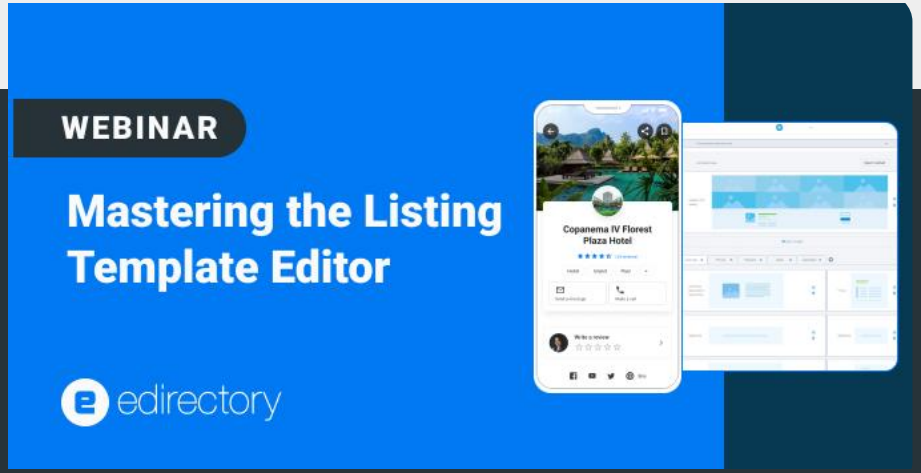
edirectory

Webinar

APRIL 2024



Mastering the Listing Template Editor

Our Team

James Chubb

CEO

james.chubb@eDirectory.com

Gabriel Militão

Marketing

gabriel.militao@eDirectory.com

Emerson Travaglini

Marketing

emerson.travaglini@eDirectory.com

edirectory

Next Events

- **April 17th - Essential Paid Ads Strategies**
- **May 1st - Adsense Alternatives for Monetization**
- **May 15th - Building a Successful Niche Directory**
- **May 29th - The Online Directory Business Model**
- **June 12th - How to Pitch your Online Directory**
- **June 26th - The eDirectory Apps**

www.eDirectory.com/webinars

Background on the eDirectory platform

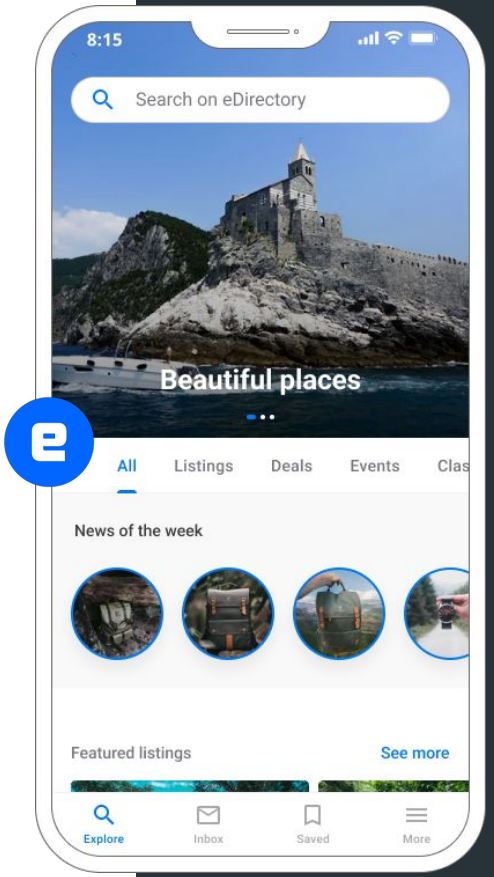
Fits sites for any industry or purpose

Highly customizable

Create Native iPhone, Android apps

SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo



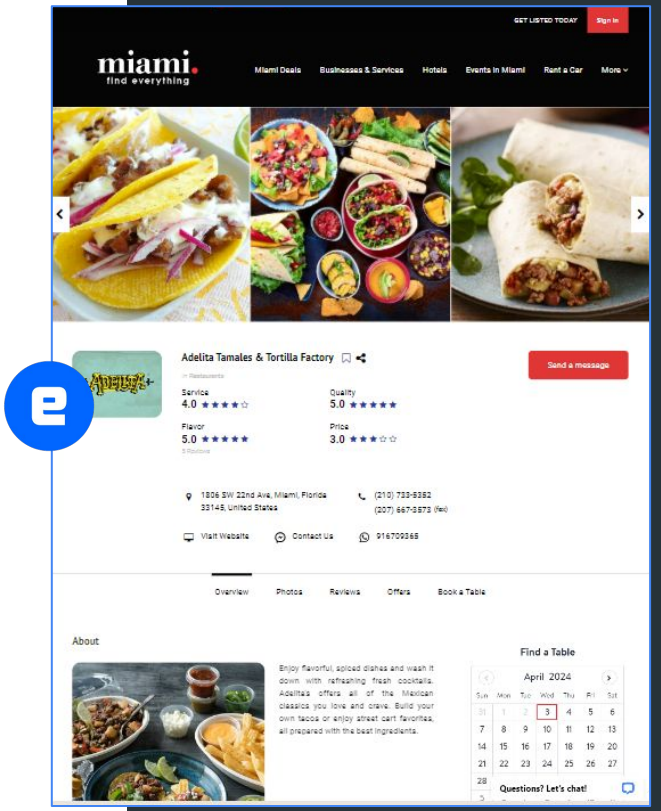
Mastering the Listing Template Editor

edirectory

Content is (still) King!

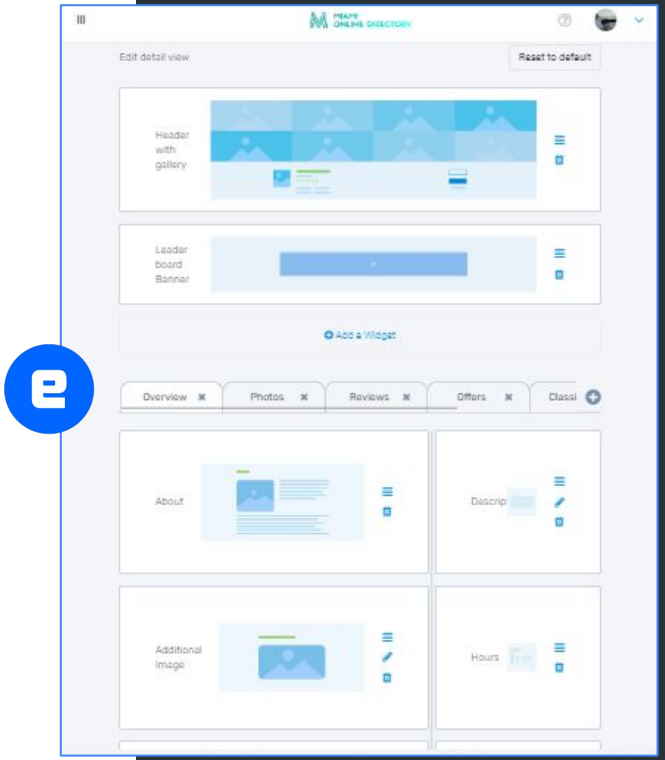
Listing detail page is a key part of your content strategy:

- 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!



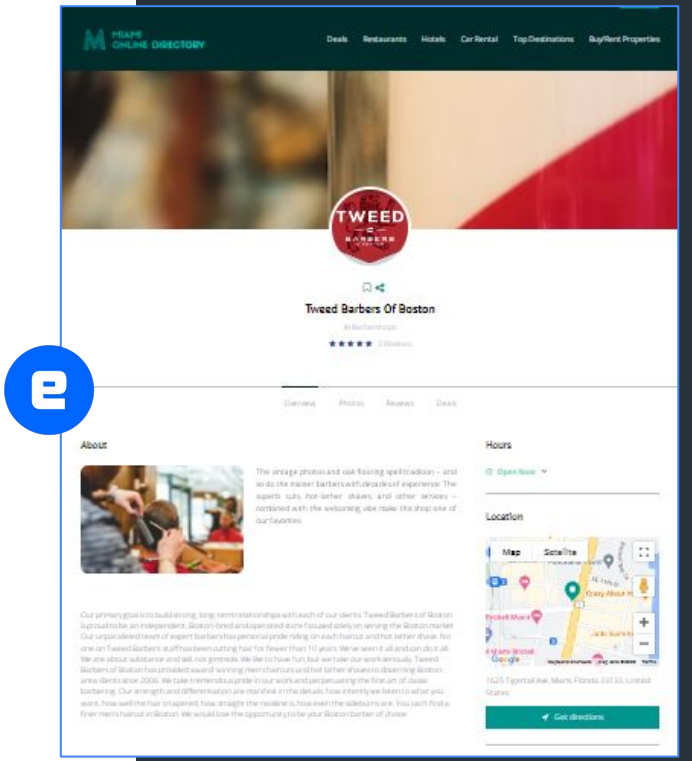
Listing Template Editor

- 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
- Summary Cards for results page



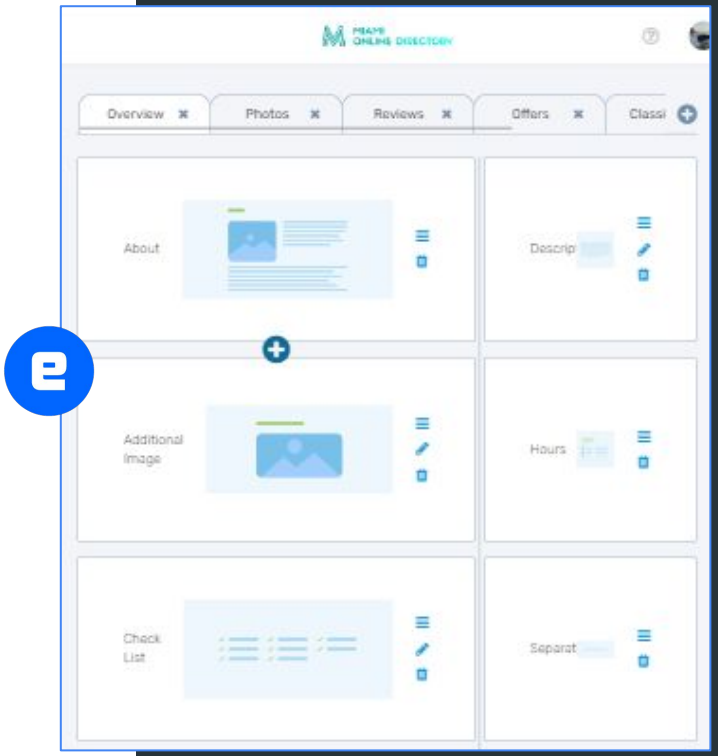
Listing Detail Page Structure

- Listing Header
- Tabs for content like Photos, Menus
- Body
- Side Bar



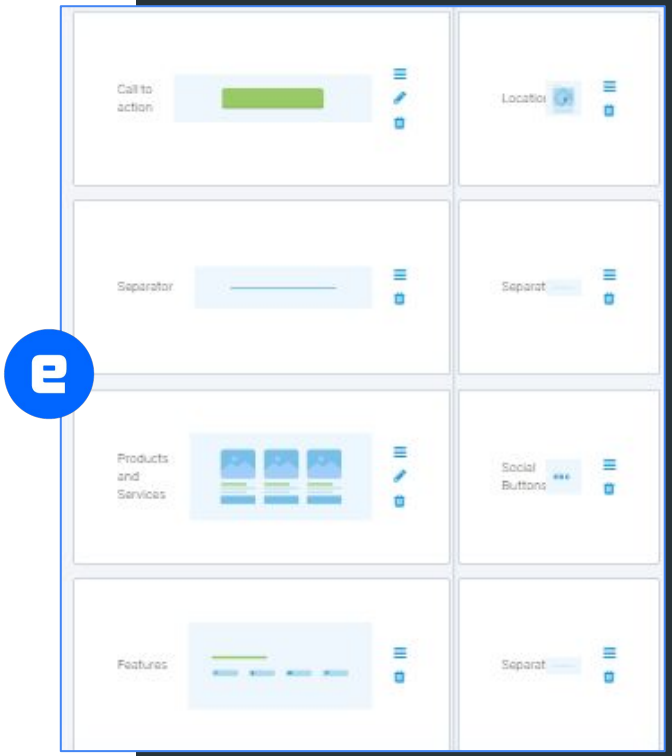
Listing Detail Page Widgets

- Listing Header (7 options)
- Banners (3 options)
- Standard Fields (23 fields)
  - Contact Info
  - Description
  - Image Gallery
  - Opening Hours
  - Maps



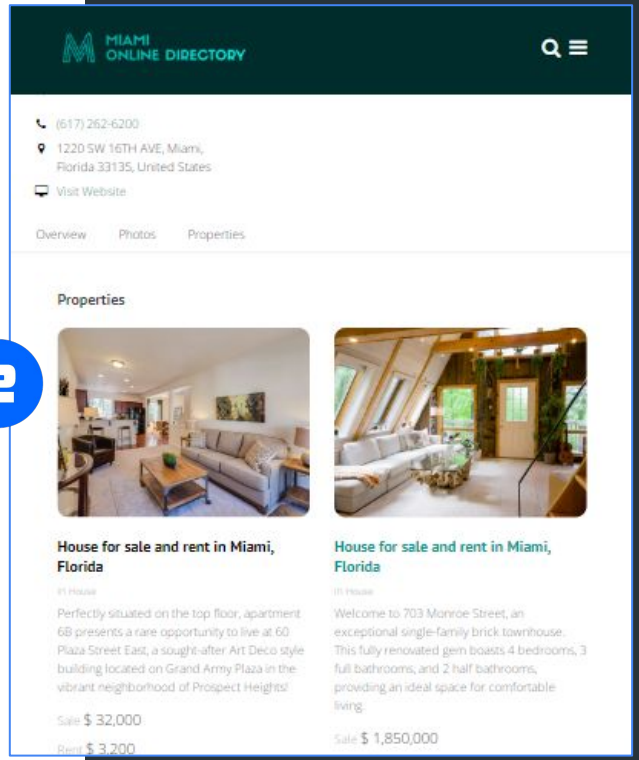
Listing Detail Page Widgets

- Custom Fields
  - Stall for Products and Services
  - Button (Call to Action)
  - Checklist
  - Features
  - Dropdown List
  - Single Image
  - Range



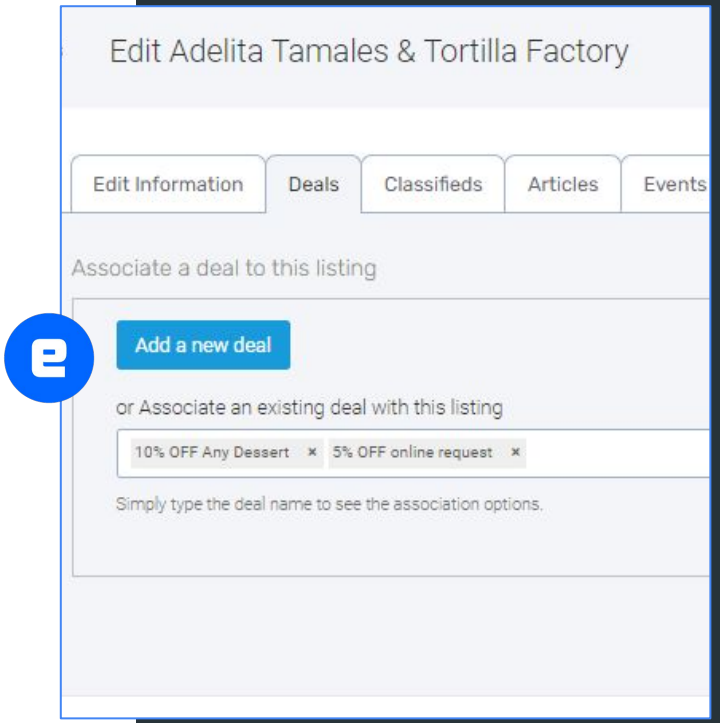
Listing Detail Page Widgets

- Special Fields
  - Linked Listings
  - Related Listings



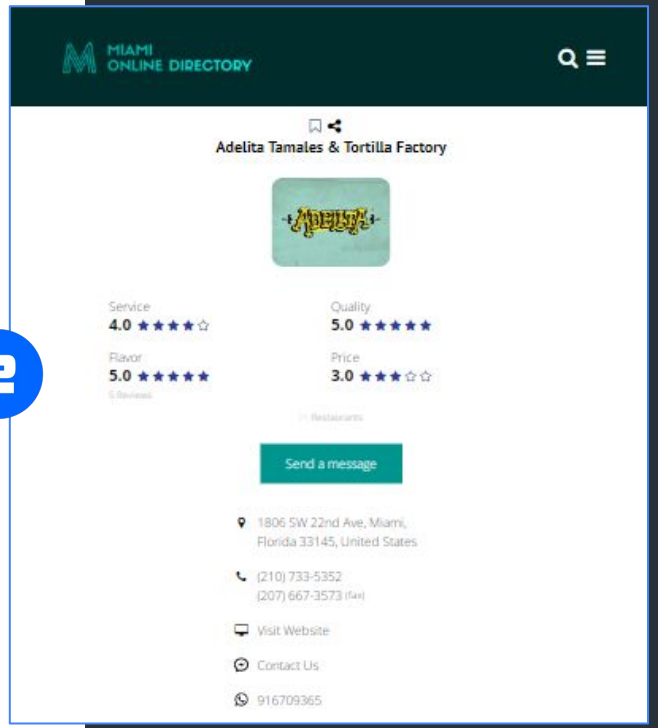
Listing Detail Page Associations

- Deals
- Classifieds



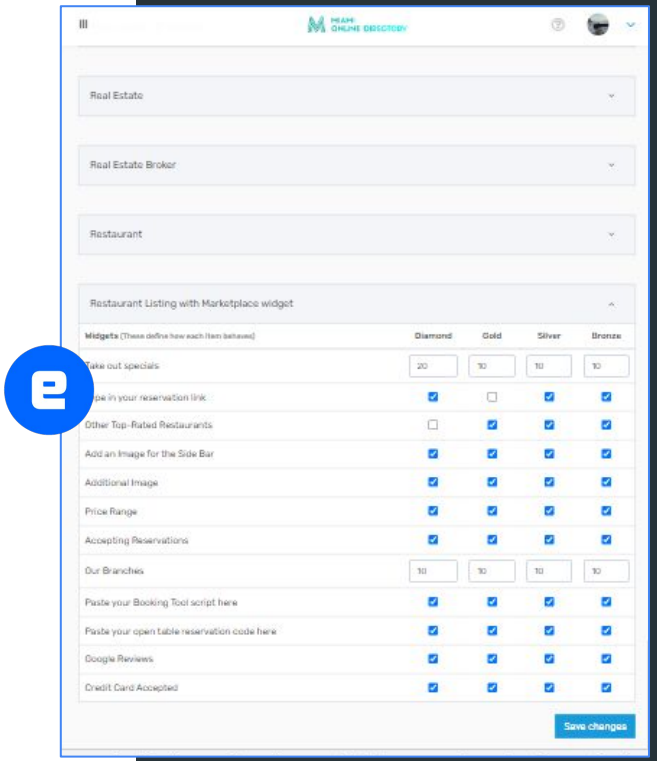
Listing Detail Page Plugins

- HTML Editor
- Instant Messaging
- Multiple Videos
- Multiple Locations
- Advanced Reviews
- Events Association
- Articles Association



Listing Detail Page Settings

- Levels & Prices
  - Standard Fields
  - Custom Fields



Questions?