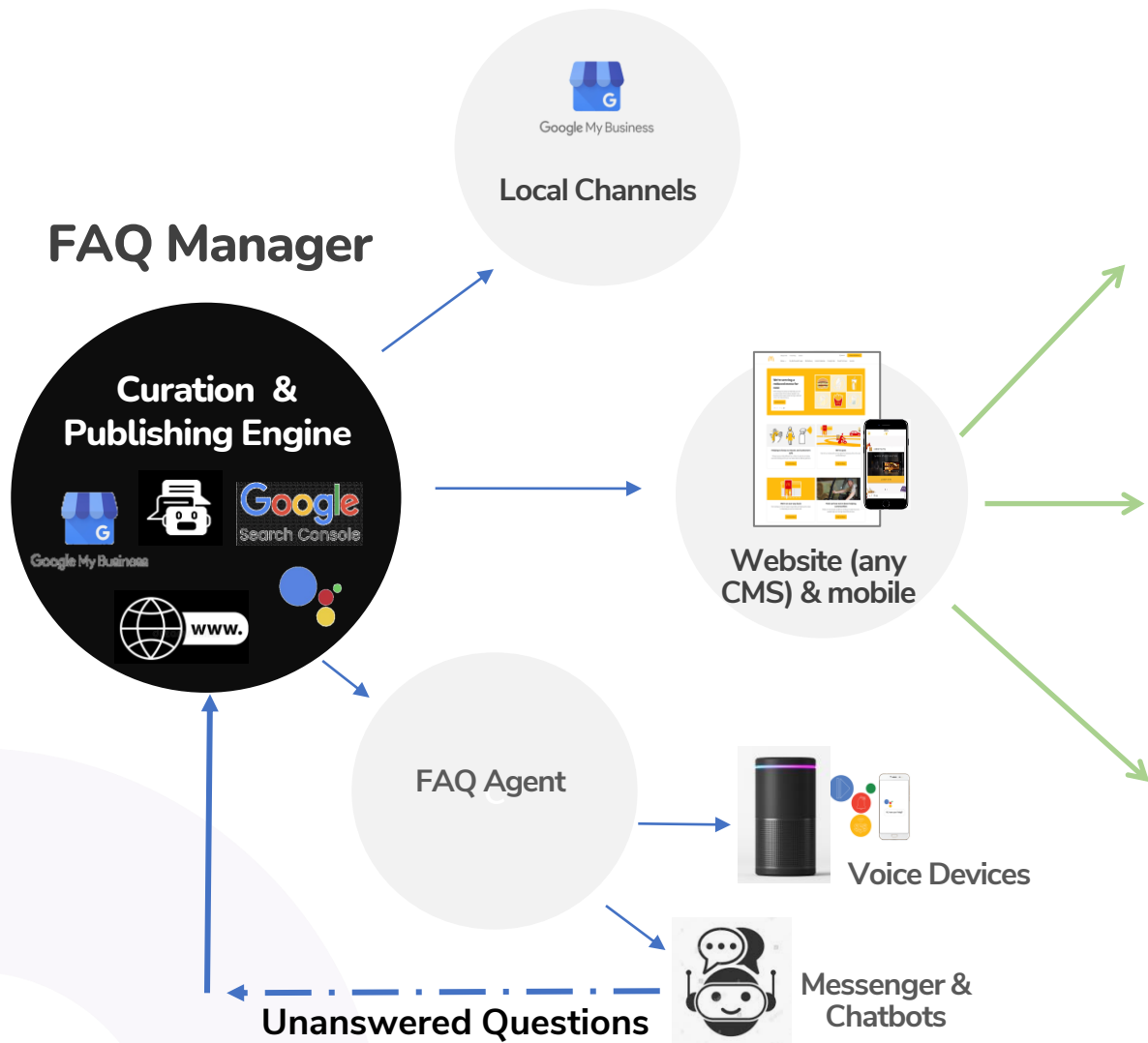
Step 2: Click on the plugin



Step 3: Start Tagging



# Driving Discovery with FAQs (Voice Search)



**Featured Snippet**

what is hotel nikko san francisco check in time?

3 p.m.

Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for a fee and subject to availability. Early check-in is available upon request and based upon availability for a \$30 fee, tax included.

**People Also Ask**

Does Hotel Nikko have an airport shuttle?

How far is Hotel Nikko from San Francisco airport?

Does Hotel Nikko allow pets?

**Enhanced FAQ Listing**

Does Hotel Nikko have a Fitness Center?

Does Hotel Nikko have a pool?

**Voice Search**

Hotel Nikko check in time?

3 p.m.

Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for a fee and subject to availability. Early check-in is available upon request and based upon availability for a \$30 fee, tax included.

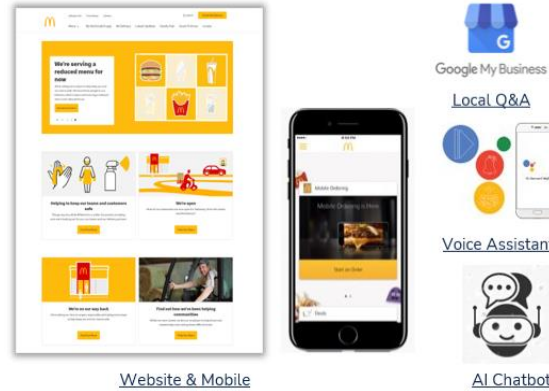
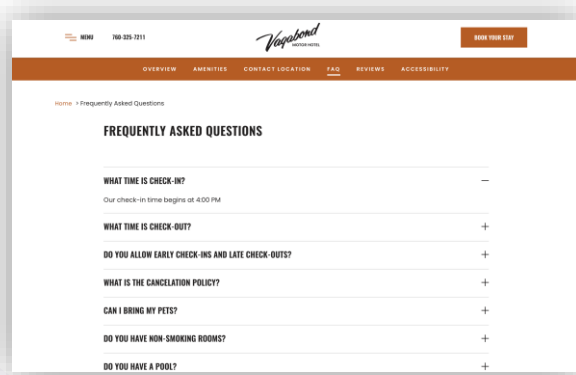
What is Hotel Nikko's check in and check out time?

https://www.hotelnikkosf.com > faq

# Evolution of FAQ Manager

Manual FAQs

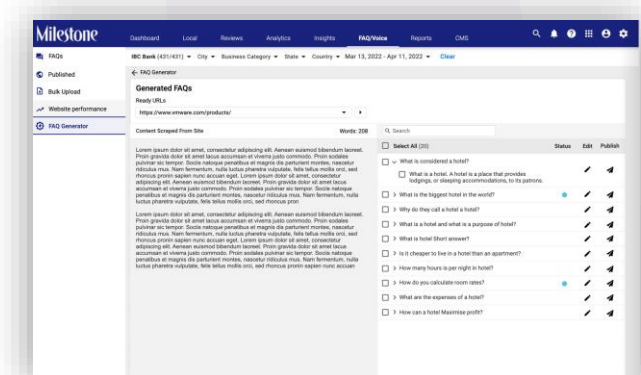
2015



Website & Mobile

2021

Rule-based FAQs  
(FAQ Manager)



AI-driven FAQs using  
GPT-3/T5 models  
(FAQ Generator)

2022



# Driving Discovery With Events Calendar

Fresh, Relevant, Topical Content

## Location selection hub

## Specific location Events Calendar

## Month View

36%↑

avg. monthly increase in impressions

41%↑

avg. monthly increase in pageviews



New Challenge - Creating joy through immersive personalized experience

**Experience**

**2**



Page Studio



Site Studio



Digital Asset Library



Personalization



# Authoring Pages And Experiences At Scale

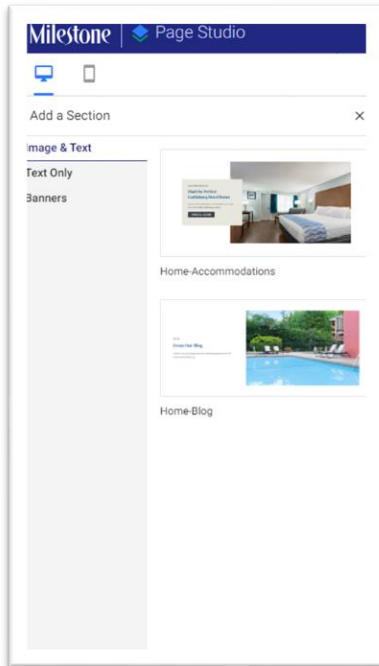
## Introducing Page Studio

Create and publish high-quality web pages in just a few clicks!

The screenshot displays the Milestone Page Studio interface. The top navigation bar includes the Milestone logo, 'Page Studio', and a 'Back to Pages' link. Below the navigation bar, there are icons for desktop and mobile views, a 'new page' button, and 'Save', 'Preview', and 'Publish' buttons. The main editing area shows a preview of a hotel website page with a header, navigation menu, and a large image of a hotel room. A sidebar on the left titled 'Add a Section' offers options like 'Image & Text', 'Text Only', and 'Banners', with specific templates for 'Home-Accommodations' and 'Home-Blog'. A right-hand sidebar contains metadata fields for 'Page address', 'Meta Tag', 'Is Unique Meta Content', 'Title', 'Description', and 'Meta Robots'.

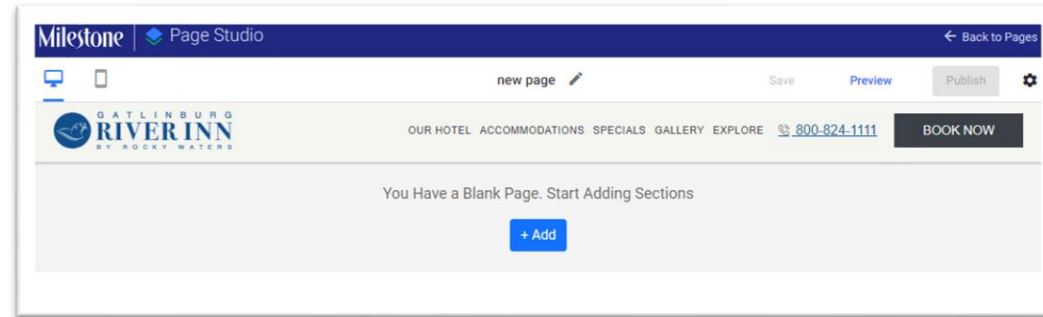
# Simple 3 Step Process

## Component Library



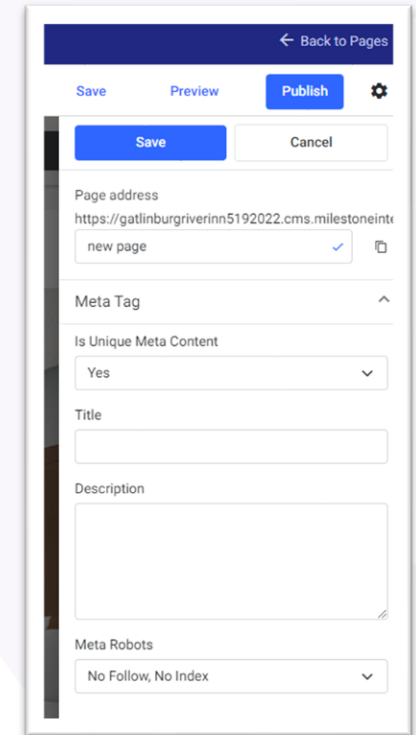
- Pre-Designed Components
- Category support

## Add sections with single click



- One click section creation
- In page component editor
- Move or clone components in one click

## Preview & Publish



# Site Studio – 1/2

## Express Website Builder for Brands

Milestone [Templates](#) [Features](#) [Pricing](#) [Resources](#) [Log In](#) [Get Started](#)

**1**

### Your ideal website at your fingertips

Build your dream website faster than ever and drive visibility and conversions with our SEO-first technology.

[Get Started](#)

Milestone

**2**

### What type of business do you have?

Hospitality

Financial

Restaurants

Automotive

Brands

Others

Milestone

**3**

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Milestone

**4**

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Theme Selection 1 / 5

### Pick the website template you love

Aspen

Maple

Mahogany

Redwood

Rosewood

Walnut

← Prev Step Next Step →

Brand Selection 2 / 5

### Bring your website to life with some color

Choose how the colors, fonts and buttons appear on your website from the curated list below

**Colors & Fonts Preview**

A Big Beautiful Headline

Paragraph text

MAIN BUTTON

A BIG BEAUTIFUL HEADLINE

Paragraph text

MAIN BUTTON

A Big Beautiful Headline

Paragraph text

MAIN BUTTON

← Prev Step Next Step →

# Site Studio – 2/2

## Express Website Builder for Brands

Milestone

5

Get Started


- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Architecture & Content 3 / 5

### Add pages to your website


Select the pages you need on your website. You can add up to 18 pages.

**Home**




Mandatory Page

**Rooms**




Recommended

**Special Offers**




Includes detail page


**Dining**



**Services & Amenities**



**Gallery**



(10 of 18 Pages Added)

← Prev Step
Next Step →

Milestone

7

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Business Information & Analytics 5 / 5

### Add your business information

**Business Information**

\*Required Fields

<b>Business Name *</b>	<b>Contact Person First Name *</b>	<b>Contact Person Last Name *</b>
<input type="text" value="Enter Business Name"/>	<input type="text" value="Enter First Name"/>	<input type="text" value="Enter Last Name"/>
<b>Contact Person Email *</b>	<b>Contact Person Phone *</b>	<b>Existing Website URL</b>
<input type="text" value="Enter Email"/>	<input type="text" value="Enter Phone"/>	<input type="text" value="Enter Last Name"/>
<b>Link for Branding Assets*</b>		
<input type="text" value="Enter Assets Link"/>		
<input type="checkbox"/> I have added all my branding assets into the provided dropbox link.		
<b>Website Primary Language</b>		

← Prev Step
Next Step →

Milestone

6

Get Started

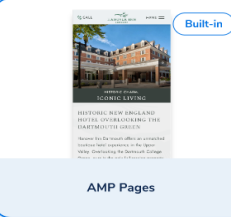
- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Add-ons & Features 4 / 5


### Which features should your website have?

Select only the features that are part of your contract


**AMP Pages** Built-in




**ADA / Accessibility** Built-in

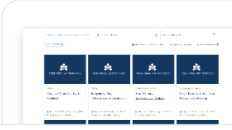



**PWA** Built-in



**Other Features**







← Prev Step
Next Step →

Milestone

8

Order Summary

### You are about to submit your information

Before submitting make sure all the selections and information added in the previous steps is correct.

**Selected theme** Aspen

**Inside pages selected**


- Rooms X
- Special Offers X
- Dining X
- Services & Amenities X
- Gallery X
- Things to Do X
- Nearby Attractions Map X
- Email Offers X
- Contact & Location X
- +

**Features selected**

- AMP Pages X
- ADA/Accessibility X
- PWA X
- +

Place Your Order
I'll Take One More Look

**Theme Preview**

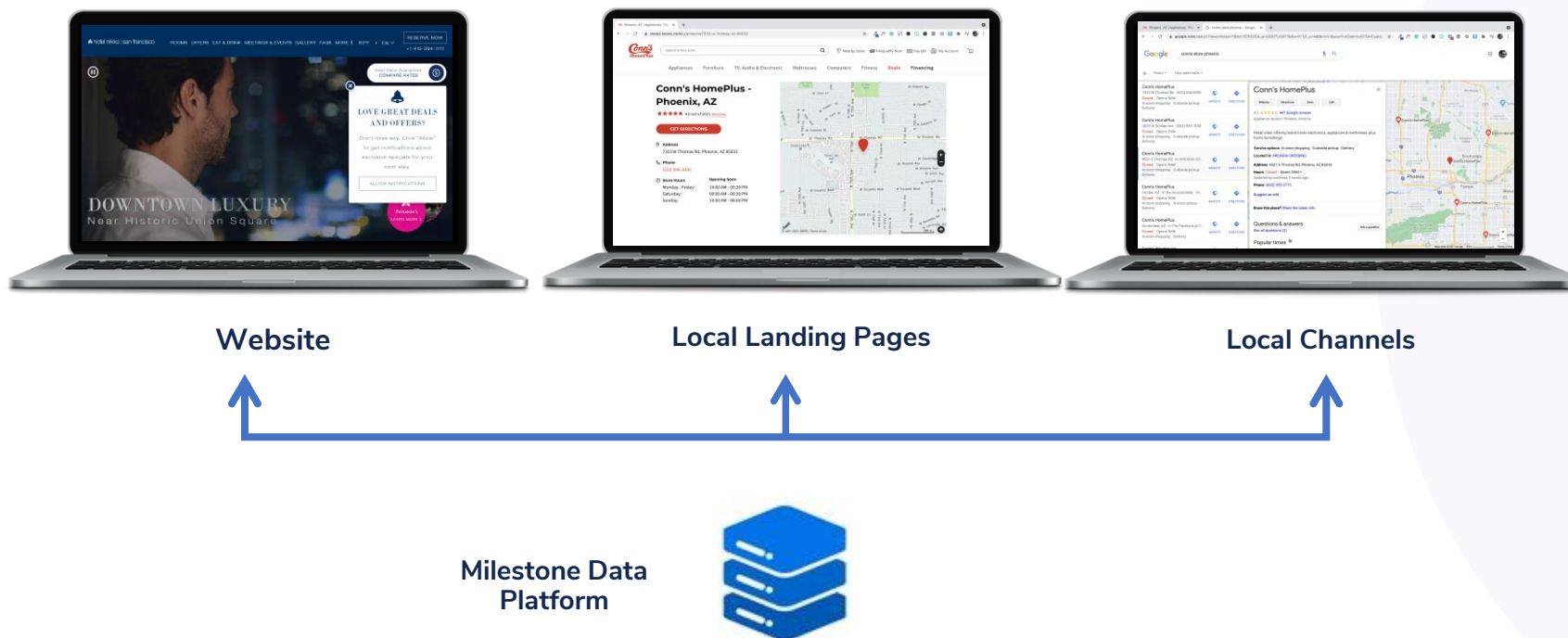






# Delivering Consistent Experience Across Channels

Consistency Across Search-Optimized Website, Local Landing Pages & Update Local Listings at Scale







3

# Engagement



Business Messaging

# Goodbye Emails & Phone Calls, Say Hello to Instant Messaging!

89%

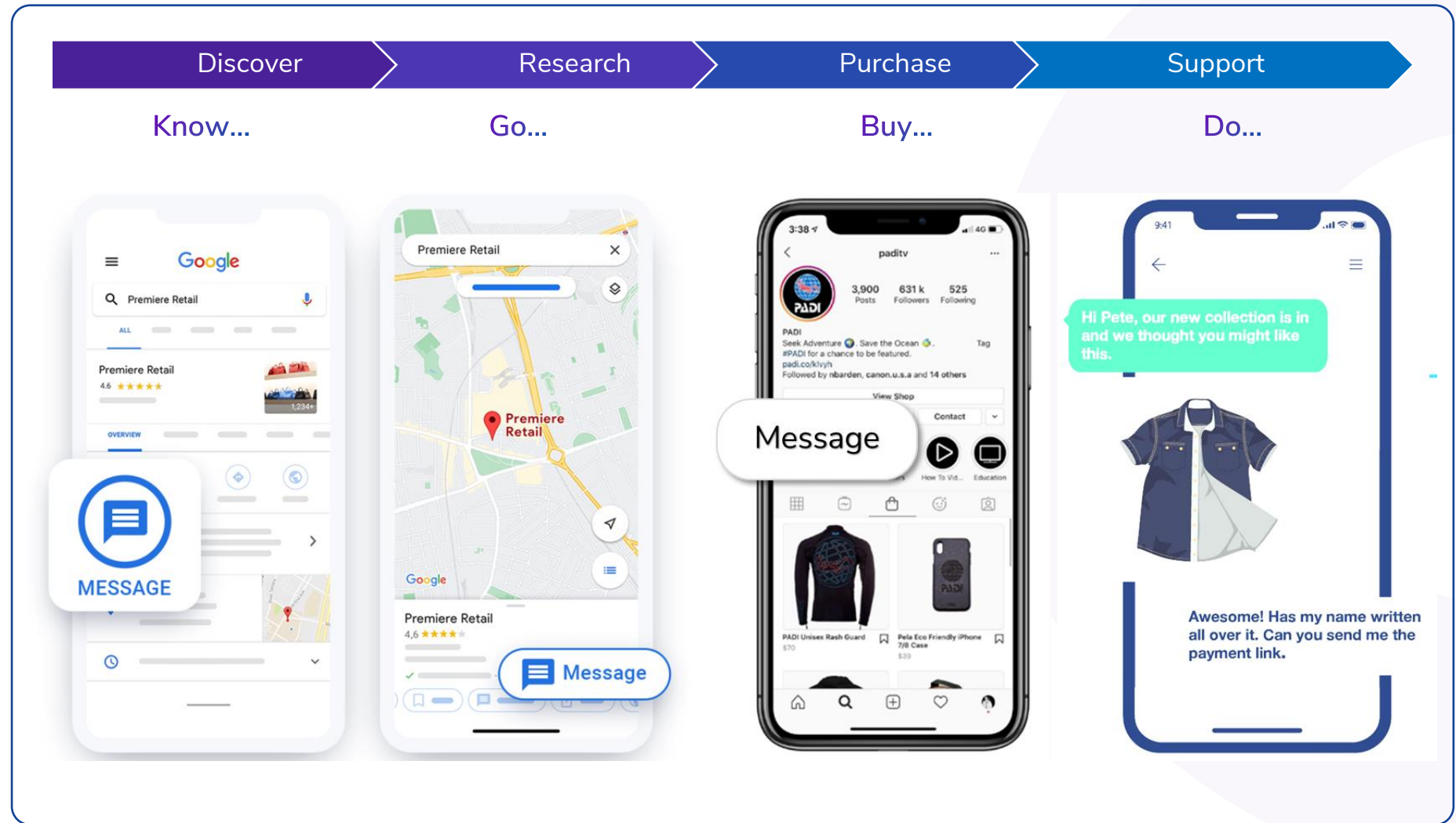
of consumers prefer to text a business

100Bn

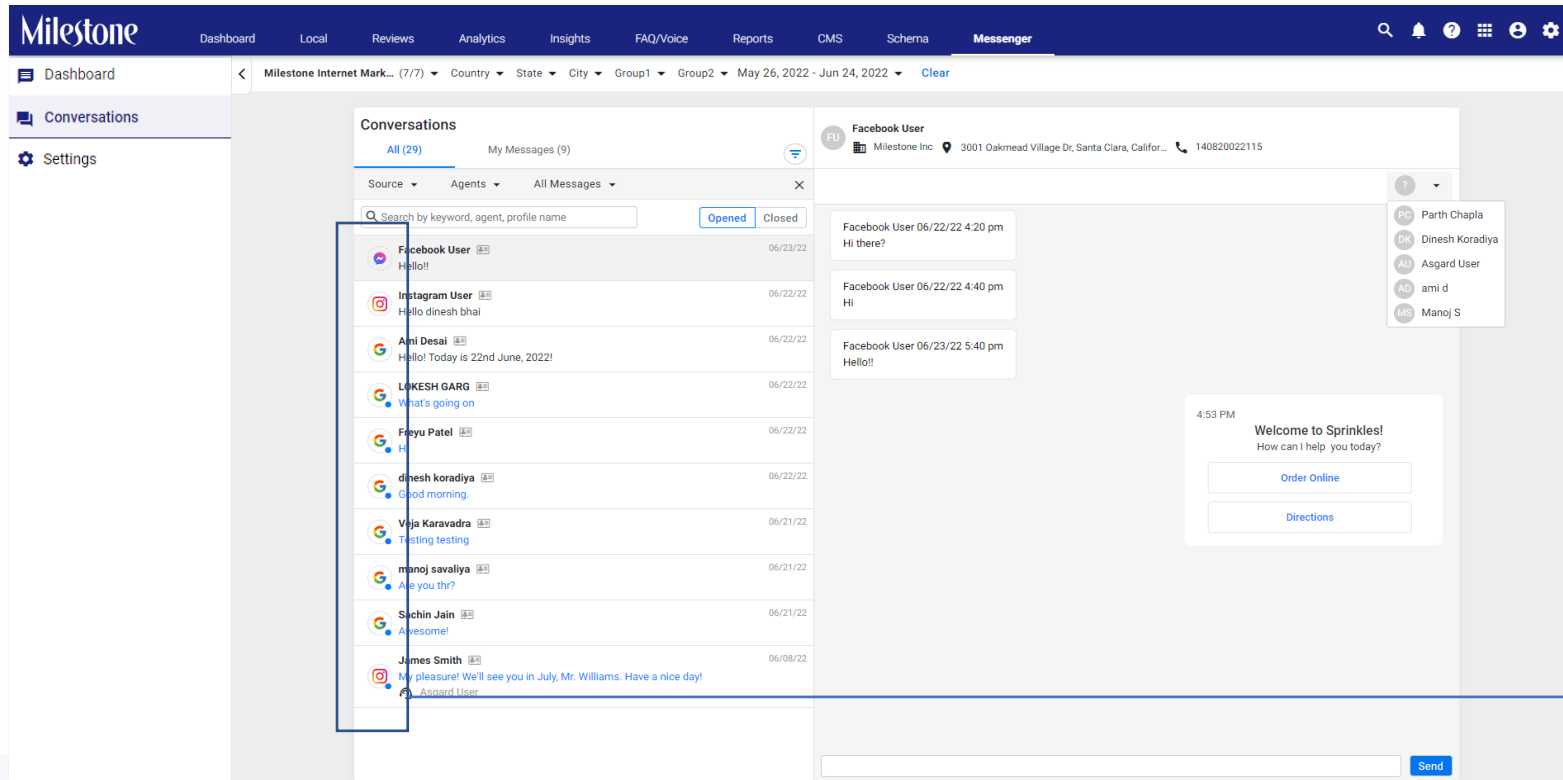
messages exchanged across Facebook for products

67%

of the world's population is messaging



# Instant Messaging For Businesses. Simplified.



## Milestone Business Messaging

Unified platform to manage real-time conversations with your customers

- ✓ Streamline instant messaging across channels
- ✓ Automated responses & live agent management



## Milestone Business Messaging

Launching in October 2022!



Staying Relevant and Fresh – Improve Expertise, Authority, Trust

# 4 Conversion



Live Product and Services Inventory



# Higher Conversion With Products And Services Catal

**Genesis of Alexandria**

Website Directions Save Call

4.4 ★★★★★ 84 Google reviews  
Genesis dealer in Alexandria, Virginia

**Service options:** In-store shopping · Delivery

**Address:** 1707 Mt Vernon Ave, Alexandria, VA 22301, United States

**Hours:** Closed · Opens 9AM ▾  
Confirmed by this business 4 days ago




**Products and services:** [genesisofalexandria.com](https://www.genesisofalexandria.com)

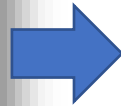
**Phone:** +1 703-535-6840

**Appointments:** [genesisofalexandria.com](https://www.genesisofalexandria.com) Providers ⓘ

[Suggest an edit](#)

**Products** [View all](#)

		
<b>Genesis G70</b> \$35,450.00	<b>Genesis G80</b> \$42,550.00	<b>Genesis G90</b> \$69,350.00













**Genesis of Alexandria**

2.1K miles · 1707 Mt Vernon Ave, Alexandria, VA 22301  
4.4 ★★★★★ (88) · [genesisofalexandria.com](https://www.genesisofalexandria.com) · (703) 535-6840

Genesis GV80 G70 GV70 G80 New Used

**39 cars for sale**

				
New 2023 Genesis G70 3.3T AWD Sport Prestige \$57,020 MSRP	New 2023 Genesis GV80 3.5T AWD Prestige \$76,855 MSRP	New 2023 Genesis GV80 2.5T \$57,350 MSRP	New 2023 Genesis GV80 2.5T AWD Prestige \$69,460 MSRP	New 2023 Genesis GV80 3.5T AWD Advanced \$70,805 MSRP
				





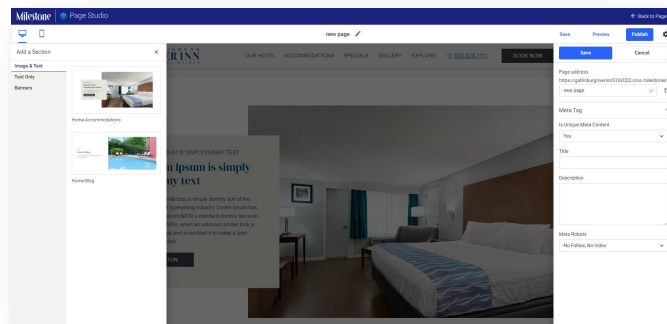
**Agility**



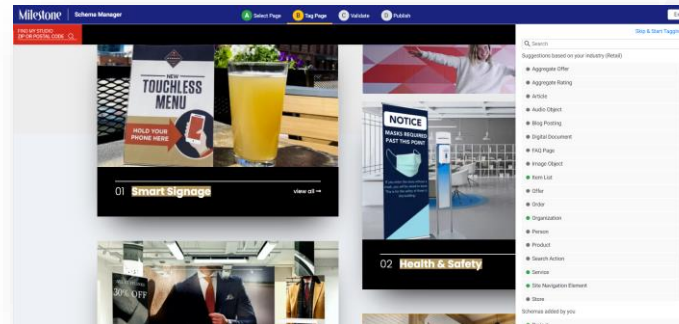


# Enterprise Agility With No-Code

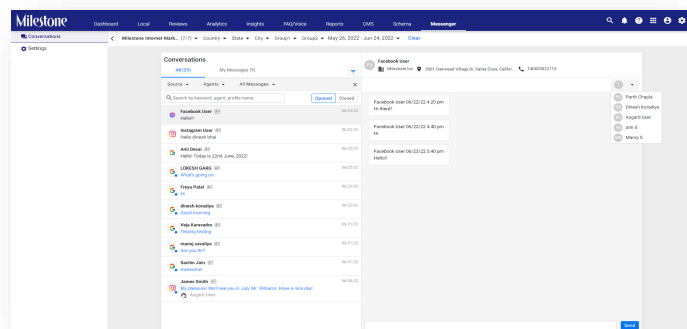
 Page Site Studio



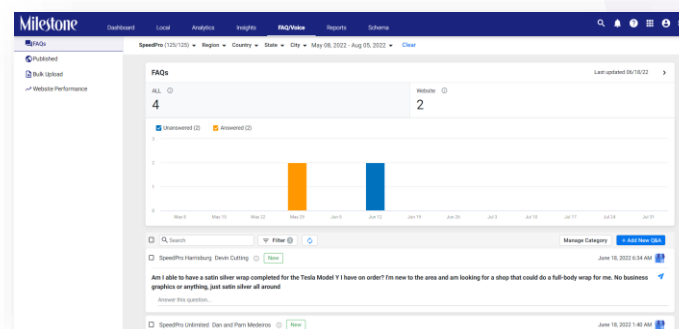
 No-code Schema Manager (&extn.)



 Business Messaging



 FAQ Manager

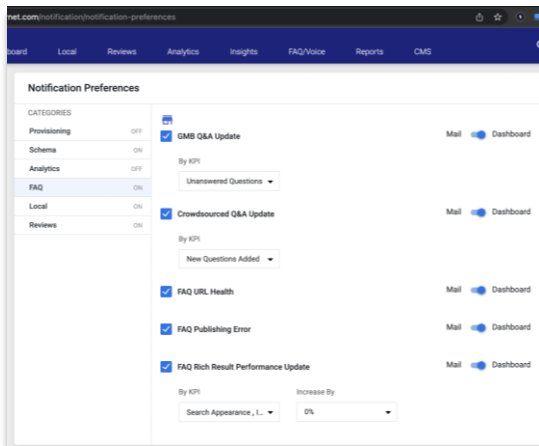


Marketplace Enablement

# Notifications and Alerts

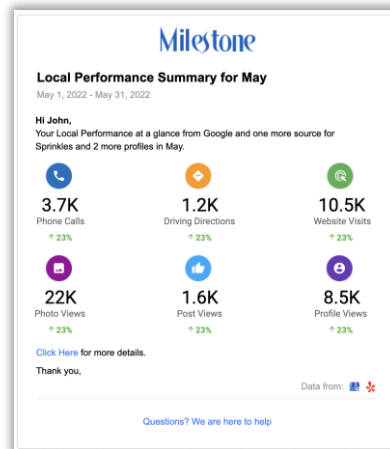
## Setup

### Setup & Onboarding Notifications

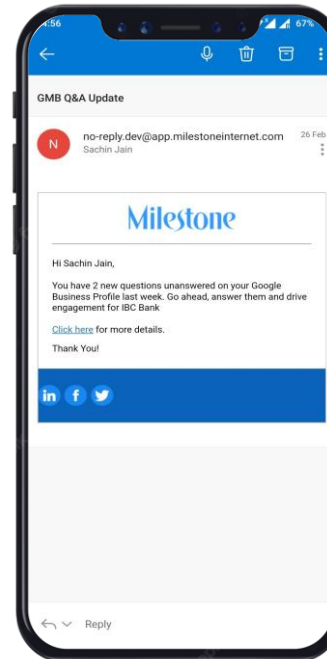


## Ongoing

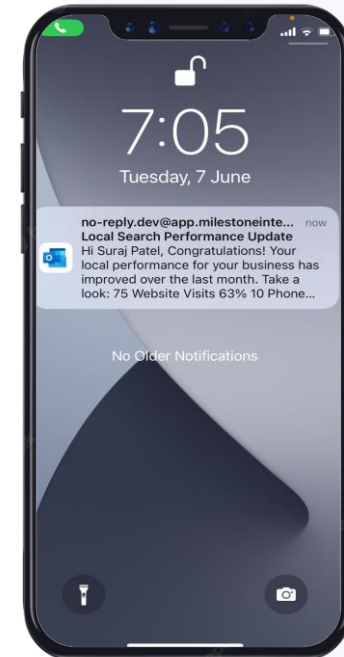
### Local Performance Summary Notifications



### Local Search Performance Updates



### Local Search Performance Updates







# Milestone Presence Cloud, Now For In-House Agencies!

## Comprehensive & ALL-IN-ONE Platform

To help your properties be everywhere their customers are!



White-labelled Platform, Reports, Templates & Notifications

### Multiple Client Management

- Switch clients with ease
- Top-KPIs vs In-depth



### Multi-location Management

- Consolidated view
- Location-wise view



### Multiple Channel Management

- Websites: Desktop & Mobile
- Local Listings
- Social Channels
- Voice Assistants



### Centralized Data Management

- Location information
- Digital Asset Mgmt.

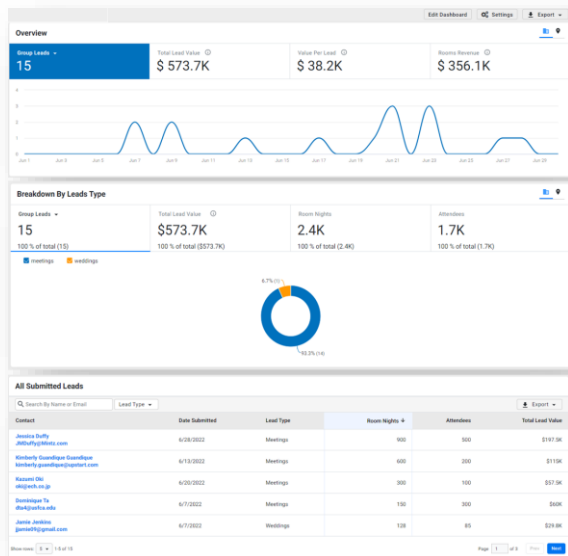




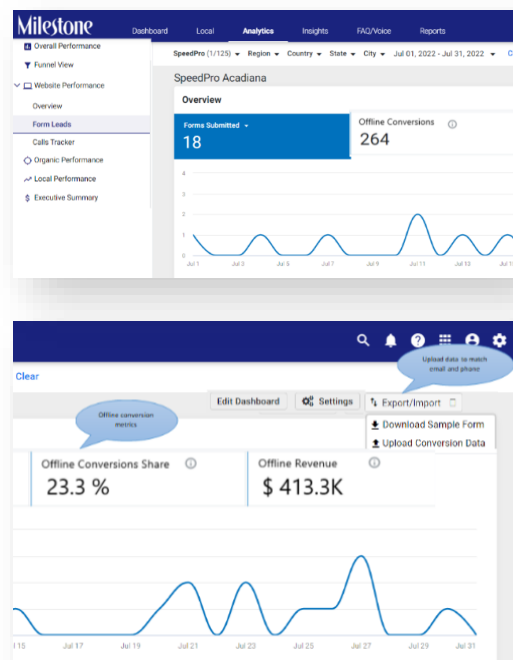
# Complete Visibility With Full-Funnel, Omni-Channel Analytics

## Milestone Analytics Platform

Group Leads Value  
Estimated value of Group Bookings



Online-Offline  
Actual value of offline conversions



GA4  
Event-based with predictive analytics





# Milestone Technology

## Scalable Digital Discovery and Acquisition Platform

Powering full funnel omnichannel experiences for over 500 brands of all sizes across several industries

### Enterprise Agility

With Low code and headless Builders



**Website and Mobile**  
Pages | Landing Pages | Sites



**Schema**  
Chrome Extension | Bulk | Developer



**Distribution & Performance**  
Listings | Reviews | Dashboards



**Developer Integrations**  
Rest API | Message Queue | File based

### Discovery & Acquisition

AI-optimized Assets and Rules



**Technical SEO built-in**  
Indexability | Crawlability | Core Web Vitals



**Future ready**  
Entities | Semantic



**Intelligent Automation**  
AI/ML Automation



**Discovery optimized assets**  
Structured content | Assets | Widgets

### Secure & Scalable

Compliant, future-proof Platform



**Cloud Tech Stack**  
Cloud native | Event driven | Microservices  
Distributed CDN



**Intelligent Foundation**  
Cognitive search | Structured Document Storage



**Security and Compliance**  
256 Key Secure Data at Rest | 2048 Key  
SSL DDoS and WAF Protected Hosting





**Extensibility**  
Integration Engine

### Omnichannel Discovery and Acquisition



# Milestone Products Connecting Discovery To Acquisition...



 SEO-First CMS	 Image Optimization	 Local Listings	 Schema & Entities	 FAQs	 Event Calendar	 Blog
 Page Studio	 Site Studio	 Digital Asset Library		 Personalization		
					 Business Messaging	
			 Live Inventory			

The background features a dynamic, abstract design with a color gradient from deep purple on the left to a dark blue on the right. The design is composed of numerous thin, curved lines that create a sense of motion and depth, resembling a stylized landscape or a digital data flow. Light streaks and bokeh effects are scattered throughout, adding a futuristic and energetic feel.

**Thank You!**