

Benefits of BBB® Accreditation

Including special offers and discounts available to
BBB of Southern Colorado Accredited Businesses.



ACCREDITED
BUSINESS

1. Brand with the BBB

Accredited Businesses can maximize the SEO value of the BBB by using the Dynamic Seal on their website. They can display the Accredited Business Seal on marketing materials, vehicles and storefronts.

2. Search Engine Optimization

Major search engines consider BBB.org to be a “high authority” website with strong organic rankings. By taking advantage of all the features your BBB Business Profile page offers, it can achieve its own organic rankings.

3. BBB4Good

BBB Institute has partnered with local BBBs to launch the BBB4Good initiative to support and elevate purpose-driven businesses. By choosing a higher purpose, businesses can make significant social and/or environmental impacts in their communities.

4. Business Intelligence Report

Accredited Businesses receive a monthly Business Intelligence Report. This report shows the analytics behind their BBB Business Profile page.

5. Dispute Resolution

Conciliation, mediation, and arbitration services facilitated by trained professionals are offered to help businesses resolve consumer disputes.

6. Age-Friendly Business Certification

BBB of Southern Colorado’s Age-Friendly Business Certification promotes age-friendly business practices and certifies Southern Colorado BBB Accredited Businesses as age-friendly.

7. Excellence In Customer Service Award (EICS)

EICS is a comprehensive customer service improvement program run by expert volunteers. All BBB Accredited Businesses in Southern Colorado are invited to participate.

8. Enhanced Logo Placement

on the BBB Online Directory Search Page is available for FREE to all BBB of Southern Colorado Accredited Businesses. Prominently displays your logo and helps your business stand out on the BBB.org search results page.

9. Management Consulting & Contract Expertise

Bnevol LLC provides management consulting and business strategy development (and execution) Additionally, they fill resource gaps with their contract services, including outsourced certified PMPs, fractional CMOs, or agency recruiting to build/scale teams for Startups, SMBs, and Enterprises.

10. Website Services

Infront Webworks offers BBB of Southern Colorado Accredited Businesses a 15% discount on digital marketing services, social media marketing, website design, SEO, and logos.

11. Legal Services

In addition to a FREE audit of your company’s corporate records, **Doherty Law Firm, P.C.** offers BBB of Southern Colorado Accredited Businesses a 15% discount on legal services that are within the law firm’s practice areas.

12. Professional Education

UCCS College of Business Executive Education offers BBB of Southern Colorado Accredited Businesses in good standing a 10% discount on custom training programs and a 5% discount on professional development programs in 2022.

13. Workshops and Webinars

Pikes Peak Small Business Development Center offers BBB of Southern Colorado Accredited Businesses discounts on their workshops and webinars.

14. SEO Audit & Strategy Session

The SEO Audit & Strategy Session from **A-Train Marketing** provides a comprehensive analysis of your website, competitors, and SEO performance. Expert strategy sessions detail the highest priorities for your business to succeed. Value of \$1,200!

15. Subscriptions & Advertising

New BBB of Southern Colorado Accredited Businesses are highlighted in the **Colorado Springs Business Journal**. Accredited businesses also receive a 50% subscription discount plus a 20% advertising discount and will be highlighted in the Business Journal’s Book of Lists starting in 2023.

16. Deluxe People Platform

Deluxe brings HR Solutions + Payroll at a special rate for BBB of Southern Colorado Accredited Businesses. Choose one or the other on the Deluxe People Platform. There’s no requirement to change payroll providers! Simply merge HR Solutions with your current payroll system.

17. Grow with Google

Monthly workshops hosted by **Google** to help you maximize your business’ visibility on Google.

18. Dell Discounts

Special member savings for BBB of Southern Colorado Accredited Businesses. Use a coupon code to shop **Dell.com** and receive an extra 5% off on top of current offers.