eDirectory

May 2025

WELCOME TO OUR

LIVE WEBINAR

AGENCY SERVICES: BOOSTING REVENUE FOR ONLINE DIRECTORIES

WEBINAR PRESENTATION

eDirectory

OUR SPEAKERS

JAMES CHUBB

CEO & Founder

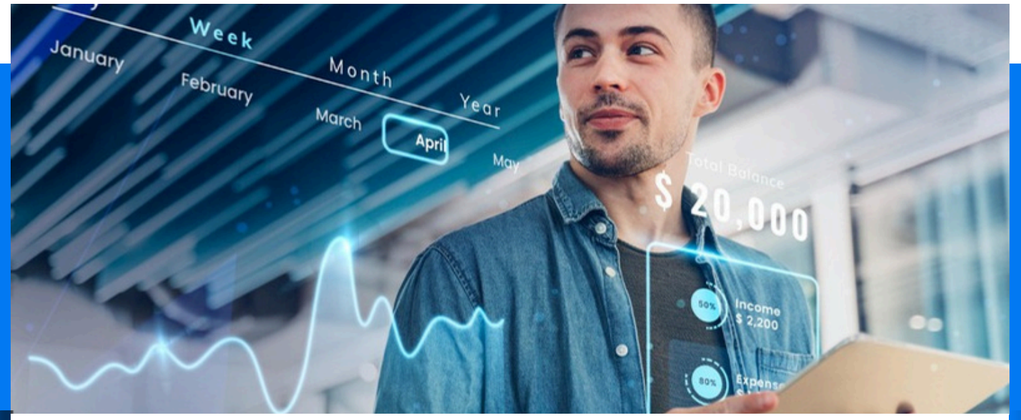
GABRIEL MILITÃO

Marketing Specialist

LARISSA DEVIGILLI

Marketing Manager

Upcoming Webinars



28 May — Leveraging AI for SEO and Content Marketing in Online Directories

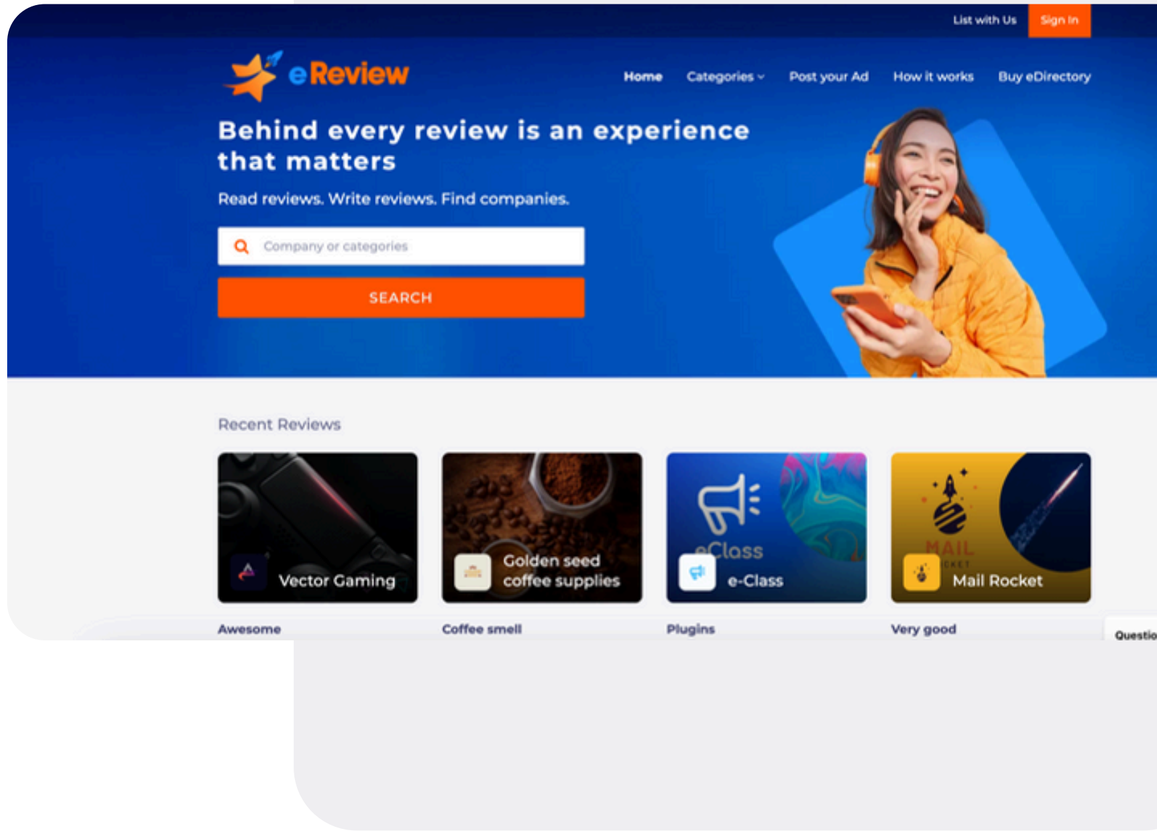
11 Jun — Maximizing Revenue through Directory Membership Models

eDirectory

Register at edirectory.com/webinars

BACKGROUND ON EDIRECTORY:

- System to build Directory style websites
- Used for Lead-gen sites, Vendor Directories, Local Guides, Membership sites and more
- Highly customizable
- Create Native iPhone, Android apps
- SEO Optimized and Source code available



Visit **eDirectory.com** to Schedule a Private Demo!

TODAY'S TOPICS

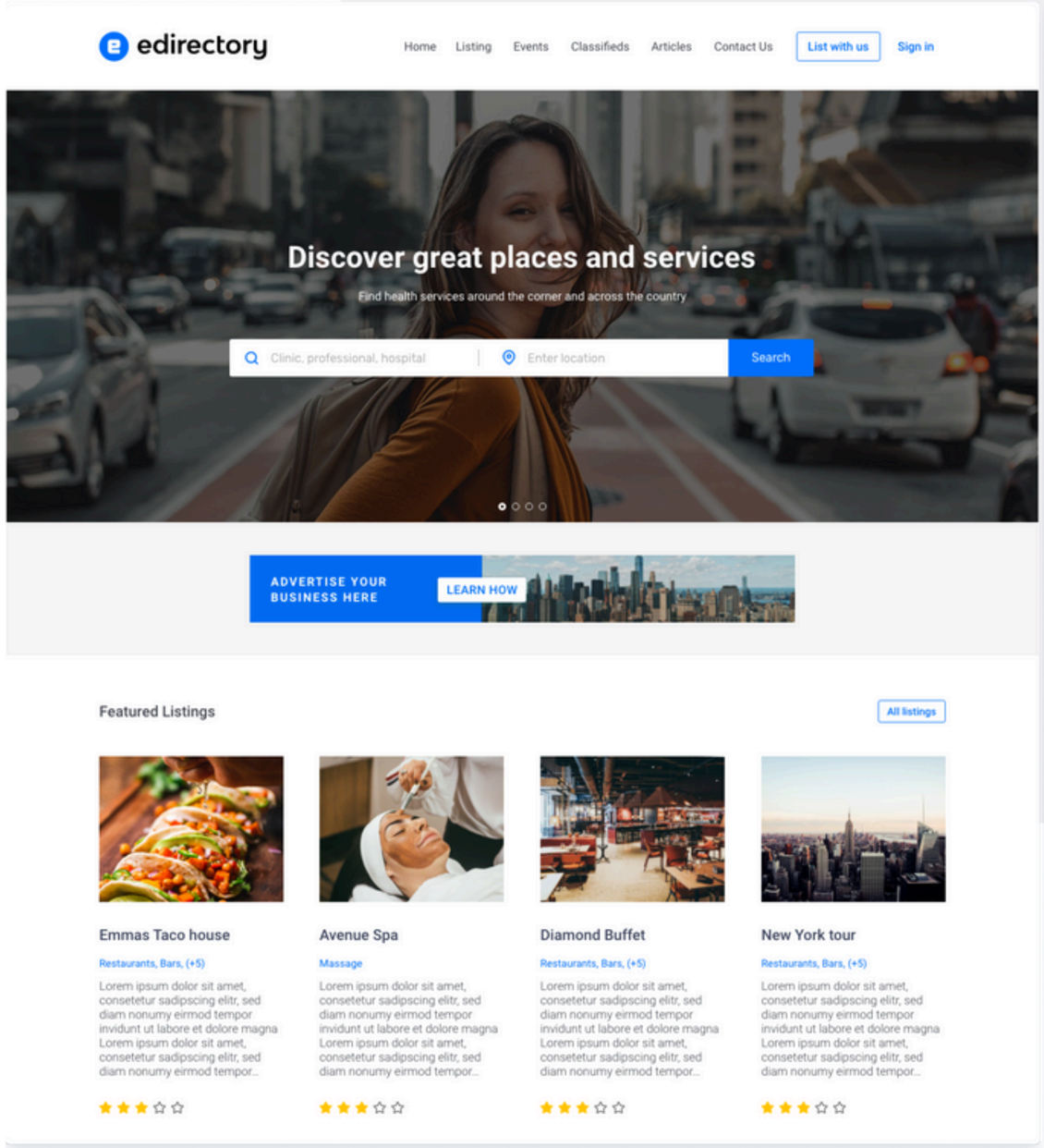
DISCUSSION OUTLINE

- The Online Directory Business Model
- Why Bundle Additional Services?
- Why Agency Services?
- How to Implement (Learn vs. Outsource)
- Traditional Agency Services
- Recommended Services to Provide
- AI-Powered Services
- Packaging & Pricing Your Services

The Online Directory

BUSINESS MODEL

- Low cost to set up
- High margin
- Recurring revenue
- Scalable



eDirectory

So why bundle

ADDITIONAL SERVICES?

- Helps new directories **generate revenue** while building content and traffic.
- Great for retention.
- Generate more revenue.

Why Agency

SERVICES?

- Complementary to listings.
- Production involves many of the same skills.

How to Implement?

- Can you Learn yourself?
- Outsource or Partner for high-skill services and to scale.

eDirectory

REVENUE GENERATING SERVICES TO BUNDLE

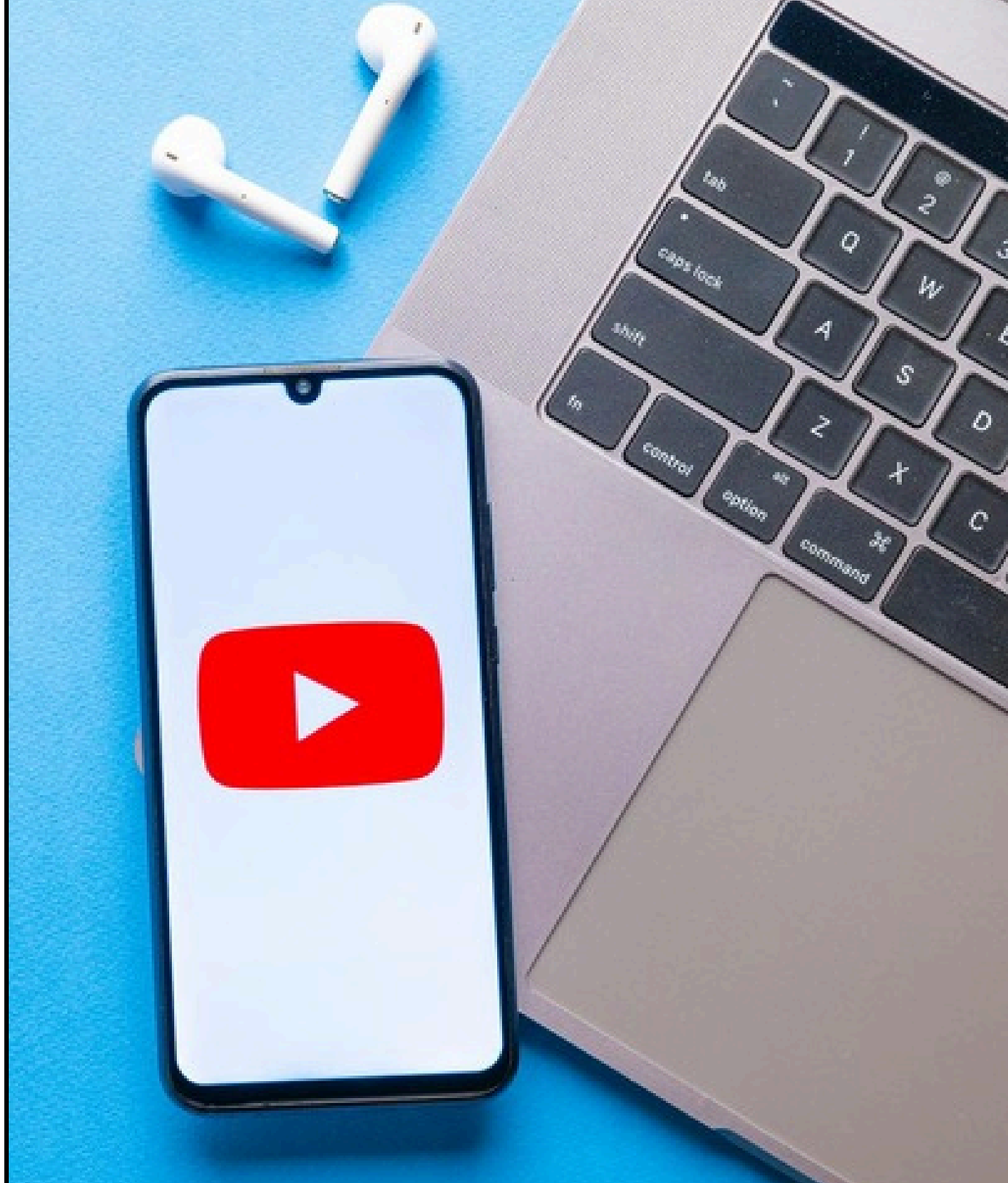
Business and Product Photography

- Visit the client location and take photos.
- Possible to learn or great service to outsource.
- Pro equipment is not terribly expensive.

Video Production

FOR THE WEB

- Testimonials, Products and services, business Tours, Events, etc.
- Outsource to Professionals.
- Submit to YouTube, post to your directory, and on the client's social media.
- Lighting and Post Production are key.
- Not extraordinarily difficult to learn.
- Offer a package of 1 or 2 per year with a listing.



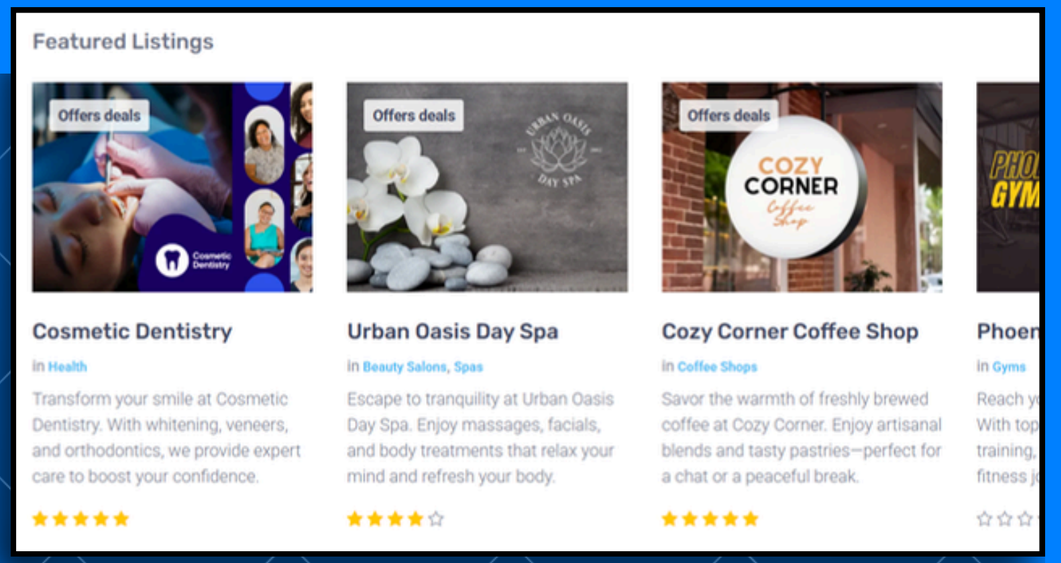
eDirectory

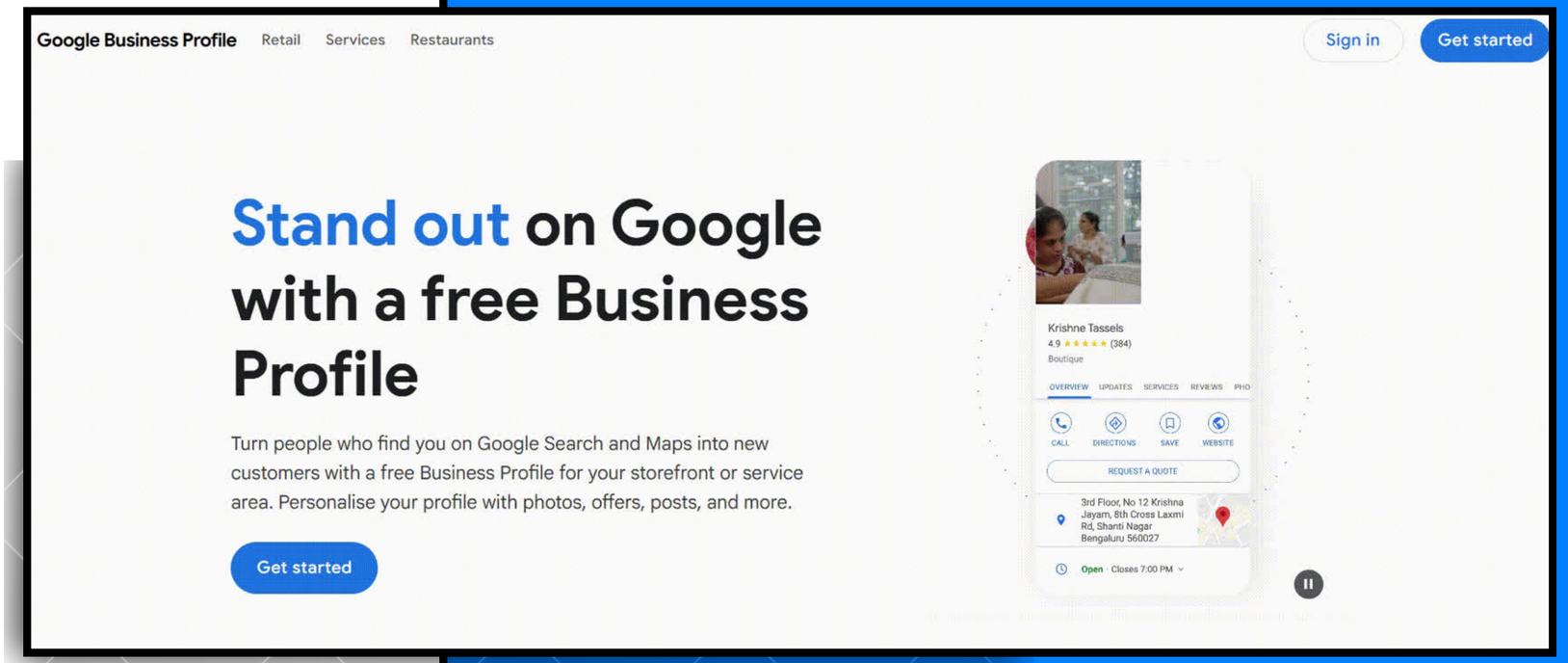
“Submit My Business”

SERVICE

- Submit the listing to Google My Business and other local directories.
- Very easy service to provide.

Tip: Get training and certifications for the services you are offering





eDirectory

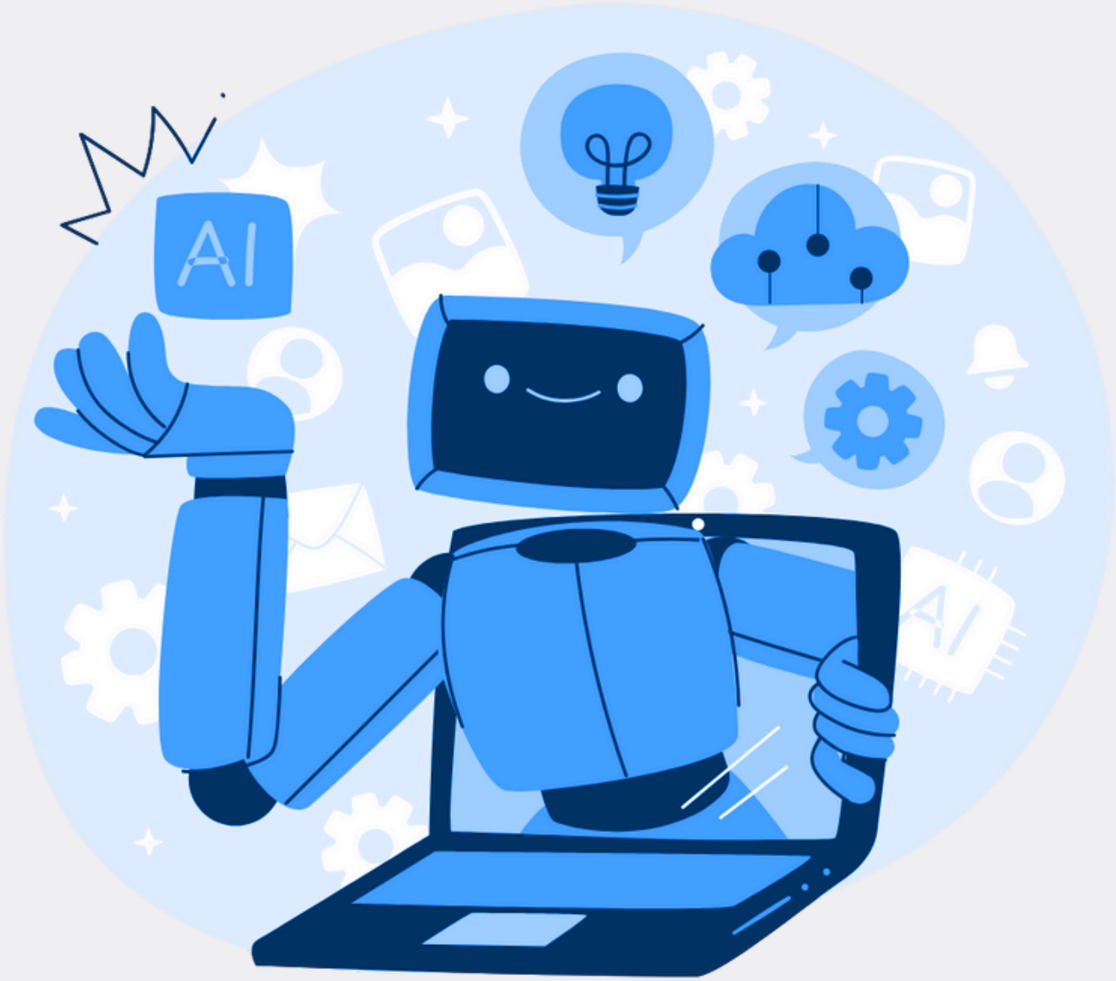
Paid Ads Management

- Google Adwords, Facebook ads, LinkedIn In etc.
- Bill monthly, depending on the budget.
- Possible to partner with an ad management firm or freelancer.

AI-Powered

SERVICES

- New tools = New opportunities.
- Low setup cost, high perceived value.
- Easier to scale with automation.
- Perfect for bundling with Premium plans.



AI-Generated Blog Content

HYPERLOCAL PACKS

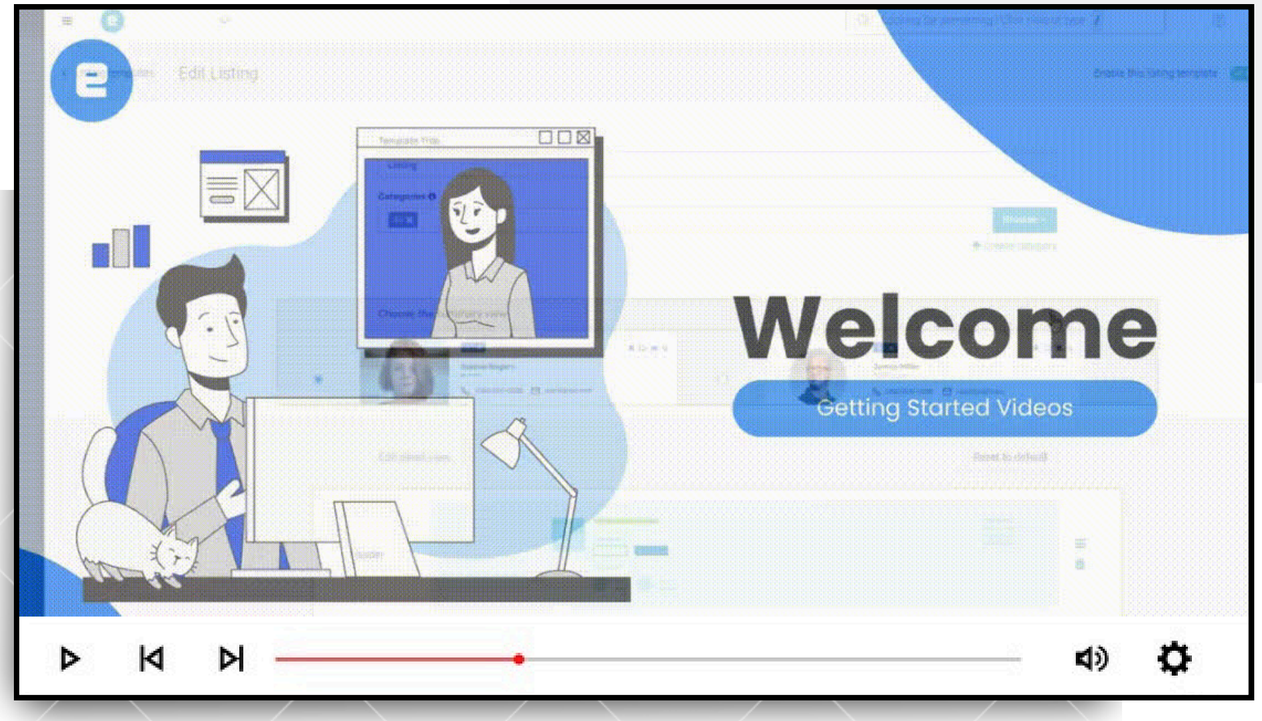
- Create SEO-friendly blog posts using client info and location.
- Helps clients rank for long-tail local keywords.
- Use tools like ChatGPT or Jasper for fast content production.
- Offer as a monthly subscription or per-article pricing.
- Also improves your own site's authority when cross-posted.

Smart Local SEO Optimization

- Use AI to audit and optimize client listings (title, description, categories).
- Improve visibility in Google Maps and organic search.
- Suggest citations and category fixes using tools like ChatGPT or Sem Rush.
- Deliver as a one-time report or ongoing service.
- Great upsell for Premium or Featured listings.

Personalized AI Video Intros

- Create short branded intro videos using AI avatars.
- Ideal for welcome messages, promotions, or service highlights.
- Use tools like Synthesia, InVideo, HeyGen, or Pictory.
- Add to the client's listing, social media, or YouTube.
- Fast to produce — high perceived value.

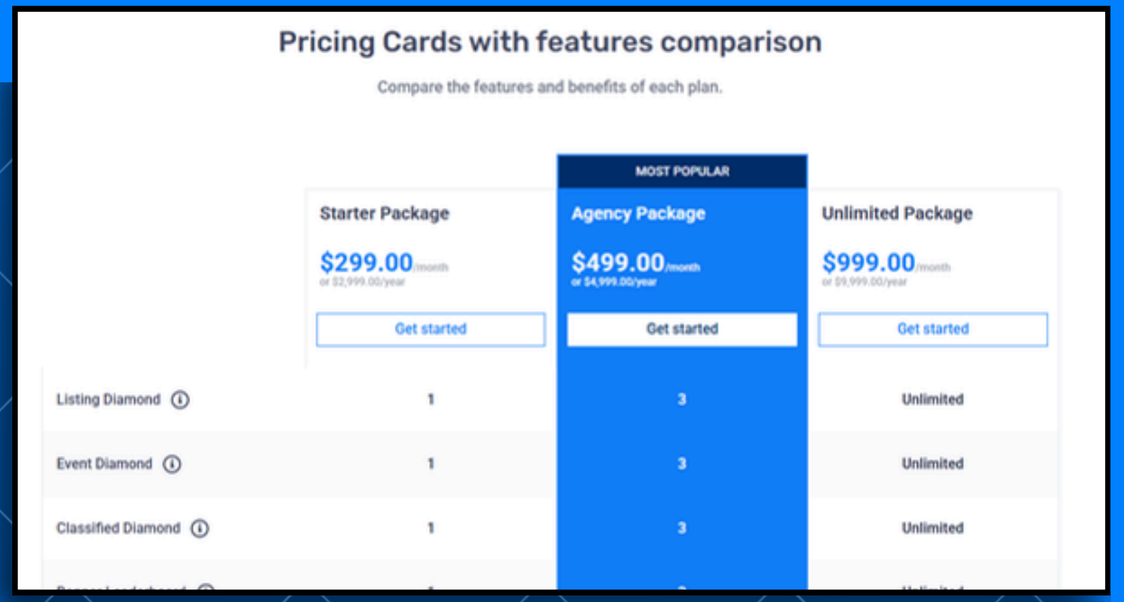


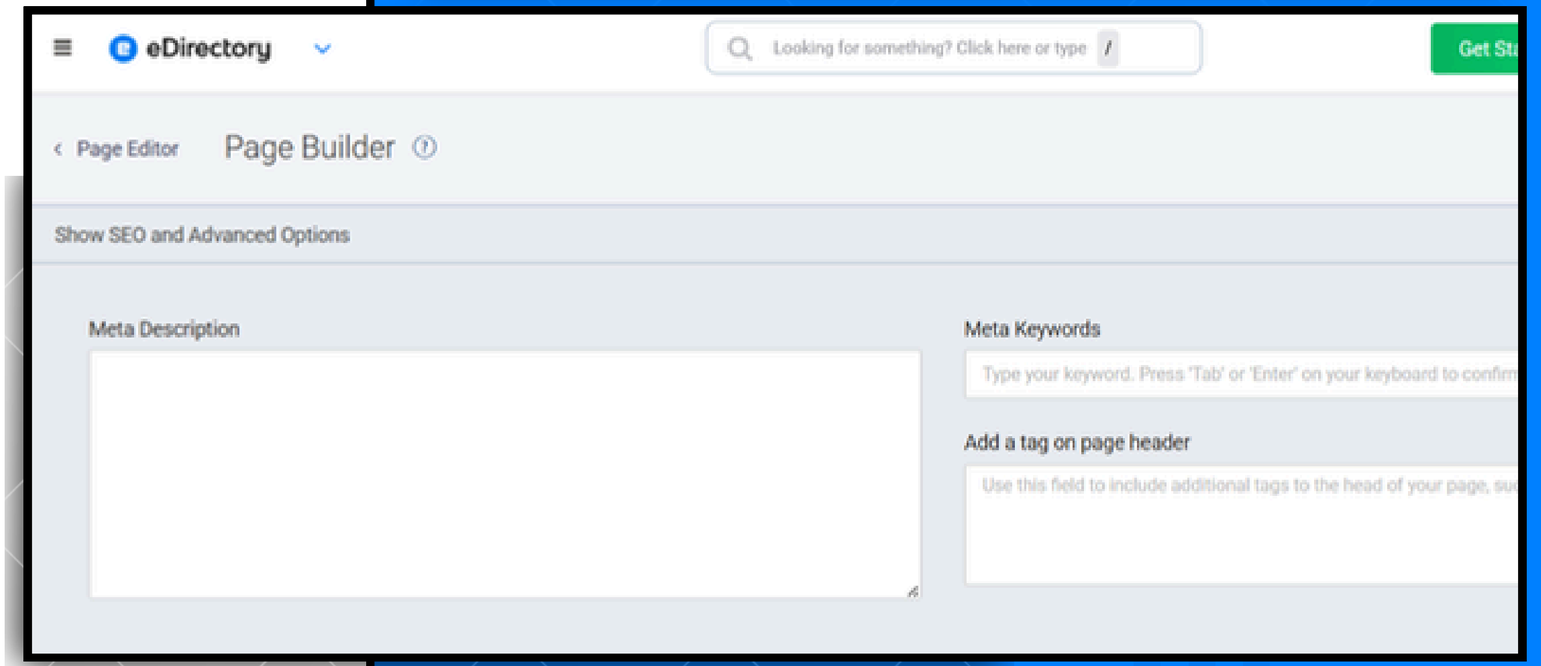
How do I bill and collect

PAYMENT FOR THESE SERVICES?

- Add your offering to your plans and pricing.
- In the Page Editor, click to edit the description.
- Or build a custom page for the offering and send a custom invoice.

Tip: After delivering agency services, always ask for referrals





eDirectory