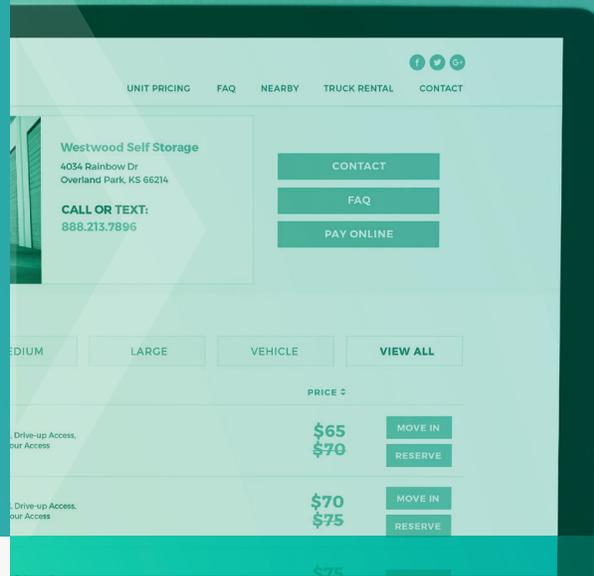


DO MORE

MARKETING

 Websites
BY STORABLE



THE CHALLENGE

Over the last decade, marketing and tenant management tools and techniques have changed dramatically in the storage industry. When it comes to leads, walk-ins and drive-bys are increasingly being replaced by online searches through search engines like Google. In this increasingly digital environment, operators know they need a solid website to not only capture search engine traffic, but also provide tenants with easy-to-use tools to manage their account. The reality, however, is that few operators are doing what it takes to deliver on either front.

THE SOLUTION

To capture and retain tenants in this increasingly digital environment, storage operators need facility websites that can drive natural search rankings while at the same time reflecting their brand effectively. They need professional-looking design and an intuitive user experience to make reserving a unit easy. They need a way to cut down on daily transactional tasks to make their managers' lives easier. They need an effective marketing and tenant self-service solution that makes promoting and managing their facilities easier.

THE STORABLE APPROACH

Storable Websites were created to make self-storage website design, SEO, and transaction management simpler than ever before. With a sophisticated, modern approach and deep industry expertise, storEDGE works to generate more organic leads while at the same time delivering a better experience for tenants and reducing demands on management staff. At Storable, we believe you should expect more from your facility websites.



INCREASED TRAFFIC

through a flexible, mobile-first design approach and industry-leading SEO features, practices, and services.



ENHANCED USER EXPERIENCE

through an intuitive design that's optimized for both simplicity and conversion.



IMPROVED EFFICIENCY

through simplified inventory management and a tenant portal that offers online transactions and customer communications which reduces operational burden on management.

DO MORE

WITH
STORABLE WEBSITES

Storable Websites Capability Overview

At Storable, we believe that your facility websites should fuel demand for your facilities while at the same time reducing the operational burden for your management staff. Storable's integrated-platform approach can help you get more out of your facility website.

FACILITY DISCOVERABILITY

Professional SEO Content — Fuel natural search rankings and highlight your facility's unique benefits with custom content that is both optimized for search engines and tailored for your brand.

Google My Business Optimization — Harness the power of the most valuable digital marketing asset in the self-storage industry by optimizing your Google My Business listing to drive nearby users to your facility.

MODERN DESIGN

Fluid, Responsive Design — Deliver an outstanding web experience every time with a website that adjusts to users' screen size, platform, and device orientation using flexible grids and intelligent display capabilities.

Regular Platform Updates — Ensure your website is always up-to-date with continuous feature updates that empower you to stay ahead of constantly evolving search engine and web browser requirements.

ADVANCED REPORTING & ATTRIBUTION

Marketing Dashboard Reports* — Gain unprecedented levels of visibility into your marketing data with reports that organize your most important website and campaign data all in one actionable report.

Google Analytic Integration — Easily connect your Google Analytics data to offer even more detailed reporting on conversions and a number of other valuable data points.

TENANT ENGAGEMENT

Online Reservations — Enhance the online reservation process with real-time updates to your unit pricing and inventory to ensure consumers always see up-to-date availability.

Online Payments — Empower your tenants to pay online from the tenant portal, simplifying their experience and removing daily burden on your management staff.

*This feature is currently for storEDGE software customers only