

# Benefits that make your business better.

Your BBB® of Southern Colorado is not simply another customer review website. We are just down the street – living and working in your community to support good businesses and great business owners.



THE SIGN OF A  
**BETTER  
BUSINESS**  
BBB.org

## 1. Brand with the BBB

Accredited Businesses can proudly display the Accredited Business Seal on their websites, marketing materials, vehicles, and storefronts.



## 2. Search Engine Optimization

Major search engines regard BBB.org as a “high authority” website with strong organic rankings.



Utilize our dynamic seal and the features of your BBB Business Profile page to boost your SEO.

## 3. Dedicated Account Manager

Your Accredited Business will be assigned a local Account Manager available to assist with any account needs. Your dedicated Account Manager can meet with you, visit your office, and engage with you at local events.



## 4. BBB.org Digital Advertising

Advertise on BBB.org with targeted ads by industry, exclusively for Accredited Businesses.



## 5. Google Display Advertising

Participate in customized co-branded advertising for just \$350 per month.



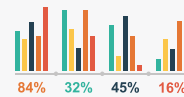
## 6. Customizable Business Profile

Accredited Businesses receive a personalized profile page with enhanced logo placement, detailed service descriptions, photos, and videos. This helps your business stand out in BBB.org search results.



## 7. Business Intelligence Report

Log in to review your Business Intelligence Report which shows analytics attached to your BBB Business Profile page.



## 8. BBB Summit Award

Accredited Businesses receive recognition for their dedication, activity, and BBB business profile interactions on the local BBB.org website



## 9. BBB4Good

Purpose-driven consumers are the leading demographic in the U.S. BBB's BBB4Good initiative supports and elevates purpose-driven businesses, empowering them to make significant social and environmental impacts in their communities.



## 10. Dispute Resolution

Accredited Businesses receive two mediations or arbitrations per year at no cost, minimizing the need for additional legal action.



## 11. Age Friendly Certification

BBB's Age-Friendly Business Certification designates BBB of Southern Colorado Accredited Businesses as welcoming to elderly customers.



## 12. Excellence In Customer Service Award (EICS)

This prestigious award honors outstanding customer service in our region. Only Accredited Businesses can apply and participate, offering extensive marketing exposure.



## 13. Legal Services

BBB of Southern Colorado Accredited Businesses receive a FREE audit of their company's corporate records and a 15% discount on legal services within the firm's practice areas from **Doherty Law Firm, P.C.**



## 14. Professional Education

UCCS College of Business Executive Education offers BBB of Southern Colorado Accredited Businesses a 10% discount on custom training programs and a 5% discount on professional development programs.



## 15. Community Workshops and Webinars

BBB of Southern Colorado Accredited Businesses receive discounts on workshops and webinars from the Pikes Peak and Pueblo Small Business Development Centers.



## 16. Dell Discounts

BBB of Southern Colorado Accredited Businesses enjoy an additional 5% discount on current offers from Dell.



## 17. BBB Education and Training

FREE workshops and webinars cover topics such as using AI in small business and social impact basics.



## 18. Community Driven Connections

Participation in BBB business networking opportunities often builds meaningful community connections and business!



Visit: [bbbsc.org](http://bbbsc.org)

How do consumers know they can trust you? By adding the BBB<sup>®</sup> Accreditation Seal to your business.



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BBB.org

## Discover **THE ADVANTAGE** a **FREE Online Webinar**

Talk with BBB of Southern Colorado staff to learn more about the benefits of BBB Accreditation and the programs available exclusively to BBB of Southern Colorado Accredited Businesses.

Visit [BBB.org/southern-colorado](http://BBB.org/southern-colorado) for webinar dates and times.

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