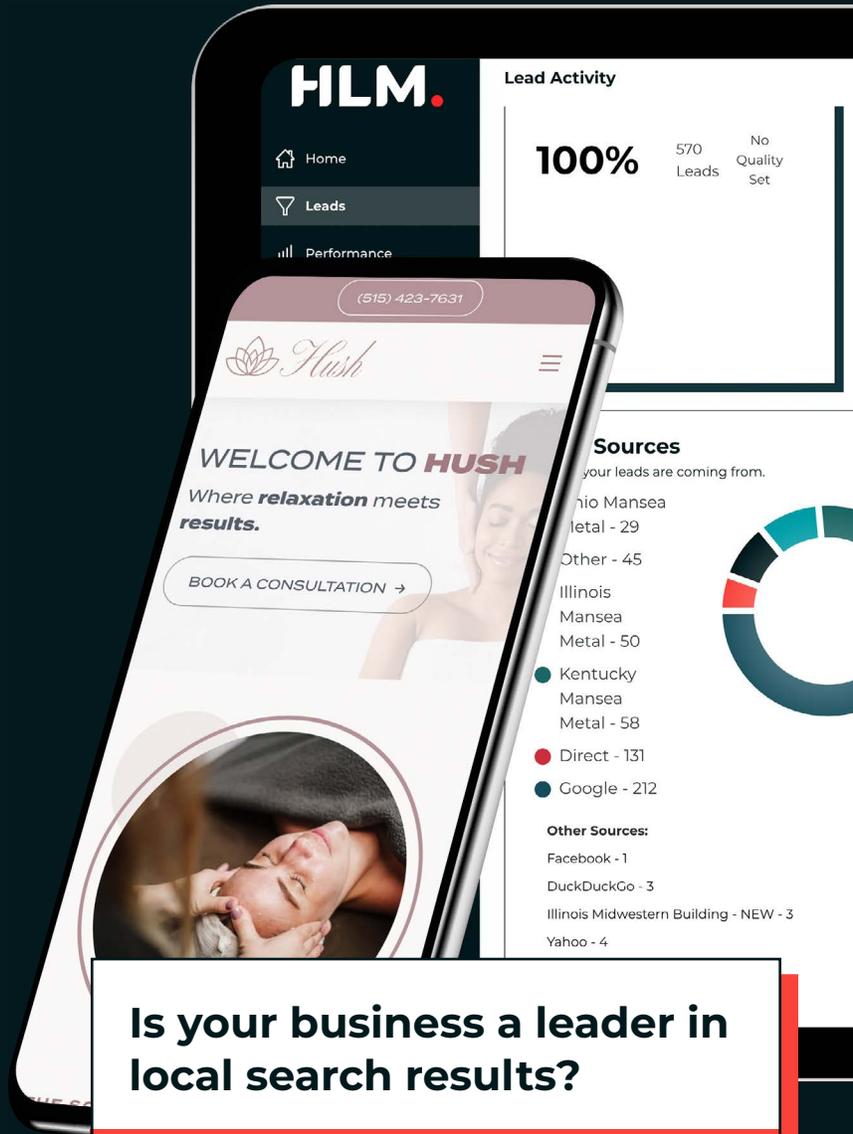


HLM.

Technology Ensuring Every Lead is Yours.

HLM's Footprint™ platform gives your business the triple threat advantage with enhanced website performance, actionable insights, and unmatched transparency to stay ahead.



Is your business a leader in local search results?

Google's algorithms give preference to local businesses, boosting visibility in search results for queries with local intent.

If your website is not optimized for local search, you could be missing out on the 80% of local service searches that convert to leads. The best decision you can make to increase opportunities and grow sales is to power your online presence with Footprint technology. The Footprint platform is a trifecta of local SEO power, including a fast and flexible CMS, local market Insights, and an intuitive Dashboard, each specifically designed to help small and medium-sized businesses increase visibility in local search results, connect with more customers, and respond to leads faster.

Optimize. Analyze. Clarify.

Give Your Business the Competitive Advantage

In today's online marketplace, efficiency, adaptability, and visibility are crucial to success. The Footprint™ platform helps small and medium-sized businesses cut waste, align their online efforts, and respond fast to inquiries boosting engagement and sales.

Stop waiting for opportunities and create them with Footprint™ technology.



MARKET. PERFORMANCE. COMPETITORS.

Footprint Insights

See what you need to do to win online.

- Understand your total market opportunity
- See competitor strategies and areas you need to improve to get ahead
- Compare your business to your competitors on hundreds of data points used by search engines



FAST. FLEXIBLE. SCALABLE.

Footprint CMS

Take control of your website's content and design.

- Easy-to-use interface
- Create and edit web pages
- Publish blog posts
- Optimize content for local searches



RESULTS. TOOLS. TRANSPARENCY.

Footprint Dashboard

Make accurate, meaningful decisions with real-time data.

- Monitor online campaigns & website performance
- Track & manage leads
- Get customer feedback & manage reviews
- Know what our team is doing

**Better results start with better technology.
See Footprint in action!**

Scan to take a virtual tour

