

# ObitLink



One Guestbook.  
Professional Screening.  
Triple Interaction.

**ObitLink links your online guestbooks with your local newspapers' guestbooks, delivering a seamless experience no other funeral home website provider can offer.**

Give your families the best guestbook experience available. With ObitLink, they won't have to visit multiple locations to receive all their condolences, and you won't have to screen for inappropriate messages. Well-trained professional screeners scour them for you, detecting even the most obscure references and slang terms.

a better  
guestbook

## Never let a condolence go unread.

- Once an entry is made in your online guestbook, it also appears in your newspaper's online guestbook.
- By streamlining newspaper and funeral home online guestbooks into one, ObitLink ensures families won't miss a single condolence.

screening  
365 days  
a year

## Never let an offensive entry get through.

- ObitLink includes professional screening 365 days a year, typically within 2 to 4 hours of an entry being posted.
- You'll no longer feel pressure to constantly check for new condolences.

**FACT:** On average, professional screeners filter 1 in 20 messages for inappropriate content.

88% vs 26%  
guestbook signings

## More than triple your funeral home interaction.

- The average online guestbook is only signed about 26% of the time, while ObitLink shared guestbooks are signed approximately 88% of the time.
- Funeral home online guestbooks receive an average of 5 entries each. ObitLink shared guestbooks typically receive 12 entries each.

## Guestbook Keepsakes keep the memories going.

- ObitLink's Guestbook Keepsake preserves every online condolence in a printed hardbound copy, and gives you the opportunity to earn extra revenue.



**877-287-8661 • ConnectivitySuite.com/ObitLink**  
Contact us today to schedule a live demonstration.



# ObitLink TrafficBuilder

Advertise your funeral home.  
Attract more website traffic.



**You already know that traditional advertising works. Now you can take it further by promoting your funeral home online ... and driving more traffic to your website.**

ObitLink TrafficBuilder is a cost-effective extension of ObitLink, giving your firm the opportunity to be advertised on your local newspapers' obituary pages. It's the best way to get your funeral home in front of the people you most want to build a relationship with: those already seeking obituary information. Plus, with a direct link to your website, you'll be offering them the easiest way to learn more about you.

targeted  
ad placement

## Attract an already engaged audience.

- Your 2 ¼" x 4 ¼" ad appears right next to your obituaries on newspaper sites – featuring your logo and website link, plus a link to the specific obituary.
- You'll capture visitors looking to go beyond the basic obituary – those who are interested in learning more about your funeral home.

cost  
effective

## Get more for your advertising dollar.

- Think about how much you would typically pay for an ad in the phone book. With ObitLink TrafficBuilder, you'll reach an extremely targeted audience for a fraction of the cost of your monthly yellow page ad and much less than other forms of online advertising.

**FACT:** Research shows that ObitLink TrafficBuilder draws an average of 15 additional visitors per obituary each month to your website.

Chicago Tribune

Home News Suburbs Business Sports Deals Entertainment TribU Health Opinion

Resources Send Flowers Now Gift Shop Find Death Certificates 50+ \$ave on Car Ins

**Obituary**

**RUTH GILLILAND** | Visit Guest Book

Charlotte -- Mrs. Gilliland, 57, of Charlotte, died Wednesday, May 25, 2011 at home after fighting a courageous six year battle with cancer. Born July 13, 1950 in Bristol, VA, she was a daughter of the late Mr. and Mrs. John Foster.

Funeral service is 11:00 AM Friday, June 3, at Smith Funeral Home's Memorial Chapel. Interment in Baptist Church Cemetery. The family will be meeting at their family ranch, Gilliland Farms, and receive friends Thursday evening. Ruth was an accomplished equestrian, proprietor, friend, and an avid lover of the outdoors. She and husband started Gilliland Farms, and raised horses for the last 20 years.

Survivors include her husband, Russ Gilliland; daughters, Grace Ross and husband, Lisa Mills and husband; sons, Robert Gilliland and wife, and son Mike and wife. She is also survived by her 6 grandchildren. Please send all memoriam to Gilliland Farms.

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**Funeral Home Details**

**SMITH Funeral Home**

Smith Funeral Home  
Chicago IL 312.555.5555

Website  
Map/Directions

For more information about:

**RUTH GILLILAND**

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Your Funeral  
Home Ad

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