

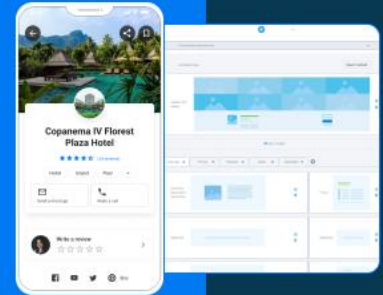
Webinar

NOVEMBER 2023

WEBINAR

Mastering the Listing
Template Editor

 edirectory



Mastering the Listing Template Editor

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Next Events

- **Dec 6th - Prepare Your Site For The Holidays**
- **Dec 20th - Local SEO For Online Directories**

www.eDirectory.com/webinars

Background on the eDirectory platform

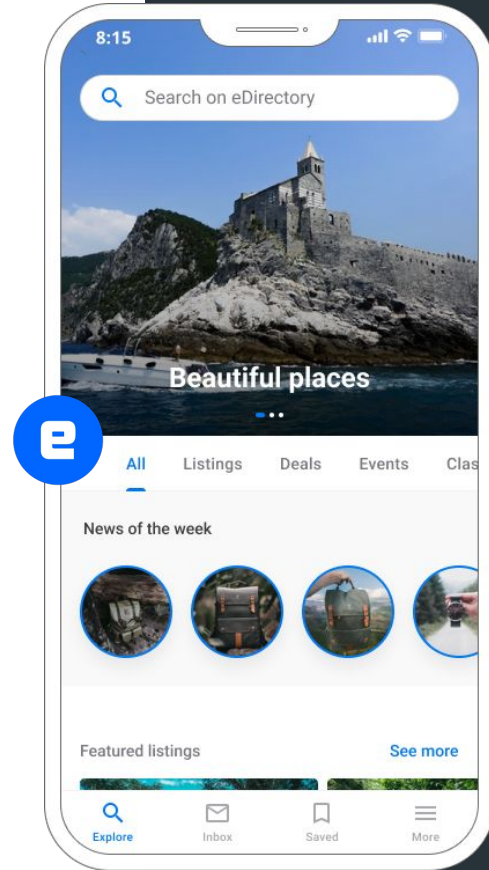
Fits sites for any industry or purpose

Highly customizable

Create Native iPhone, Android apps

SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo



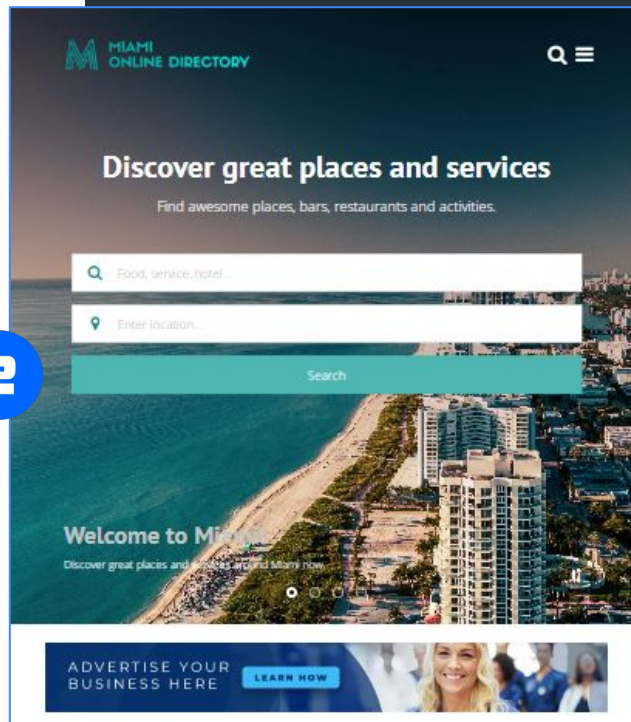
Mastering the Listing Template Editor



Content is (still) King!

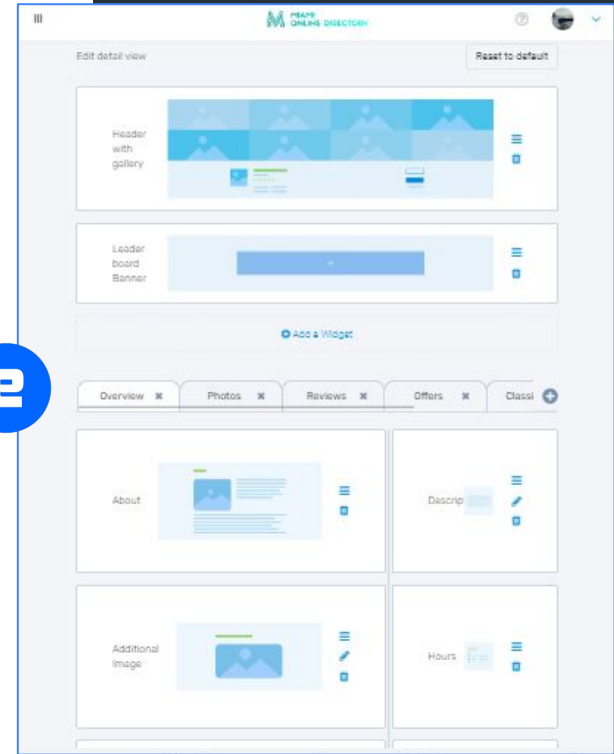
Listing detail page is a key part of your content strategy:

- Deep / Detailed information is key
- Go for the basics + unique data no one else has
- Requires some work to build the data – it's worth it!



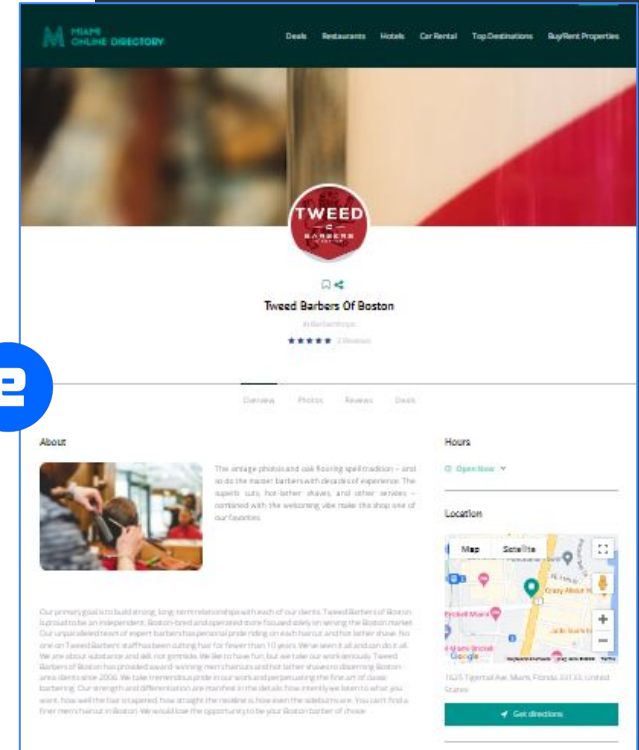
Listing Template Editor

- Where you'll build the Listing Detail Page
- Drag & Drop visual editor
- Use a template for all listings
- Or create templates for individual categories
- Create custom fields
- Adjust/Modify design



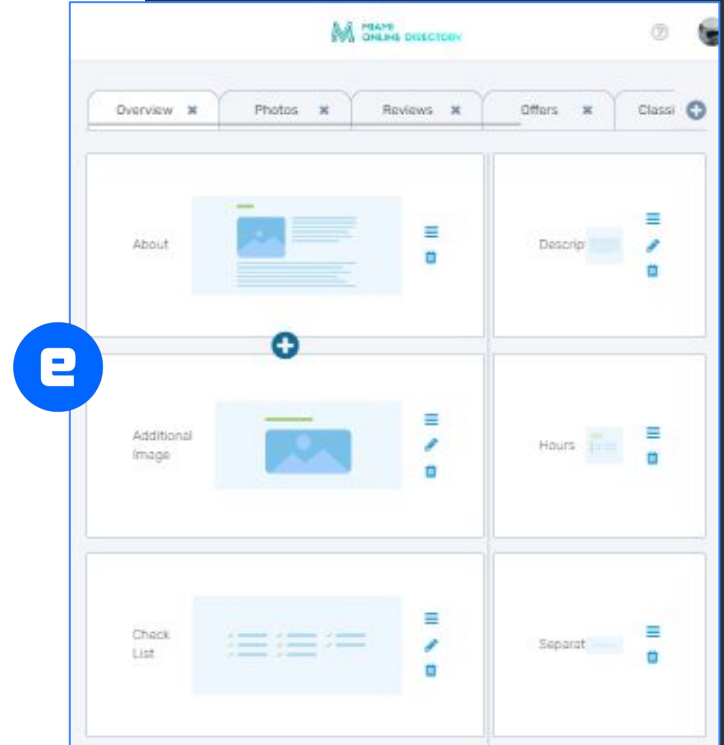
Listing Detail Page Taxonomy

- Page Header
- Listing Header
- Tabs
- Body
- Side Bar
- Page Footer



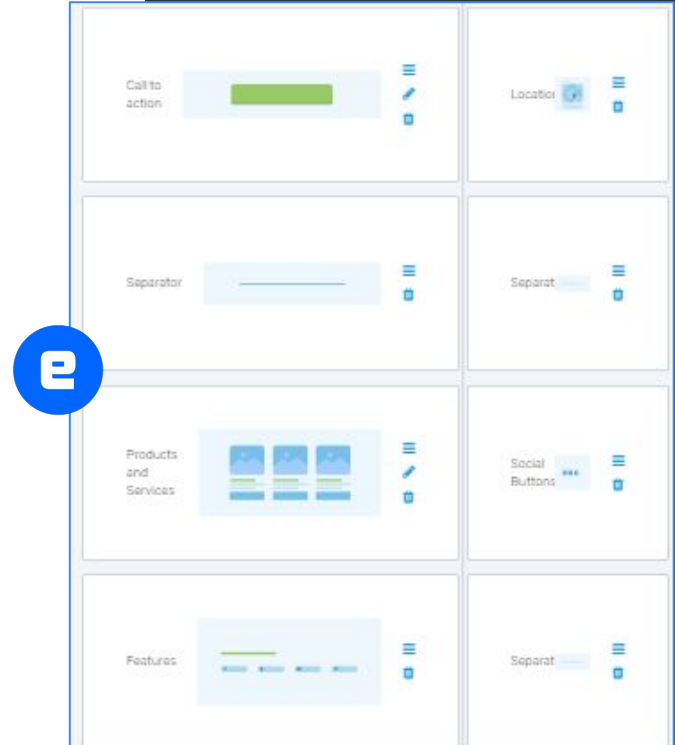
Listing Detail Page Widgets

- Listing Header
- Banners
- Standard Fields
 - Contact Info
 - Description
 - Image Gallery
 - Opening Hours
 - Maps



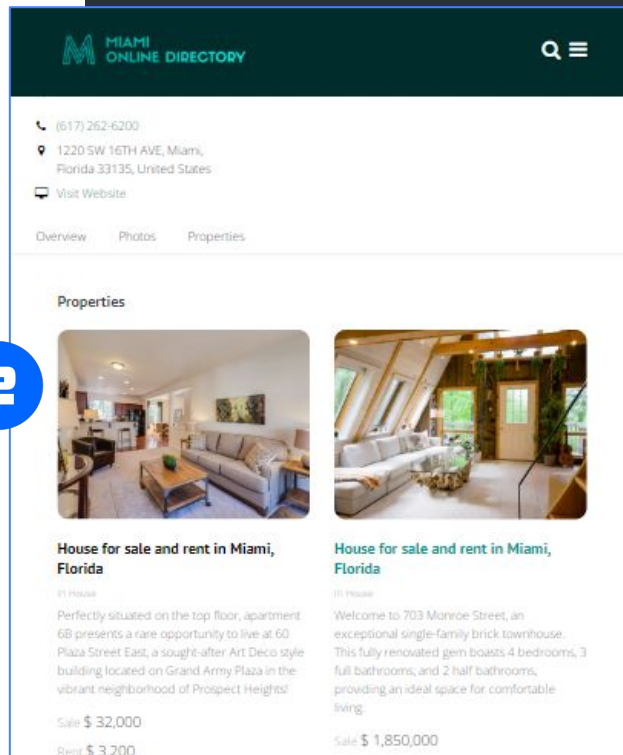
Listing Detail Page Widgets

- Custom Fields
 - Marketplace
 - Button (Call to Action)
 - Checklist
 - Features
 - Dropdown List
 - Single Image
 - Range



Listing Detail Page Widgets

- Custom Fields
 - Linked Listings
 - Related Listings




The screenshot displays a web interface for the Miami Online Directory. At the top, there is a dark green header with the logo and a search icon. Below the header, contact information is provided: a phone number (617) 262-6200, an address (1220 SW 16TH AVE, Miami, Florida 33135, United States), and a 'Visit Website' button. A navigation bar contains tabs for 'Overview', 'Photos', and 'Properties'. The main content area is titled 'Properties' and features two property listings. Each listing includes a photograph, a title, a subtitle, a description, and pricing information. A blue circular icon with a white 'e' is overlaid on the left side of the screenshot.

MIAMI ONLINE DIRECTORY


(617) 262-6200
1220 SW 16TH AVE, Miami, Florida 33135, United States
Visit Website

Overview Photos Properties

Properties


House for sale and rent in Miami, Florida
11 House
Perfectly situated on the top floor, apartment 6B presents a rare opportunity to live at 60 Plaza Street East, a sought-after Art Deco style building located on Grand Army Plaza in the vibrant neighborhood of Prospect Heights!

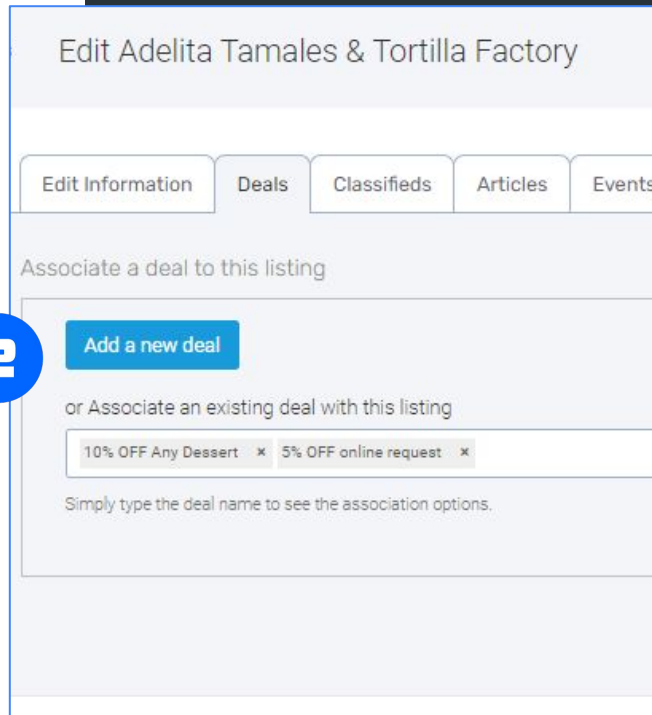
Sale \$ 32,000
Rent \$ 3,200


House for sale and rent in Miami, Florida
11 House
Welcome to 703 Monroe Street, an exceptional single-family brick townhouse. This fully renovated gem boasts 4 bedrooms, 3 full bathrooms, and 2 half bathrooms, providing an ideal space for comfortable living.

Sale \$ 1,850,000

Listing Detail Page Associations

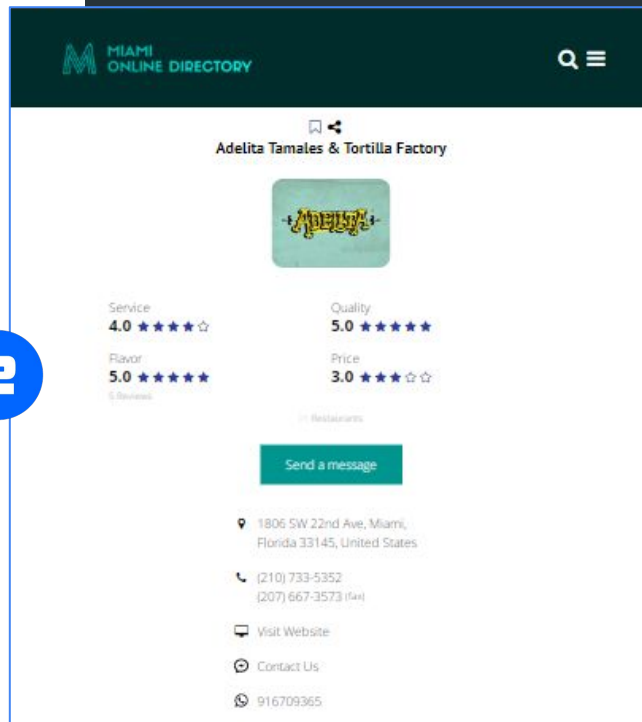
- Deals
- Classifieds
- Events
- Articles



The screenshot shows the 'Edit Adelita Tamales & Tortilla Factory' interface. At the top, there are five tabs: 'Edit Information', 'Deals', 'Classifieds', 'Articles', and 'Events'. The 'Deals' tab is selected. Below the tabs, the text 'Associate a deal to this listing' is displayed. A blue circular callout with a white 'e' is positioned to the left of the 'Add a new deal' button. The 'Add a new deal' button is a blue rectangle with white text. Below this, the text 'or Associate an existing deal with this listing' is shown. A search bar contains two existing deal entries: '10% OFF Any Dessert' and '5% OFF online request', each with a small 'x' icon to its right. Below the search bar, the text 'Simply type the deal name to see the association options.' is displayed.

Listing Detail Page Plugins

- HTML Editor
- Instant Messaging
- Multiple Videos
- Multiple Locations
- Advanced Review



Listing Detail Page Settings

- Levels & Prices
 - Standard Fields
 - Custom Fields

MEAN ONLINE DIRECTORY

Real Estate

Real Estate Broker

Restaurant

Restaurant Listing with Marketplace widget

Widgets (These define how each item behaves)

	Diamond	Gold	Silver	Bronze
Take out specials	20	30	10	10
Link in your reservation link	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other Top-Rated Restaurants	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Add an Image for the Side Bar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Additional Image	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Price Range	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accepting Reservations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Our Branches	10	30	10	10
Paste your Booking Tool script here	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Paste your open table reservation code here	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Reviews	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Credit Card Accepted	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Save changes

Questions?

