

# Webinar

JANUARY 2023



GET YOUR ONLINE DIRECTORY OFF THE GROUND

# Our Team



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edirectory

GET YOUR ONLINE DIRECTORY OFF THE GROUND

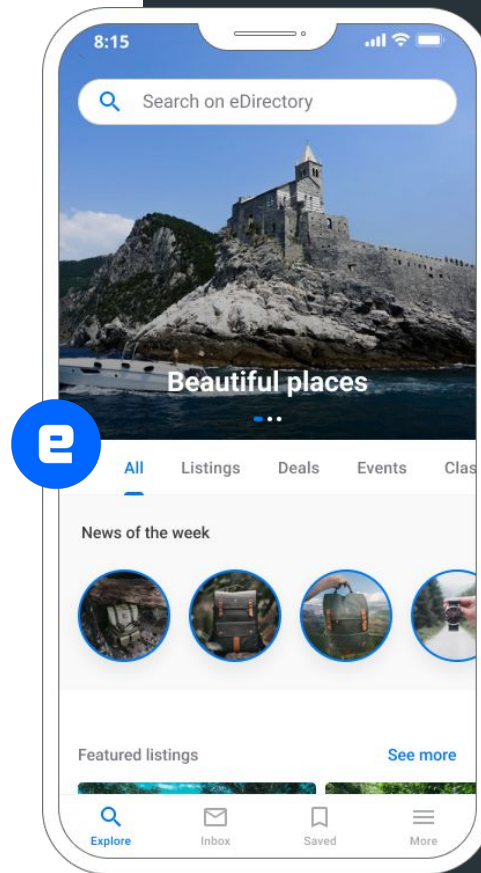
## Background on the eDirectory platform

Fits any industry or purpose

Highly customizable

Integrated apps

Source code available



**Get Your  
Online Directory  
Off The Ground**



GET YOUR ONLINE DIRECTORY OFF THE GROUND

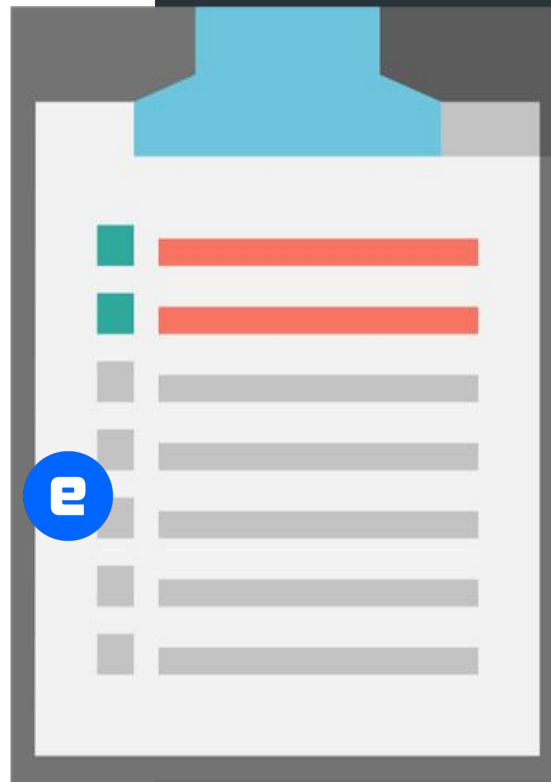
## PRE-LAUNCH CHECKLIST

Content

Pages

Settings

Integrations



GET YOUR ONLINE DIRECTORY OFF THE GROUND

## CONTENT CREATION

Listings

Classifieds

Blog posts

Banner Ads

### Featured Categories



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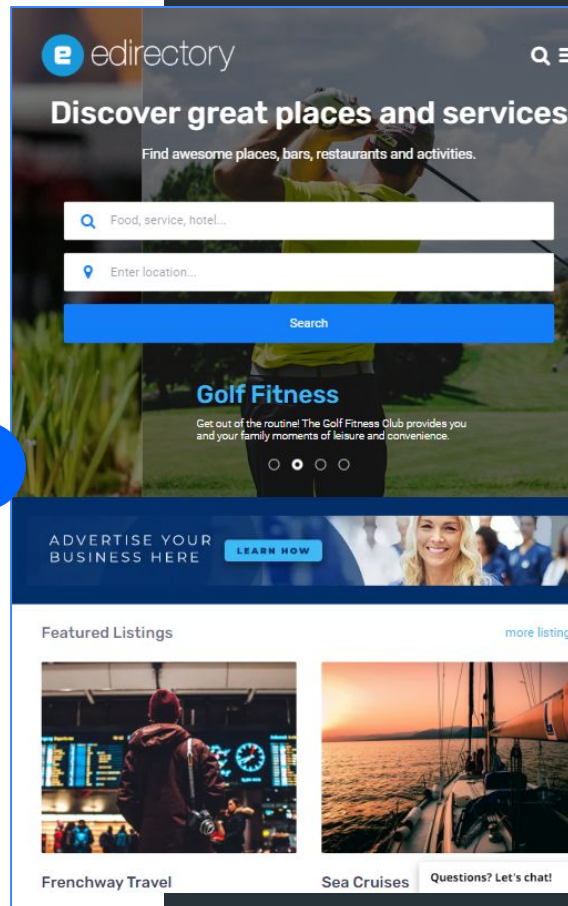
# HOME PAGE

Featured Items

Navigation

Newsletter and Apps

Footer



GET YOUR ONLINE DIRECTORY OFF THE GROUND

## ADVERTISE PAGE

Clear proposition

Additional services

Free trials (Stripe)

Test checkout flow



Post your Classified Ad

MOST POPULAR

SILVER

Free

Start today!

GOLD

\$25  
per month

Start today!

DIAMOND

\$50  
per month

Start today!

> Detail Page

> Url

> Summary Description

> Detail Description

> Contact Name

> Phone

> E-mail

> Price

> Video

> Additional Uploads

> Gallery with up to 1 image

> Cover Image

> Banner

✓ Detail Page

✓ Url

✓ Summary Description

✓ Detail Description

✓ Contact Name

✓ Phone

✓ E-mail

✓ Price

✓ Video

✓ Additional Uploads

✓ Gallery with up to 10 images

✓ Cover Image

✓ Banner

✓ Detail Page

✓ Url

✓ Summary Description

✓ Detail Description

✓ Contact Name

✓ Phone

✓ E-mail

✓ Price

✓ Video

✓ Additional Uploads

✓ Gallery with up to 10 images

✓ Cover Image

✓ Banner



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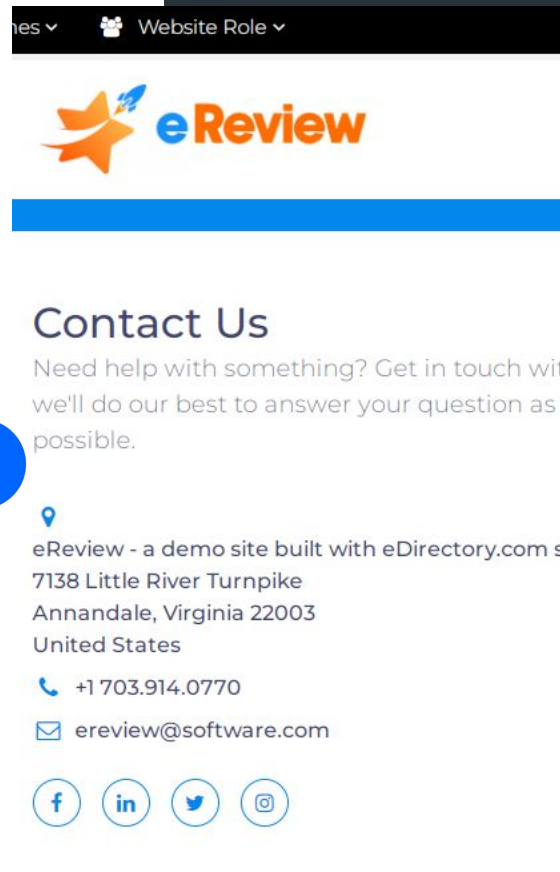
## CONTACT US PAGE

Reliability + Engagement

Address

Phone number

Social profiles



GET YOUR ONLINE DIRECTORY OFF THE GROUND

## PRIVACY POLICY

## TERMS OF USE

Do not use Lorem Ipsum

Find a model on the internet

Seek legal advice



## Terms and Conditions

Last updated: May 17, 2018

Please read these Terms and Conditions ("Terms", "Terms and Conditions", "Terms", "Terms and Conditions" or "Terms") which govern your use of the mobile application (the "Service") operated by Arca Solutions

Your access to and use of the Service is conditioned on your acceptance of these Terms and Conditions by clicking on the "I agree" button or by using the Service. If you do not agree to these Terms and Conditions, you should not access or use the Service.

By accessing or using the Service you agree to be bound by the Terms and Conditions of the Service.

## Purchases and Subscription

This website is for demonstration only. No transactions, payments or purchases of any kind are made through this website.

## Content

Our Service allows you to post, link, store, share and otherwise transmit content from your device to our Service. You are responsible for all content create by you.

## Links To Other Web Sites

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## FAQ

Review basic Q&A

Develop your own

For advertisers

For site visitors



How can we help you?

How does the 'Sign me in automatically' work?

What happens if I forget my password?

How can I change my password?

Am I required to have an account to add items

How can I sign up for an account?

Why am I receiving an 'Account Locked' message

Found 6 records. [Display all](#)

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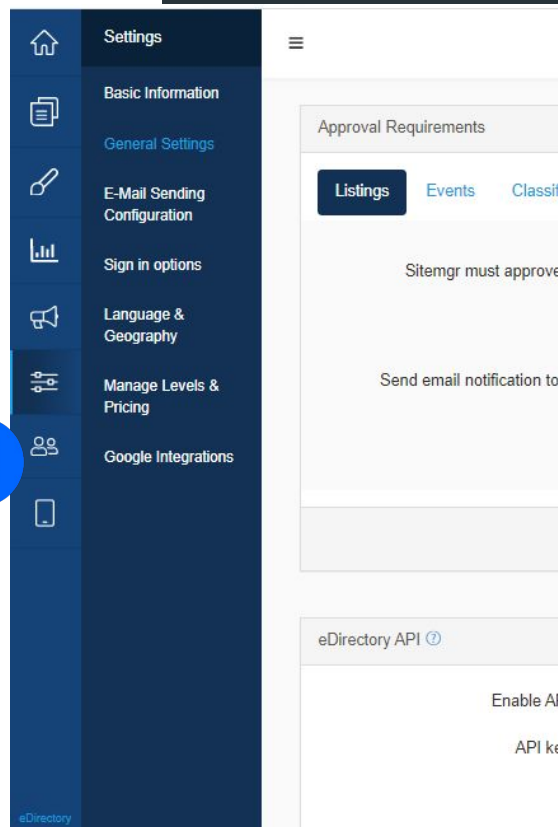
## SITE SETTINGS

Email

Social Login

Approvals

Apps (links/coming-soon)



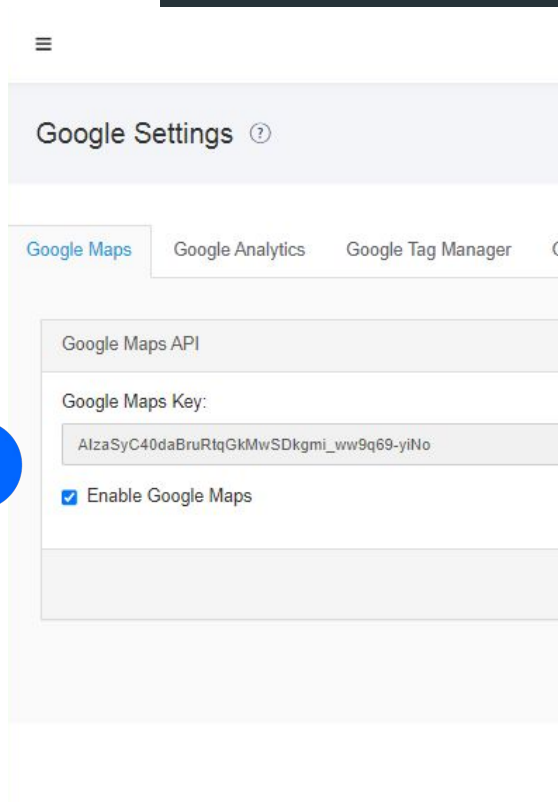
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## INTEGRATIONS

Google (GSC/Analytics/etc)

Marketing (Social/Chat/etc)

Legal (cookies/ADA/etc)



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## PRE-LAUNCHING?

Custom Page or Maintenance Page

Build segmented Email lists

Newsletter/Lead-form widgets



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## **SPREAD THE WORD**

SEO FOR ORGANIC TRAFFIC

SOCIAL MEDIA

INFLUENCERS

LOCAL VISITS (STICKERS/MORE)

PAID ADS FOR MAIN CATEGORIES

PAID ADS FOR TOP ADVERTISERS



GET YOUR ONLINE DIRECTORY OFF THE GROUND

## BE PREPARED TO SELL

Sales Pitch

Value Proposition

Media Kit





# QUESTIONS?



# Next Events

- Jan 25th - Creating a Coming Soon Page
- Feb 8th - Essential Paid Media Strategies
- Feb 22nd - Conversion Goals for Online Directories



<https://www.edirectory.com/webinars>

