








# HOW TO CREATE A GREAT

## DIRECTORY LISTING

-  If you can include an image. People are drawn to pictures as it can give a lot of information in one snapshot so choose wisely, the right picture can be worth a thousand words
-  Complete your directory listing with as much information as you can give, web address, phone number, social handles, physical address etc
-  Update frequently, especially if this is the kind of directory where as your update will creep you further up the list
-  Proofread, proofread, proofread
-  Choose your words well. You attract a different audience when you use different phrases. Words like "high quality" & "award winning" attract a different clientele than "value for money" & "affordable" keep the language true to your brand
-  Know your metrics. How many years have you been in business? How many projects have you worked on? How many years experience do you have? If it's relevant and you can fit it, include it
-  Be client focused. When people find you on the directory they more or less want to know if you offer the product or services they require. Your "story" is secondary, so make sure it reads that way