



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.



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.

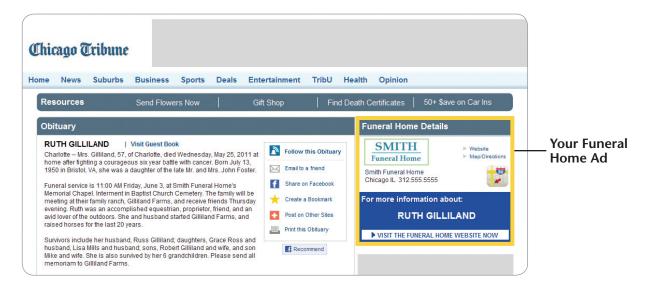
- Your 2 1/4" x 4 1/4" ad appears right next to your obituaries on newspaper sites featuring your logo and website link, plus a link to the specific obituary.
- You'll capture visitors looking to go beyond the basic obituary those who are interested in learning more about your funeral home.

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.



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