

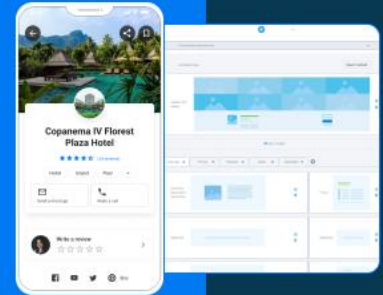
Webinar

APRIL 2024

WEBINAR

Mastering the Listing
Template Editor

 edirectory



Mastering the Listing Template Editor

Our Team



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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

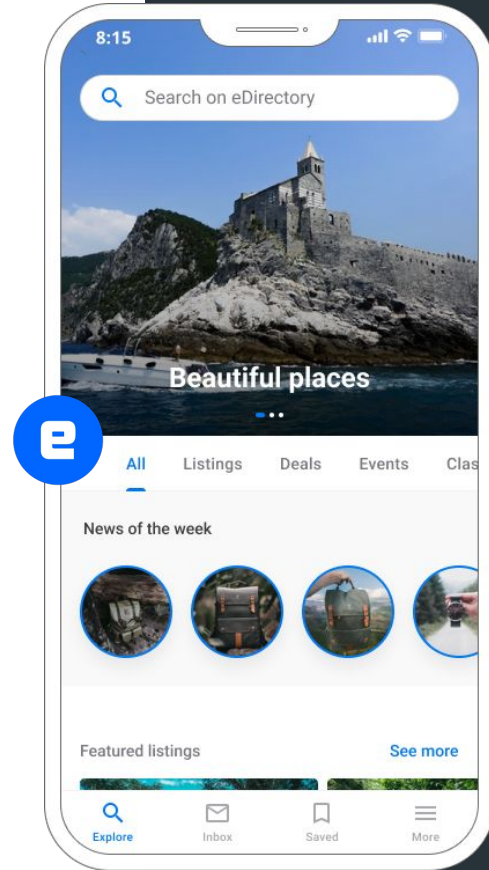
Fits sites for any industry or purpose

Highly customizable

Create Native iPhone, Android apps

SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo



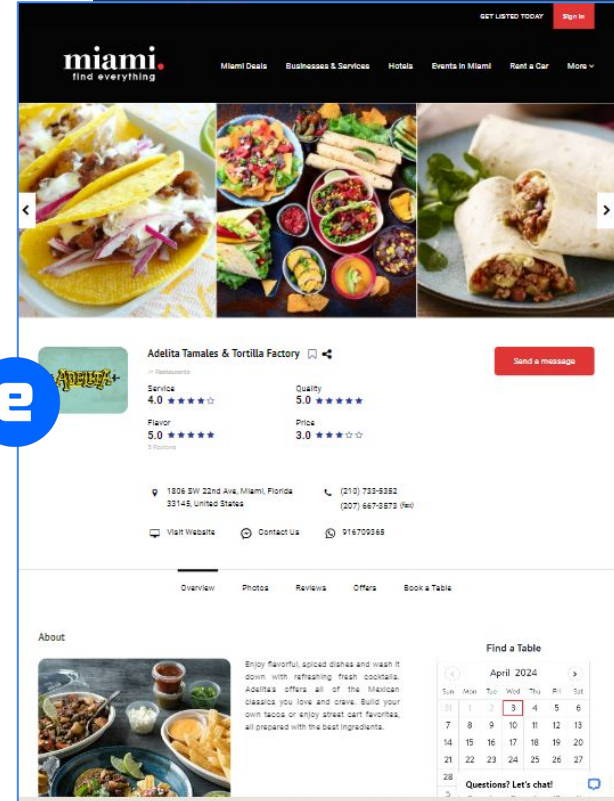
Mastering the Listing Template Editor



Content is (still) King!

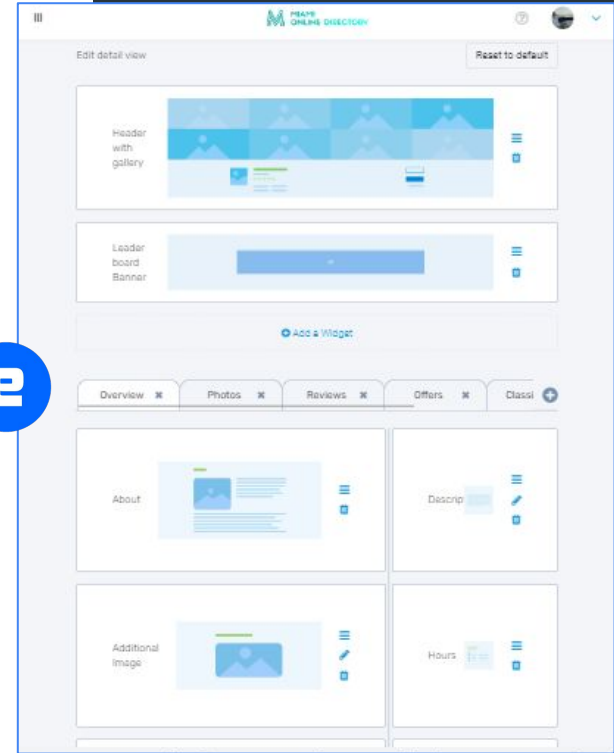
Listing detail page is a key part of your content strategy:

- 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!



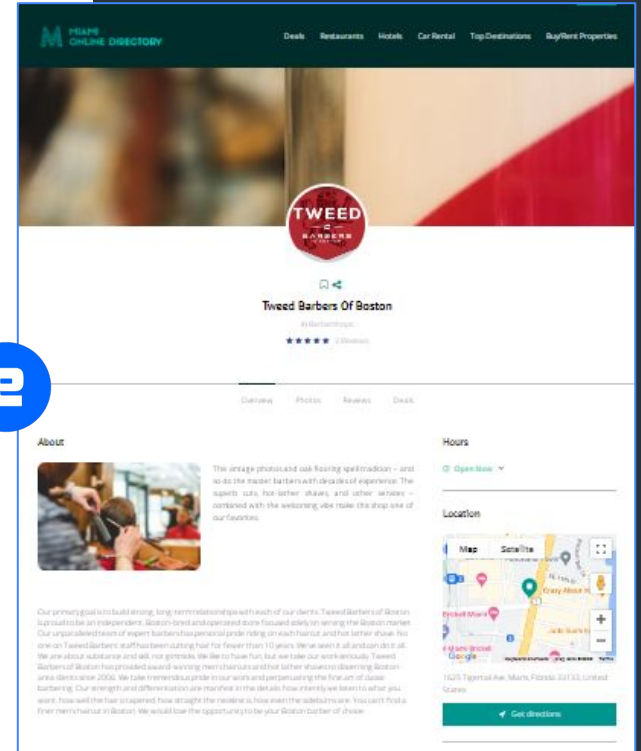
Listing Template Editor

- 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



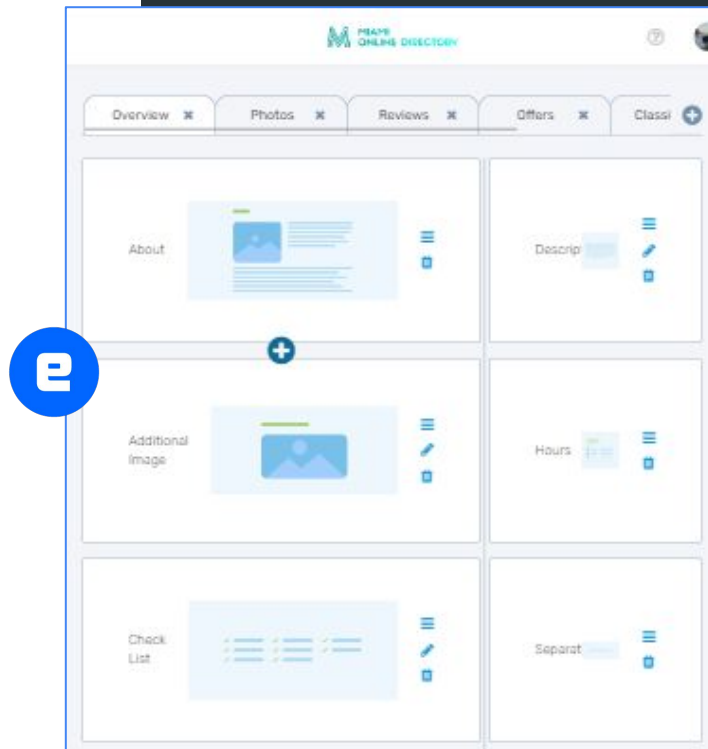
Listing Detail Page Structure

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



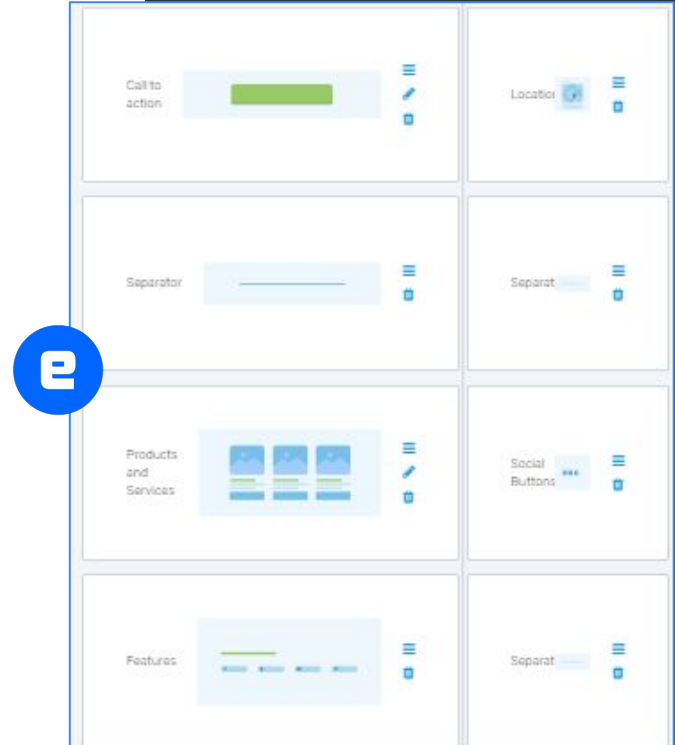
Listing Detail Page Widgets

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



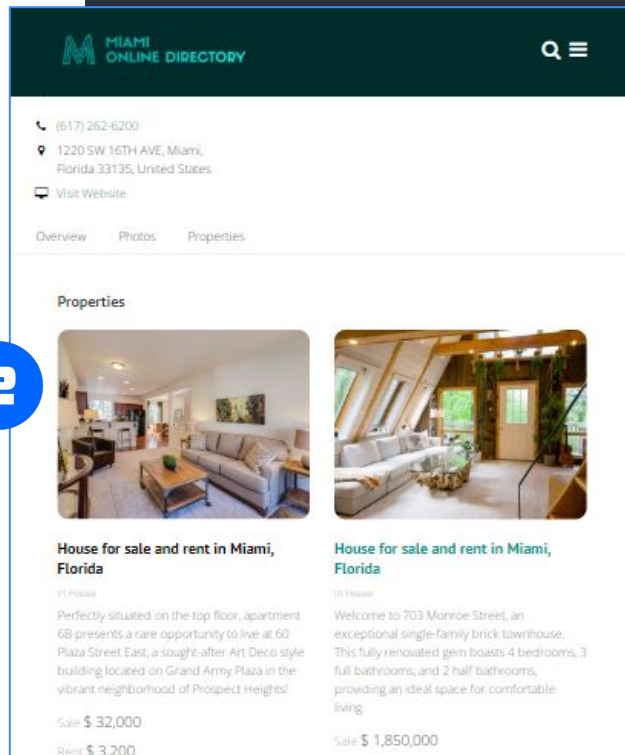
Listing Detail Page Widgets

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



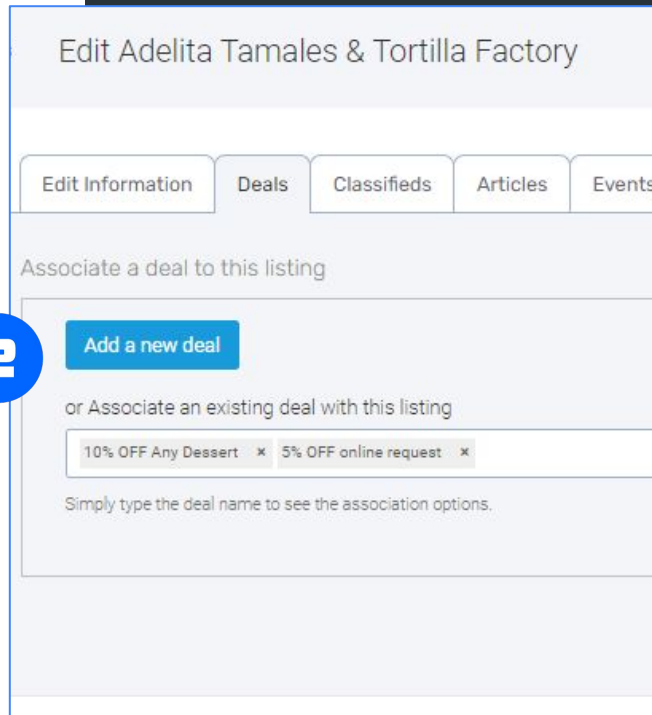
Listing Detail Page Widgets

- Special Fields
 - Linked Listings
 - Related Listings



Listing Detail Page Associations

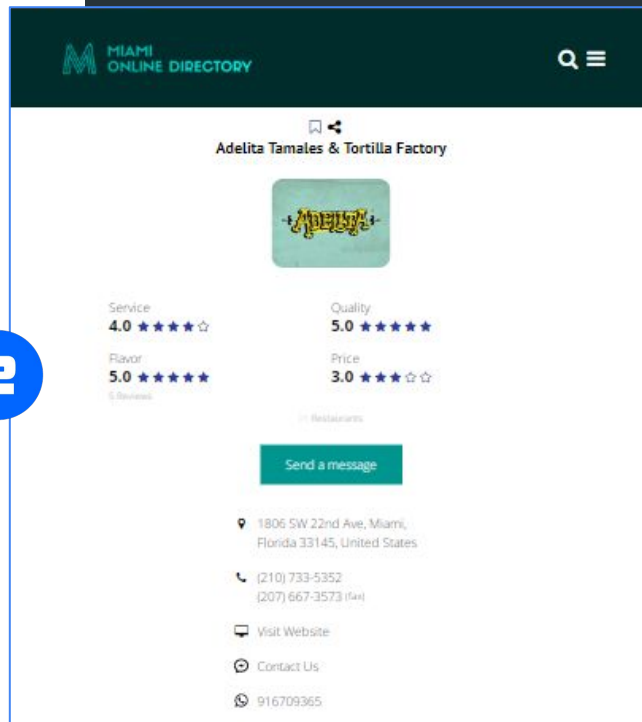
- Deals
- Classifieds



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. There is a blue button labeled 'Add a new deal'. Below this, the text 'or Associate an existing deal with this listing' is shown. A search bar contains two entries: '10% OFF Any Dessert' and '5% OFF online request'. Below the search bar, the text 'Simply type the deal name to see the association options.' is displayed. A blue circular icon with a white 'e' is overlaid on the left side of the screenshot.

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

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?

