

Getting started checklist

Incorporate financing into your website to help drive more customers to your business. Make sure customers instantly know you offer Special Financing to ensure they come to you for the products and services they're looking for!

GETTING STARTED

Follow these easy steps to ensure your financing program is optimized online and integrated into your website.



STEP 1

BOOST YOUR SEARCH ENGINE OPTIMIZATION (SEO) BY INCLUDING FINANCING.

Help customers find you when searching online by including your promotional financing:

- **Key words and phrases** on your home and product pages and other relevant pages throughout your site
- **Alt text** on image descriptions and page titles
- **Helpful links**, such as apply online and manage your financing at MySynchrony.com

Make financing part of your online presence and see how it can drive more traffic and sales.

80% of consumers begin a major purchase with online research.*

*Source: 2013 Synchrony Financial Major Purchase Consumer Study

Consumer financing provides your customers with payment options they're looking for.



STEP 2

OPTIMIZE FINANCING ON YOUR WEBSITE.

Position financing in key areas throughout your website with:

Optimal Site Placement

- **Core Navigation**—Create a main navigation tab that leads to a landing page dedicated to your financing and include financing in your sitemap.
- **Above the Fold**—Place your financing message and card art in the upper portion of the viewing screen.
- **Throughout the Site**—Showcase financing opportunities throughout your website, i.e., on home, product and account pages, etc.

Align with Marketing Initiatives

- Include a financing offer alongside sales and featured products.
- Feature financing opportunities with special events, preferred customer promotions, etc.

Reasons to Engage

- Invite customers to apply today or visit with you to learn more.
- Promote the features and advantages of being a cardholder.
- Provide helpful links to online account management.

77% of cardholders say financing influenced their choice of retailer.*

Visit Digital Marketing Toolkit

To learn more about integrating your financing online, explore Digital Marketing Toolkit at SynchronyBusiness.com.

- Improve your online marketing
- View informational videos, downloads and more
- Access Advertising Guidelines



STEP 3

PROVIDE FULL DETAILS AND DISCLOSURE.

Ensure full promotion and disclosure details are current and only 1-click away.

- Provide easy access to a clear understanding of your financing promotions via a landing page dedicated to your financing offers.
- Obtain the latest headlines, disclosures and Advertising Guidelines by visiting the Digital Marketing Toolkit.

*Source: Synchrony Financial 2013 Major Purchases Study