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Yext Fall '17 Release Makes Business Websites Intelligent

Yext Knowledge Tags Give Businesses Control of the Digital Knowledge on Their Websites to Make it Discoverable Across the Digital Ecosystem

NEW YORK, Sept. 14, 2017 /PRNewswire/ -- [Yext, Inc.](#), (NYSE: YEXT) the leader in digital knowledge management, makes the traditional website intelligent with its Fall '17 Release and new *Yext Knowledge Tags*.



Businesses invest considerable time and resources making their websites readable and useful for consumers. But today's intelligent systems from search engines to smart assistants seek rich, accurate data about businesses so they can provide the best answers and experience to their users. *Yext Knowledge Tags* make business websites readable and more discoverable for intelligent services to ensure they display consistent, accurate business information for consumers.

Businesses can now publish rich data about their people, products, and locations from the *Yext Knowledge Manager* onto their websites, along with the latest Schema.org tagging so intelligent services interpret that data correctly.

"With AI, voice assistants, and direct answers replacing blue links in search, the way

consumers find and interact with businesses has fundamentally changed," said Marc Ferrentino, Chief Strategy Officer of Yext. "It's crucial to manage the public facts about your brand that appear in intelligent search, so you can stay competitive and drive more business. *Yext Knowledge Tags* break down the wall between the website and the digital ecosystem to help intelligent systems understand your website."

Yext Knowledge Tags let businesses manage and highlight information crucial to attracting customers, such as physicians' credentials, retail store hours, or restaurant menu items. For example, health systems can add all the benefits of Schema.org tagging to the profile pages they currently manage for their providers on their own websites. Hotels can make pages for their individual properties more discoverable. And retailers can highlight upcoming in-store events on their websites and in search. Plus, businesses of all types can sync their pages with the *Yext Knowledge Manager* to make updates to this digital knowledge easy and fast everywhere it lives.

The Yext's Fall '17 Release also includes key updates to additional product areas within the *Yext Knowledge Engine*, including:

- *Yext Reviews* now includes Industry Benchmarking, which makes it easier for businesses to see their ratings in context.
- Add Labels to all the reviews *Yext Review Monitoring* detects so you can filter, track your responses, and surface more insights.
- *Yext Analytics* now features improved notifications, which help business users collaborate and share data about how consumers view and interact with their brand online more easily with colleagues.
- In addition, [FindOpen](#), one of the world's leading online business directories, has joined the *PowerListings® Network*, enabling businesses who use *Yext Listings* to list and edit critical information like hours of operation on FindOpen right from the *Yext Knowledge Manager*.

"As consumer search behavior continues to change, business websites need to become more intelligent to stay competitive," Ferrentino added. "Today's release puts businesses in control of their brands across the intelligent services of the future."

About Yext

[Yext](#) puts business on the map. Yext is defining a new category called digital knowledge management, which helps businesses manage all of the public facts that they want consumers to know across the digital ecosystem. The Yext Knowledge Engine™ lets companies manage their digital knowledge in the cloud and sync it to over 100 services in the PowerListings Network®. Yext Listings, Pages, and Reviews help businesses around the globe facilitate face-to-face and digital interactions that boost brand awareness, drive foot traffic, and increase sales.



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