

Webinar

MARCH 2024



GET YOUR ONLINE DIRECTORY OFF THE GROUND

Our Team



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edirectory

Next Events

- April 3rd
Mastering the Listing Template Editor
- April 17th
Essential Paid Ads Strategies
- April 1st
Adsense Alternatives for Monetization



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



Background on the eDirectory platform

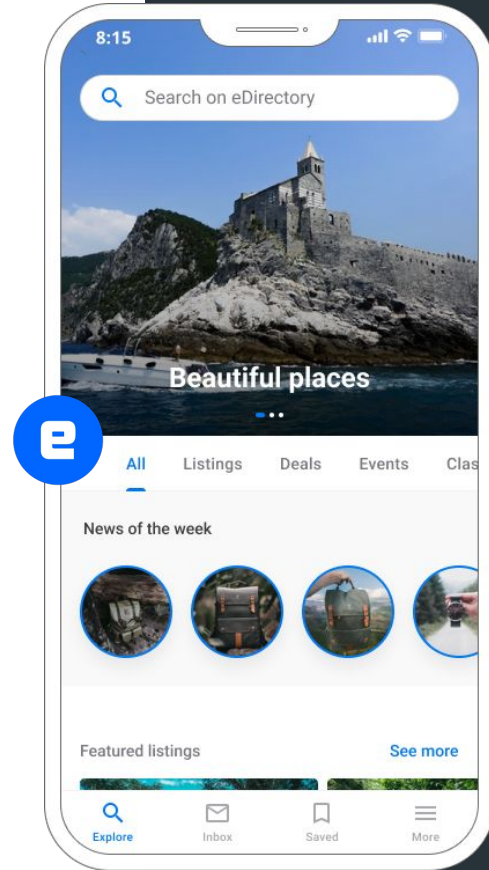
Create guides for any industry or purpose

Highly customizable with no-coding

Integrated native app builder

Source code available

Request a live demo at www.eDirectory.com



**Get Your Online
Directory Off
The Ground**



GET YOUR ONLINE DIRECTORY OFF THE GROUND

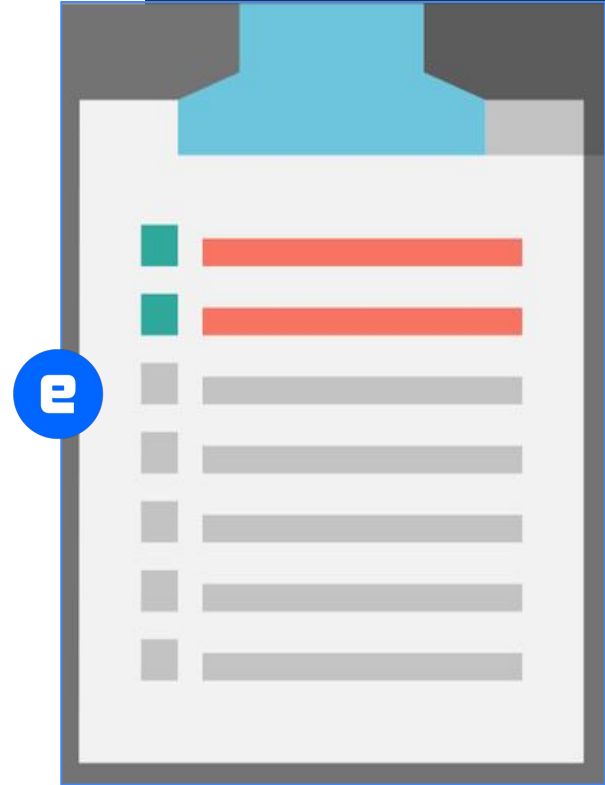
PRE-LAUNCH CHECKLIST

Content

Site Navigation & Pages

Settings & Integrations (maps,
newsletter, etc)

Launch Plan to bring in Visitors



GET YOUR ONLINE DIRECTORY OFF THE GROUND

CONTENT CREATION

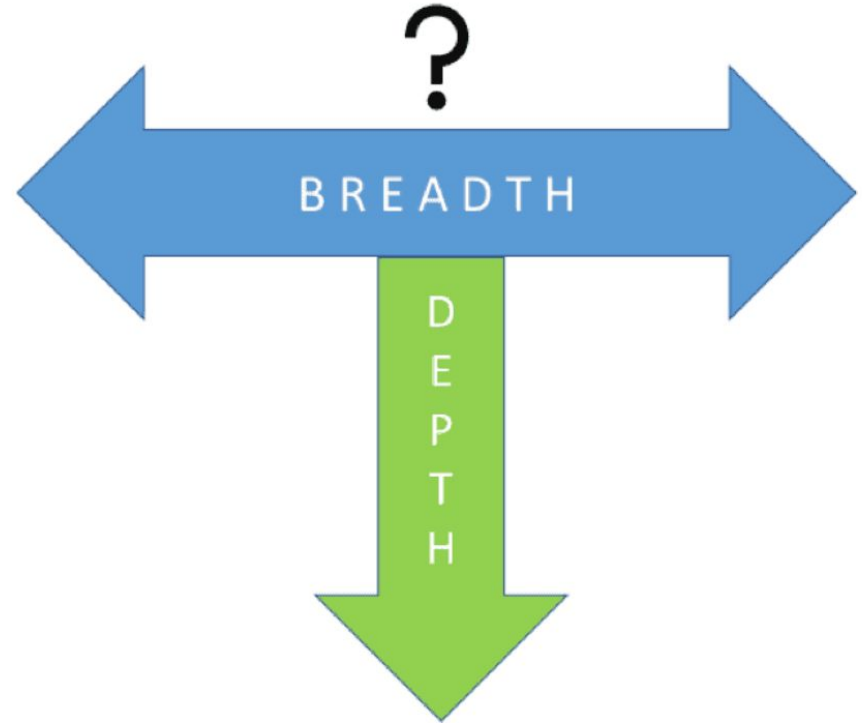
Set Breadth and Depth Goals

Content must be broad and deep to be the best resource for your audience.

Attack Fewer markets

Go deep with great information

Touch it once



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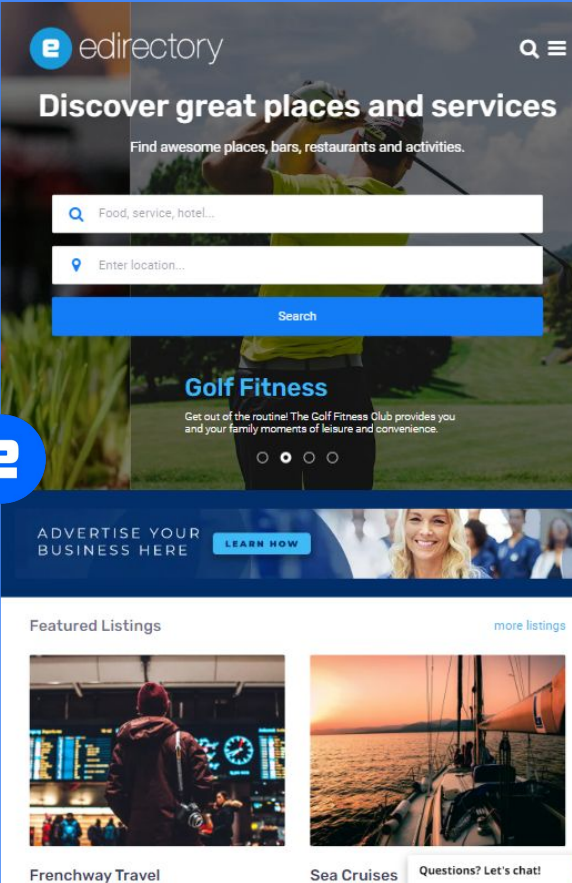
HOME PAGE

Draw people in *Above the Fold*

Customize the Navigation

Newsletter and Apps

Footer - access links



The screenshot shows the homepage of the 'edirectory' website. At the top left is the 'edirectory' logo, and at the top right is a search icon. The main heading is 'Discover great places and services' with the subtext 'Find awesome places, bars, restaurants and activities.' Below this is a search bar with the placeholder text 'Food, service, hotel...' and a location input field with the placeholder 'Enter location...'. A blue 'Search' button is positioned below these fields. The background of the top section is a photograph of a golfer in mid-swing. Below the search area is a featured listing for 'Golf Fitness' with the text 'Get out of the routine! The Golf Fitness Club provides you and your family moments of leisure and convenience.' and four small circular icons. A dark blue banner below the listing contains the text 'ADVERTISE YOUR BUSINESS HERE' and a 'LEARN HOW' button, accompanied by a photo of a smiling woman. The bottom section is titled 'Featured Listings' and includes a 'more listings' link. It features two listing cards: 'Frenchway Travel' with an image of a person at an airport terminal, and 'Sea Cruises' with an image of a sailboat on the water. A 'Questions? Let's chat!' button is visible at the bottom right.

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ADVERTISE PAGE

Clear proposition

Bundle Additional services

Free trials (Stripe)

Test checkout flow



Post your Classified Ad

MOST POPULAR

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 10 images
- Cover Image
- Banner

- Detail Page
- Url
- Summary Description
- Detail Description
- Contact Name
- Phone
- E-mail
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- Additional Uploads
- Gallery with up to 30 images
- Cover Image
- Banner

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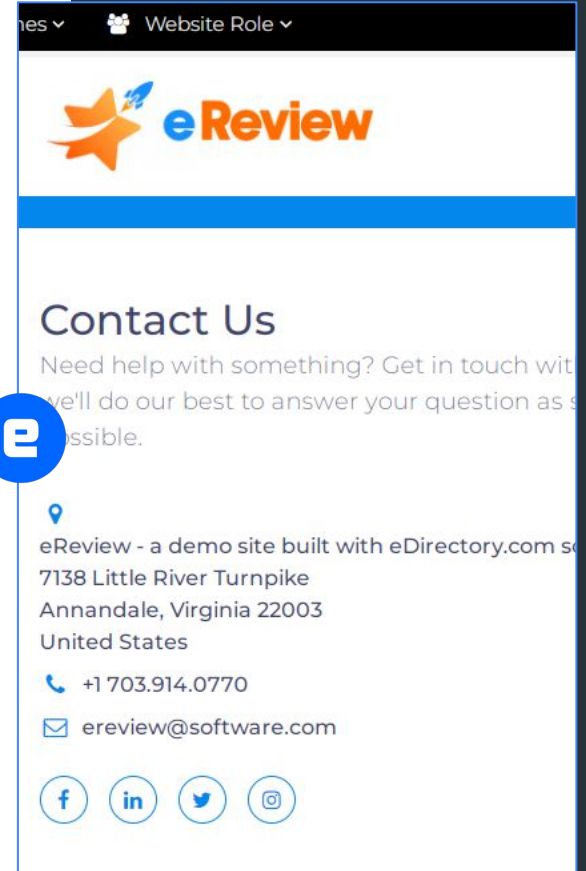
CONTACT US PAGE

Credibility + 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 of Service", "Terms of Use", "Terms of Sale", "Terms of Purchase", "Terms of Access", "Terms of Use of the Service", "Terms of Use of the Application", "Terms of 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. 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 these Terms and Conditions.

Purchases and Subscription

This website is for demonstration only. No transactions, payments or purchases 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.

[Link To Other Web Sites](#)

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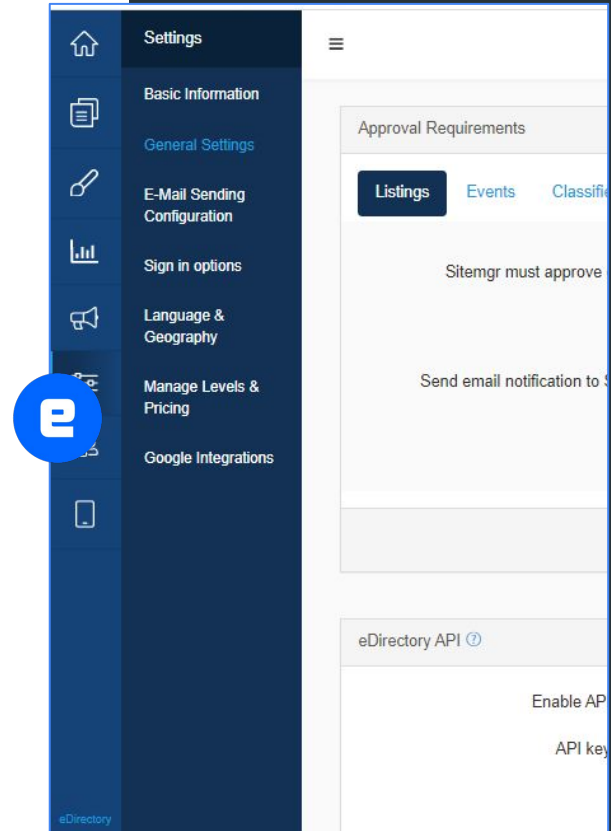
SITE SETTINGS

Email - customize automated e-mail body content

Test things are connected successfully before launch

Social Login
Emails

Apps (links/coming-soon) (Change URL)



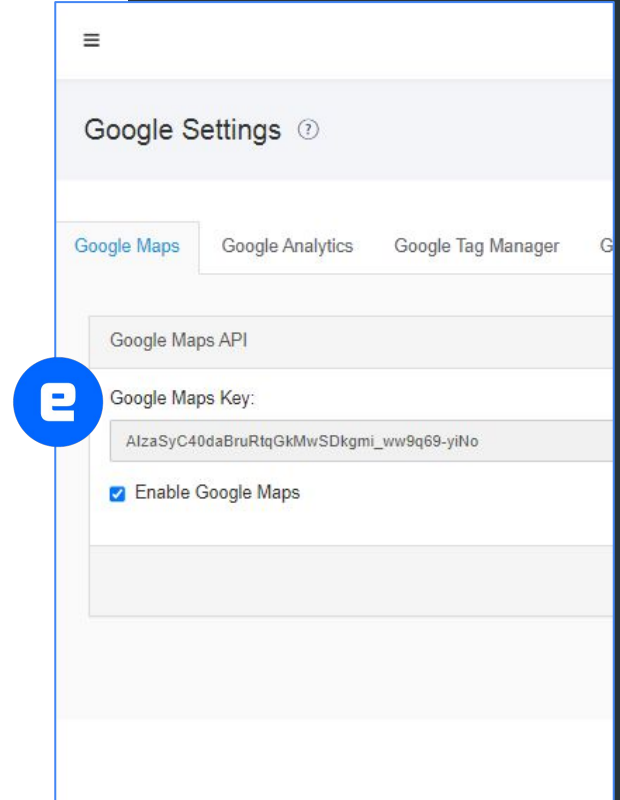
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INTEGRATIONS

Google (Google Search Console
/Analytics/etc)

Marketing (Social/Chat/etc)

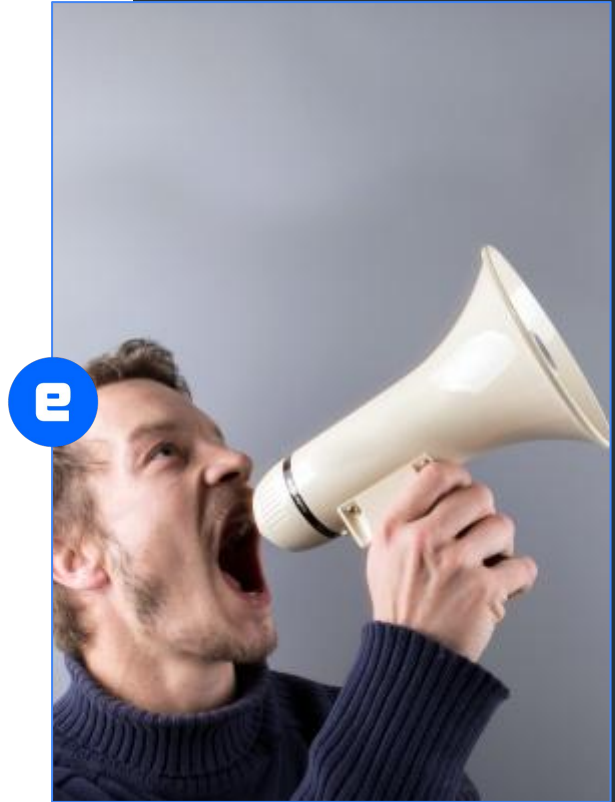
Legal (cookies/ADA/GDPR/ etc)



GET YOUR ONLINE DIRECTORY OFF THE GROUND

SPREAD THE WORD

- DO THE SEO
- INVEST ON PAID TRAFFIC
- GET YOUR SALES PITCH
- PREPARE A MEDIA KIT
- DO IN-PERSON VISITS
- OFFER DOOR STICKERS
- JOIN TRADE SHOWS AND LOCAL EVENTS



QUESTIONS?

