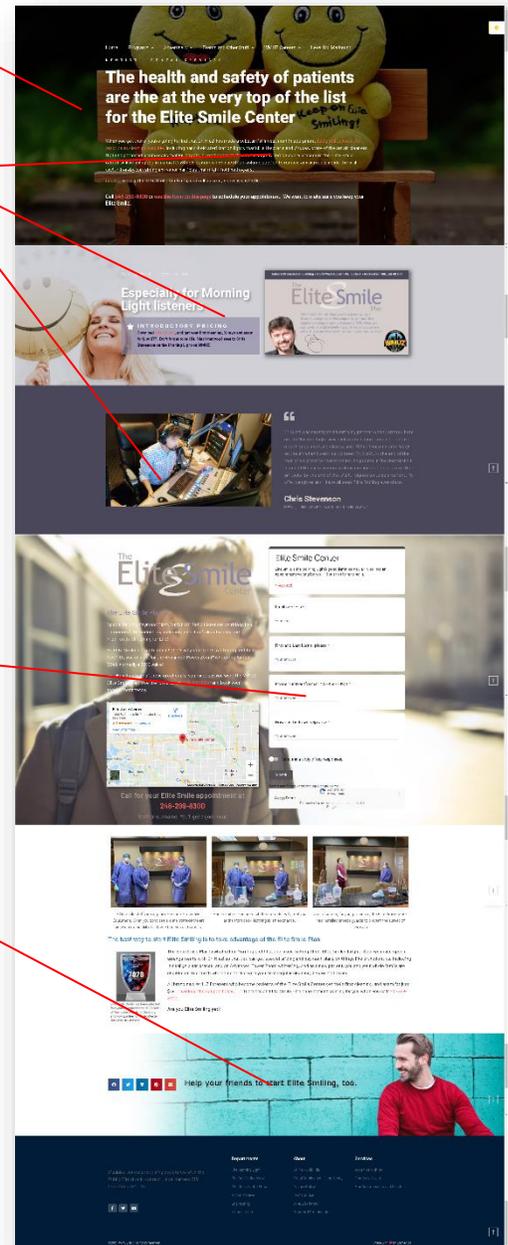


# Top 10 Benefits of a WMUZ.COM Client Page

1. Your WMUZ Client Page is another route into your business. It doesn't negate any other path in which you've already invested.
2. Your WMUZ Client Page is designed to *reinforce, enhance, and amplify* your on-air campaign. Using "rich media" (video, audio, graphics, etc.), we can create expanded versions of on-air messaging.
3. When a listener uses both our call letters and our client's name in a Google search query (i.e., "WMUZ Elite Smile"), WMUZ Client Pages are at the number one or number two spot of the organic or natural (unpaid) search results.
4. Our listeners actively seek out our advertising partners via [wmuz.com/advertisers/](http://wmuz.com/advertisers/). Our main advertiser listing page is among the most visited page on our site, *with some 17,000 pageviews in CY 2020*<sup>1</sup>. Your listing, as all do, will display your phone number and link to your WMUZ Client Page. *That gives you even greater visibility.*
5. As standard equipment, your page includes an easily tracked, Google powered inquiry form which goes directly to you in real time. Our clients find this is a great starting point to gain relationships with seriously interested listeners/customers.
6. Over half of [wmuz.com](http://wmuz.com) visits<sup>1</sup> are made with mobile devices, so all phone numbers shown on a page are set up to populate a phone dialer with a simple tap, thereby reducing friction for listeners who wish to call.
7. *Because we link back to your own Website (usually with several links), your own SEO (Search Engine Optimization) efforts are helped (this alone should be reason enough, since Google counts back-links for a lot in its algorithm).*
8. A WMUZ Client Page is the main engine for "demand capture" in an end-to-end advertising → sales system (the radio campaign, doing what it does best, is the main engine of demand *creation*).
9. You get the weight and endorsement of WMUZ Christian Radio, since your page (and by extension, your brand) is co-branded with us. *That's important because of benefit number 4.*
10. WMUZ Client Pages – and all that you get with them – are included at no charge with annual "2/5/52" contracts.



The WMUZ client page for the Elite Smile Center

Given that listeners have come to rely on WMUZ for finding companies they assume they can be comfortable doing business with, why aren't you here? Explore <https://wmuz.com/advertisers/> for more examples.



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<sup>1</sup>Google Analytics of <https://wmuz.com/advertisers/> as measured 1/1/2020 to 12/31/2020