



LG.COM B2B Air Solution

Understanding & User Guide













01 LG.COM Protocol Understanding

LG.COM Main page

LG.COM/UK









business/air-solution

► Unlike B2C products, CAC use category page mainly due to too many models and combination







Category creation/modification process is proceed only by Q-board CSR and governance support is "LG CNS"



► Because of R&R and governance, the webmaster of each Sub. only can access Q-board system So if you need any technical support or page creation at LG.COM, please contact the webmaster first.

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Resolved recently	Category page creation	Requirement Request Analysis Final appro	ver: [GMC] Sunyoung Lee
Updated recently	LGEDEGNB-27	Person in cl	narge: Jiyon Kim
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	LGEGRGNB-27	Target Locale(s): TH Updated:	2021-02-08 15:46 PM
	LGEGRGNB-24 HE New C	User test type: Requester win perform user acceptance test in staging/testing environment. Resolved: Web Accessibility. No.	2021-02-08 15:46 PM
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ttps://aboard.lacom.lao.com/bro	1 2 3 4 5 >	Benefit to Business	

Concentrix supports page contents creation or modification as requests via Q-board or Email

For content part, once you've been delegated B2B or CAC authority from the webmaster, you can request directly to the PIC from Concentrix via email even if you don't have admin of Q-board





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▶ If new product comes up, request for new category creation on GNB to the webmaster first



Need to request for content production(including localization) to Concentrix at the same time



► Make sure to provide content source files with matrix sheet when you request new content production

HQ provides NPI LG.COM Content



► Most LG.COM pages are developed by component and CCG(Content creation guideline) is details all about component

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Technical Considerations

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· Relative margin definition

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- GPC0007. Products List
- GPC0025. Promotion Hero
- GPC0029. Recommended Promotions
- GPC0030. Promotion List
- · GPC0031. Blog Hero
- GPC0033. Blog List
- GPC0042. Image Text (folding feature)
- GPC0043. Side Image Text
- GPC0044. Side Image (2) Text
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- GPC0046. Large Image Large or 2 Small Image
- GPC0047. Centered Image Block
- GPC0048. Image Layered Text
- GPC0049. Slider Image Top Bottom Text
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- · GPC0051. Carousel Block Image Text
- GPC0052. Large Image Vertical Pickers
- GPC0053. Large Image Horizontal Pickers
- GPC0054. Template Title
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- GPC0056. Scroll Image
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- GPC0088. product spec info
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- GPC0120. HA Review
- GPC0125. PLP Stock List

LC as a C O Della

Content Creation Guideline

If you want to see whole CCG, please contact Andrea Bae(Ms.) <u>sa.bae@lge.com</u>

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Microsite page

► You can implant microsite page which developed by external agency into LG.COM too.



Skladujte energii chytře

Vezměta solámí energii kterou vytvoříba a chytře ji uchovejta LG Home Energy System energii skladuje efektivněji než řada jiných systémů. Zažijta svobodu při používání vlastní energie ve dne v noci.



https://www.lg.com/cz/business/home-energy-package



více energie než běžné moduly.

Jiné panely se časem stávají méně spolehlivými. Oceněný design LG NeON2 a LG NeON R® zaručuje trvalou spolehlivost.

A pro Vaši plnou důvěru jsou všechny solární panely LG zaštítěny 25letou zárukou na produkt a výkonnost

Maximalizujte efektivitu solární energie a Váš domov

LE Energy Storage System (ESS) je vykomý a jednoduchý způsob, jak skladovat a řísti Všá domov, Uchoská přebytečnou energi, kterou generuj Vsá solamí panej, takže můste šarkt energi a zároveň udařth penice na Všáem úžtu za jedektím LU ESS je zároveň vysoce efektivní a vyžaduje převod energie ve dou knotch místo tři jelo většna zystěmů. Ušetřke vice penica vyhotece sadším naktadím na instralací.

Má také třífázové připojení, aby zabránil nerovnováze energie a přepětí, takže získáte stabilní a spolehlivý přísun ve dne v noci.

Udržujte si doma teplo a útulno

LG tepriné čerpadlo typu vzduch-voda napříl Všě zásohní kpiš v doj pomod překytáně senegre z Vlásho Systému skladování energie. Obecně používá elektřnuj pouze na 25 % získála z příozeného sztorkového zdreg tepla. Je zá čojičníst výkonnější neč běžné systémy pro ohřívání vody.

Díky svému tichému chodu a flexibilnímu designu je nejlepším řešením, které zajistí Vašemu domovu ideální teplotu po celý rok.



02 Useful Tips for B2B Air Solution

B2B Air Solution Customized Menu



- Customers can download any marketing comm. materials if you upload it at LG.COM.
- ▶ It is shown on main resource download page & product category page both for customer convenience.

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https://www.lg.com/fr/business/catalogue-depliant-document



Manual (Installation & Owner) download is available too which automatically linked to GSCS
 Since manuals are distributed from HQ, you don't need to upload

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If Subs have their own partner portal site, it goes to there. If not, goes to regional site.

Engineering Support



▶ Blogging drives traffic with minimal cost. It can include links to blogs from other websites and social media channels that could potentially increase website inflow. As a result, it helps improve traffic and build backlinks.







05/17/2021 #LGHVAC #Library #Museum #Multi V 5 #DUAL Vane #Round Cassette

LEARN MOR

#LGHVAC #Hospital Solutions #Air Purification #Ventilation #PM 1.0 More



https://www.lg.com/global/business/hvac-blog

Panama LG.COM blog is positioned at the top of the page when searching "air conditioner residential solution"



UK LG.COM blog is positioned at the top of the page when searching "luxury apartment VRF"



► HQ posts new content every 2weeks on the global site. Please localize it based on HQ blog. (Blog is belong to content creation area, all you can do is ask "Concentrix" to update it including translation)

https://www.lg.com/cac/business/aire-acondicionado-comercial/blog-list



https://www.lg.com/ae ar/business/air-solution/blog-list



Search Enter the keywon



Optimiza tu vida con LG ThinO Home 18/05/2021 =LGHVAC =LG ThinQ =Home =Smart Energy





LG Casete Redondo

14/05/2021



6 consejos para mantenerse fresco y consciente durante COVID-19 15/05/2021





Soluciones hospitalarias: Aspectos destacados de COVID-19

16/05/2021

Q

#LGHVAC #Soluciones Hospitalarias *Purificación de Aire *Ventilación *PM 1.0 Más





Soluciones de nuevo Aire Acondicionado Adelantado al Juego. Ahead of the Expected 27/04/2021



استمتع بحياتك مع LG ThinQ Home 05/18/2021

=إل جي لحلول التدفئة والتهوية وتكييف الهواء = ThinQ من إل جي =المنزل = طاقة ذكية



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حلول المستشفيات: أبرز النقاط حول حائجة

تقنية التدفق المتغير لسائل التبريد أو المبرد: خيارات رائعة دون مساومة



خدمات صيانة إل جي المقدمة للعملاء مكيف كاسيت مزدوج اللوحة: من البداية إلى العالميين الابتكار 06/04/2021 06/05/2021

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Search

Enter the keyword





كەفىد-19



الحفاظ على الثقافة والتاريخ من خلال أنظمة التدفئة والتهوية وتكييف الهواء

► You can register your dealer or installer list on Ig.com by customer base (Sales, Install, Service)



https://www.lg.com/in/business/find-the-dealer

▶ "Inquiry to Buy" form on LG.COM is developed by Eloqua for marketing automation

Inquiry To Buy Please select Product category you are interested in. For Inquiries related to categories not on this page please move to <u>Global Inquiry to Buy</u> .	Business Sector (Lv Business Sector Budget) Business Sector (Lv2) Business Sector
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Customer Type *	Privacy Policy *	I have read and understood the Privacy Policy. <u>Read More</u> C
First Name * Last Name *	Direct Marketing *	Yes No I consent to LG using my personal data for the purposes of profiling and sending me marketing communications relating to LG's products and services by e-mail, text messages and on social network services. <u>Read More</u> Of
Province/City *	Direct Marketing *	Yes No I consent to LG using my personal data for the purposes of profiling and providing me with targeted advertising relating to LG's products and services as I browse online. <u>Read More</u> 12
Phone * Work Email *	Transfer Outside Yo Country *	ur I understand that LGE may transfer my information (including my Personally Identifiable Information) outside my country as described in the Privacy Policy. <u>Read More</u> C ²
Company Name *	lf you would like to cha	nge your consent. Please <u>Click here</u> 13
Job Function Seniority Level * Job Function Seniority Level *	I have read and	agree to all of the above.
Inquiry Type *		reuverUne Prixacy - Terms
Products * VRF Multi-Split Single-Split Chiller Heating Etc.		SUBMIT

Customer data is accumulated at "Eloqua" and notification mail is sent to PIC after the customer submit the form





Contacts Overview

				Dissiming 200 of 120 454	matching contact/c)		
	2			Displaying 200 of 129,154	matching contact(s)		
-mail Address	First Name	Last Name	Title	Company	Business Phone	Address 1	City
iso55@goldenplanet.co.kr	Hyounsub	so		goldenplanet	+821064190840		Seoul4
est@ige.com	test	testdd		test		Test	test
ghong@goldenplanet.co.kr	Daegi	Hong		Goldenplanet	070-7717-9018		
so777@goldenplanet.co.kr	So	Hyounsub		Goldenplanet	010-6419-0840	test_address	
nhur@goldenplanet.co.kr	Jungmin	Hur			01041379693		
so_test1@goldenplanet.co.kr	So	Hyounsub		Goldenplanet			Secul
so_test2@goldenplanet.co.kr	So	Hyounsub		Goldenplanet			Secul
so_test3@goldenplanet.co.kr	So	Hyounsub		Goldenplanet			Seoul
est_hso4@goldenplanet.co.kr	So	Hyounsub		Goldenplanet			test
z@lgccitd.co.uk	Jeremy	Smith		LG COMFORT COOLING	1	Bloomfield House, Stat	ion I
ick@pacair.co.uk	Nick	Ryman		Palmer Air Conditioning		Unit 1 & 2, The Heron B	Busi
l@thermofrostcryo.co.uk	Robin	Dewe		Thermofrost Cryo Limited		ERNEST AVENUE, WE	ST
smith@aukdistribution.com	Darryl	Smith		AUK Distribution Ltd		Cobalt Business Excha	nge
ap.vandervinne@lge.com	Jaap	van der Vinne		LG Electronics Benelux			
artin.pennings@lge.com	Martin	Pennings		LG Electronics			
ime.villanueva@caverin.com	JAIME	VILLANUEVA GARCIA		ECONOCOM		Caverin Solutions C/ C	rone
rge.hurtado@caverin.com	Jorge	Hurtado		Caverin Econocom		C/Cardenal Marcelo Sp	inol Madrid
ioannides@profelco.com.cy	ΧΑΡΗΣ	ΙΩΑΝΝΙΔΗΣ		PROFELCO INFORMATIO			
christo@cytanet.com.cy	ΑΝΔΡΕΑΣ	ΧΡΙΣΤΟΔΟΥΛΟΥ		LEMANCO ELECTRONIC	6	5 A Elia Papakyriakou M	Malo
issis.lioupas@cyberstream.gr	ΖΗΣΗΣ	ΛΙΟΥΠΑΣ		CYBERSTREAM		19, Maiandrou str.	
t@intelligentmedia.gr	ΓΕΩΡΓΙΟΣ	ΤΣΙΝΤΖΙΛΩΝΗΣ		INTELLIGENT MEDIA		54, K. Varnali str.	Halandri
dermon@avidex.gr	ΔΗΜΗΤΡΙΟΣ	ΔΕΡΜΩΝ		AVIDEX			
pallas@tuturebox.gr	ΗΛΙΑΣ	ΠΑΛΛΑΣ		FUTURE BOX - NEW MED			
fra@technologica.or	ΜΑΝΩΛΗΣ	ΦΡΑΔΕΛΟΣ		TECHNOLOGICA			
drakoulakis@gmail.com	ΓΙΩΡΓΟΣ	ΔΡΑΚΟΥΛΑΚΗΣ		ΔΡΑΚΟΥΛΑΚΗΣ ΦΙΛ. ΓΕΩ		Kavrochori, Heraklion,	715(
malhasias@moodmedia.com	ΝΙΚΟΛΑΟΣ	ΜΑΛΧΑΣΙΑΣ		MOOD MEDIA		3 Riga fereou st	Chalandri
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an cheechen@ine com	Yap	Chee Chen		LGEMI B2B			
mando juarez@ice.com	HECTOR FERNANDO BO	JUAREZ		LGE			
avid shamsian@ine.com	Navid	Shamsian Kalimi		LGE			
hnson escober@ige.com	JOHNSON BANLAT	ESCORER		LOF			
land chan@ine com	ROLAND S	CHAN		LGE			
stuna urabal@ine.com	WEOPEI	ILICTVNIA		LGE			

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Last Name Wibowo

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Solution_Russia "LITSA (Short Version)" 11/17/2020

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Solution_Portugal "NOVA School of

Business and Economics"

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#Education

More

=Residence



#VRF #Case Study #Russia #Multi V S



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#Chiller #Multi V #Hotel

Solution_Myanmar "Lotte Hotel"

#VRF #Case Study #Total Solution #Myanmar

=VRF =Case Study =Portugal =Multi V

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Brazil Best case

Sobre o Programa MVP

Sobre a Academia

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Click "Local Category Mapping" and select right category when "Mapping Category" pops up
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- ► Then check the box and click "PUBLISH"

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► Once you done, you can check after clicking "SEARCH"

► After a few minutes, you'll find the file on LG.COM search menu and selected category page

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04 Google Analytics Dashboard

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic



▶ Due to GA is complicated to use, HQ built a dashboard that allows you to review all about LG.COM in real time.

Conversion Funnel

Returning User Ratio

The graph shows new visitors and returning visitors of the website

Feb 1, 2020 - Jan 31, 2021

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1-181/181 ()

For more about dashboard, please contact Andrea Bae(Ms.) <u>sa.bae@lge.com</u>

🕑 LG

LG.COM B2B Air Solution Traffic Dashboard (UAE_en)





Top Pages Visited

The table shows the HVAC pages and their pageviews, unique pageviews and avg.time on page.

* Pageviews : The total number of pages viewed, counting the repeats.

* Unique Pageviews : The total number of pages viewed, without counting the repeats within a certain time period.

* Avg. Time on Page : Average time the users stayed on the page.

	Page Title	Pageviews *	Unique Pageviews	Avg. Time on Page
1.	AIR-SOLUTION HVAC Business LG UAE	10,378	8,866	00:01:01
2.	LG Air Solutions: Split Air Conditioners & VRF LG UAE Business	5,973	4,700	00:00:58
3.	VRF annual maintenance HVAC Business LG UAE	5,406	4,741	00:02:20
4.	Air Solution HVAC Business LG UAE	4,044	3,438	00:01:02
5.	Multi Split Air Conditioning Systems LG UAE Business	1,729	1,446	00:02:02
б.	LG Single Split Cassette AC LG UAE Business	1,258	1,044	00:00:43
7.	LG Multi V Water-IV LG UAE Business	1,075	969	00:01:28
8.	LG WRF Air Conditioning Systems LO UAE Business	1,062	729	00:01:06
9.	LG Multi V 5 Air Conditioning System LG UAE Business	763	508	00:01:11
10.	VRF HVAC Business LG UAE	740	529	00:00:54



Feb 1, 2020 - Jan 31, 2021





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