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!

e eDirectory
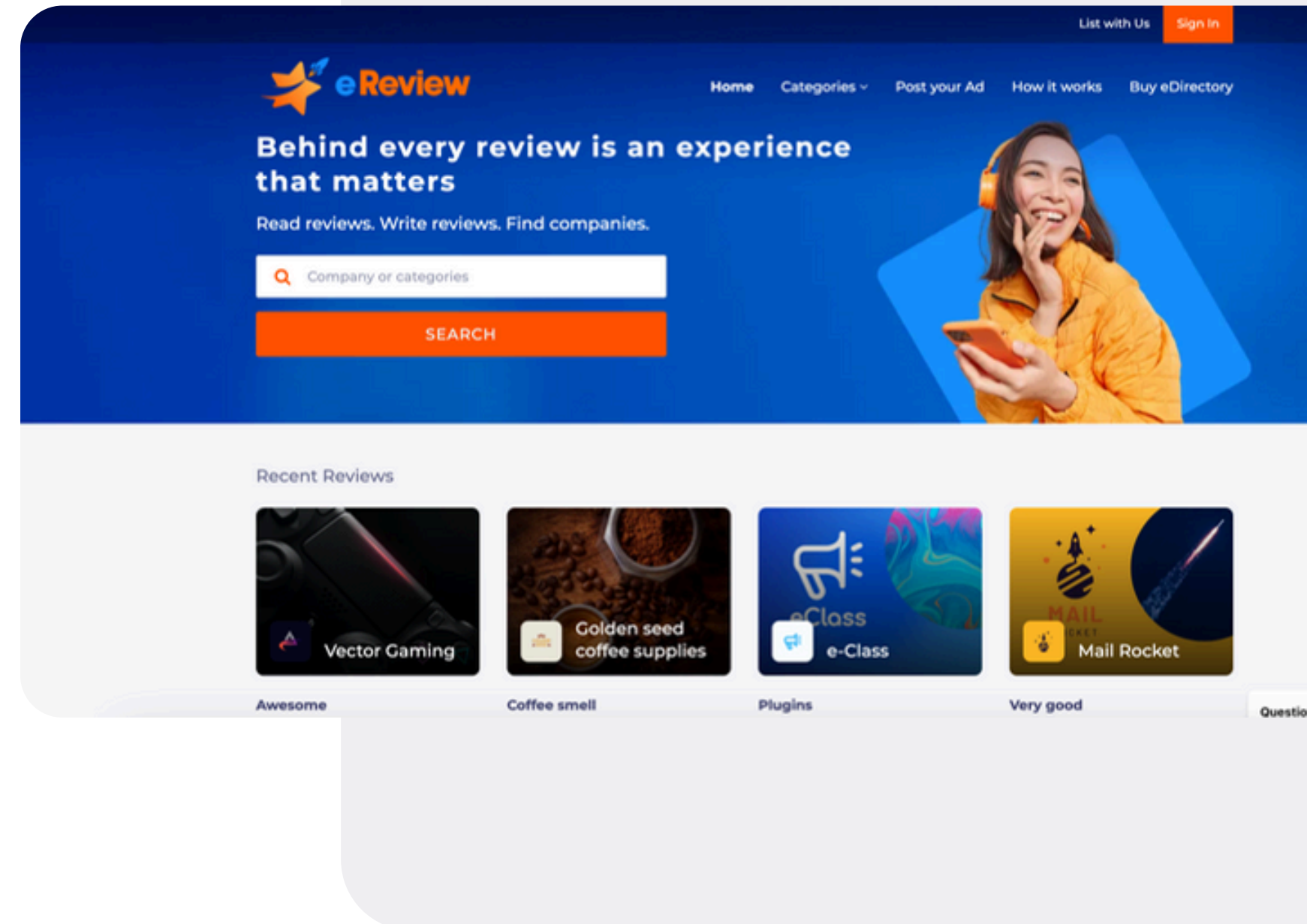
FEEDBACK TOOL

eDirectory

Got any feedback? Submit your feature ideas, vote on suggestions from the community, and help improve our product. Top ideas will be featured on the "Ideas in Action" board, where you can track their progress.

ideas.edirectory.com

NEW
Canva

e **eDirectory**

💡 Feature suggestions   ⭐ Ideas in action   🔄 Changelog   🎧 Support center

Have something to say?

Have a great idea to make our product even better? This is the place to share it! Submit your feature suggestions and vote on ideas from other community members. The most popular and impactful ideas may be approved and move to our "Ideas in Action" board, where you can track their progress.

TODAY'S TOPICS

DISCUSSION OUTLINE

▶ AI content creation & SEO optimization (eDirectory demonstration using Chatgpt integration)

▶ Choosing the right AI models & tools

▶ Strategies for scaling your directory with AI (including lessons learned from AI automation attempts)

▶ Time-saving prompts & workflows

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Before

After

Why AI = Your New Secret Weapon

01 Manual listing creation

02 Guesswork SEO

03 Static descriptions

04 Cold calling dozens of businesses

05 Hours proofreading and editing

06 Brainstorming content ideas

01 AI drafts in 30 seconds

02 AI targets perfect keywords automatically

03 Dynamic content that attracts more clicks

04 AI-crafted personalized outreach emails

05 AI analyzes user behavior to optimize listings and offers

06 instantly creates topic ideas, angles, and outlines tailored to your niche

AI's Role in Modern Directories

- **Content creation**: Listings, blogs, SEO

- **Database growth**: With caveats

- **User engagement:** better descriptions = more clicks

Directories using AI content **reduce listing creation costs by 72% and publish 5x faster** (Ahrefs 2024 Benchmark)

Listings with AI-optimized descriptions see **37% higher click-through rates** (eDirectory client data, 2024-2025)

Listing Title

Dave's Burger

Basic Information

Categories

Restaurants ✖

Browse ⌄

Up to **20** category assignments

✚ Create category

Account

No Owner ▾

Status

Active ▾

Renewal Date

Change Expiration Date

☐ Disable claim feature for this listing

Summary Description

✦ AI assistant   AI auto-suggest

Brief description of the listing.

250 characters left

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Is AI optimzed for data scraping?

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One of the biggest questions we get: '*Can AI automatically build my directory's database?*'
The short answer: **Not yet**. Here's why:

▶ **THE CHALLENGE WITH AI-GENERATED LISTS**

**Accuracy Issues:**
- AI hallucinates fake businesses/contacts;
- No Replacement for Human Verification (e.g., scraping vs. AI-generated leads).

Hallucination Filters:
- "Only include businesses with verified addresses from these sources: **Chamber of Commerce, Google Maps**."
- "Extract ONLY: Business name, verified address, category. Add NO embellishments."

▶ Accurancy: **92% vs 57% pure AI**
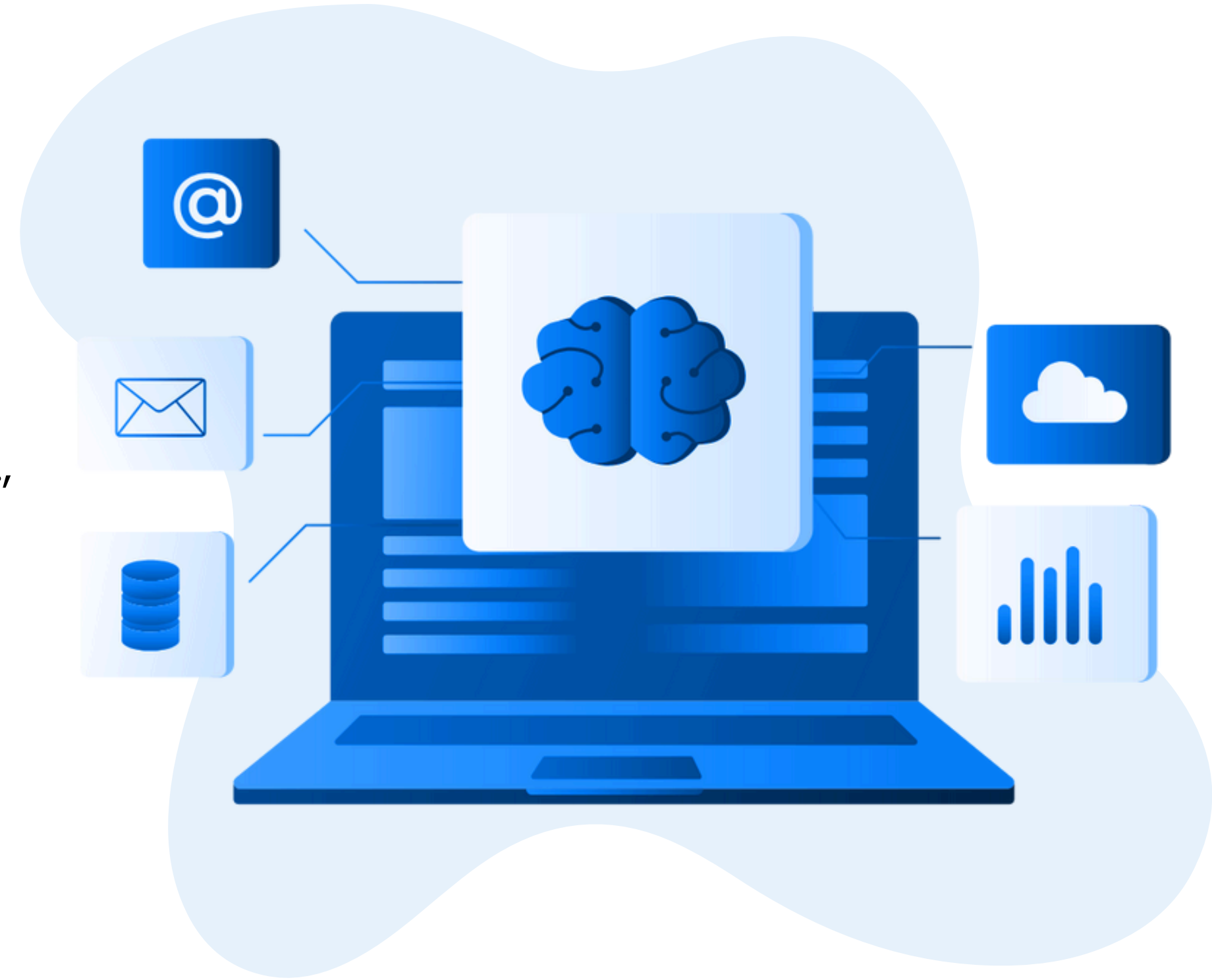
What is AI really good for?

Content Creation:
- Need to generate listings, blog posts, or emails? AI speeds it up — with quality.

Smarter Outreach:
- Use AI to draft personalized messages based on real details from your leads — like business type, location, or recent activity. Some teams are seeing 3x faster engagement.

Trend Spotting
- Combine AI with tools like Google Trends to uncover seasonal demand. LocalEats used this to grow relevant listings by 28%.

Clean, Organized Data
- AI helps clean and classify scraped data— cutting research time in half.

SEO Optimization
- AI can help you create content that ranks by suggesting the right keywords, optimizing structure, and even generating meta tags — saving hours of manual research.
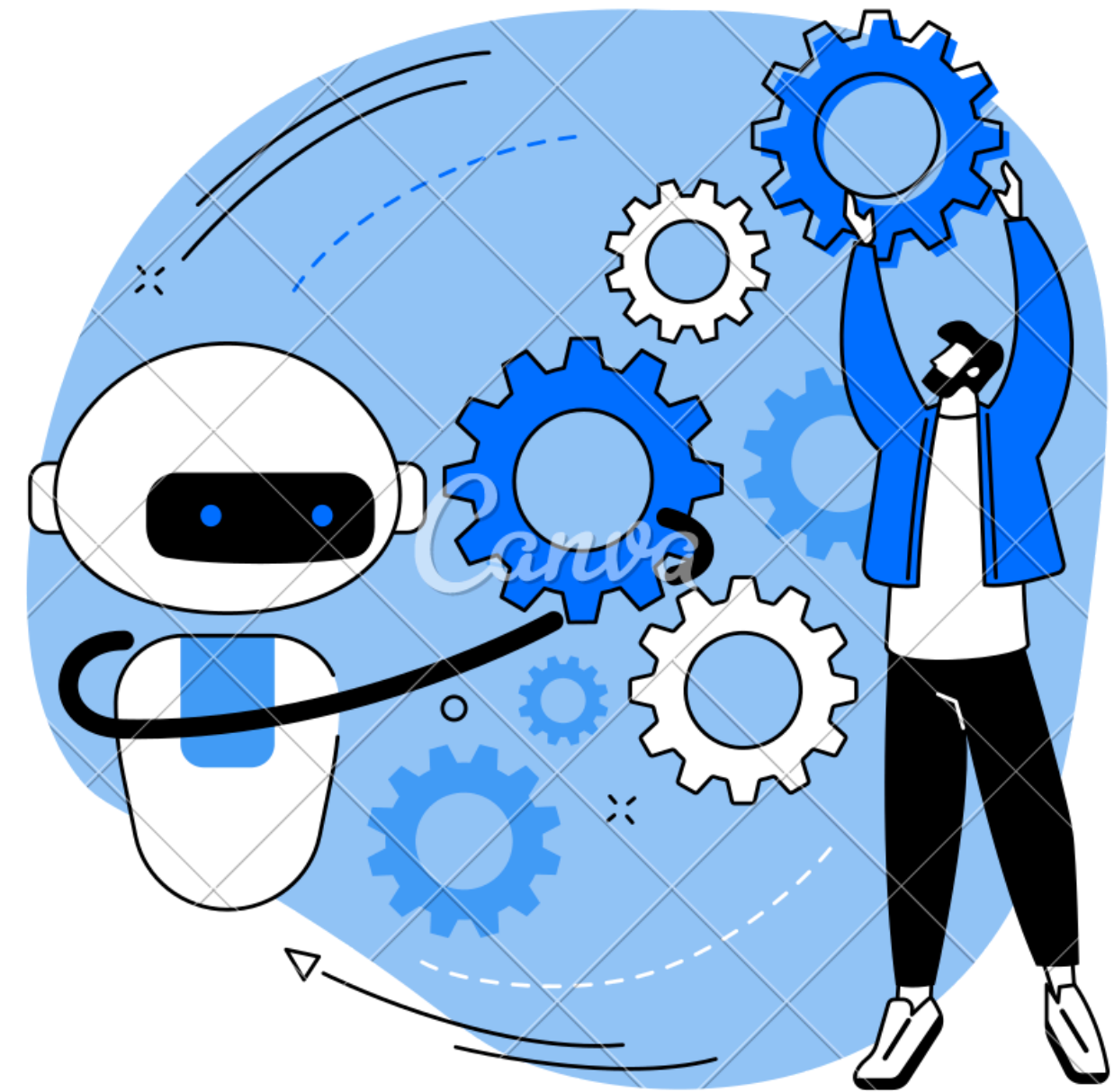
Always add human hooks

AI drafts + your local slang ("Best kolaches since '92!") = 40% more replies

Verify with RAG

Use tools like Perplexity.ai to fact-check AI outputs against live sources

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AI Models & Tools

WHAT ACTUALLY WORKS

AI isn't just ChatGPT. There are different models for different tasks — some excel at content, others at data. Here's a breakdown:

- **Content Generation Models**:
  - **ChatGPT**: Best for human-like text (listings, blogs, SEO meta descriptions).
  - **Claude 2**: Stronger at long-form, structured content (e.g., detailed guides).
  - **Google Gemini**: Great for research-backed content (trends, local business insights).

- **AI Tools for Directories**:
  - **SurferSEO/Frase.io**: Optimize content for search engines.
  - **Canva Magic Write:** Quick social media ads/posts, general branding.
  - **11Labs**: Very realistic voice creator

‼️ At eDirectory, we use ChatGPT because it's fast, flexible, and integrates seamlessly.

❗ *Pro Tip: Always test tools with your niche. AI for restaurant directories ≠ AI for B2B services.*

Go Beyond Basic Prompts

PROMPT ENGINEERING

FOR PROSPECTING

"Act as the owner of [Directory Name].

Write a 4-sentence COLD EMAIL to [Business Type] in [City].

Value Prop: [e.g., "Get 50+ qualified leads/month from our 10K active users"].

Social Proof: [e.g., "Featured in [Publication]"].

CTA: [e.g., "Claim your free basic listing"].

Tone: [Professional/Friendly]."

BLOG POST GENERATOR

"Analyze this competitor article: [URL].

Create an outline for a BETTER 1,200-word guide on [Topic].

Add: 1) Updated 2025 data/stats

2) [Your City/Niche] case studies

3) Interactive elements (checklists/quiz)

4) 3 'Pro Tip' callouts."

Result: "eDirectory clients using this prompt see 28% higher reply rates vs. generic templates."

Freebie:
100 Best AI Prompts for Online Directory SEO & Marketing

e eDirectory

The 30% Rule: Always edit AI output (add voice/USP/local hooks)
Track or Perish: Tag AI content in GA4 → see what converts
Golden 10: Manually perfect 10 listings → clone their style with AI
Hybrid : AI drafts → human strategy → AI scales

eDirectory clients using Rule #3 see 65% faster SEO traction
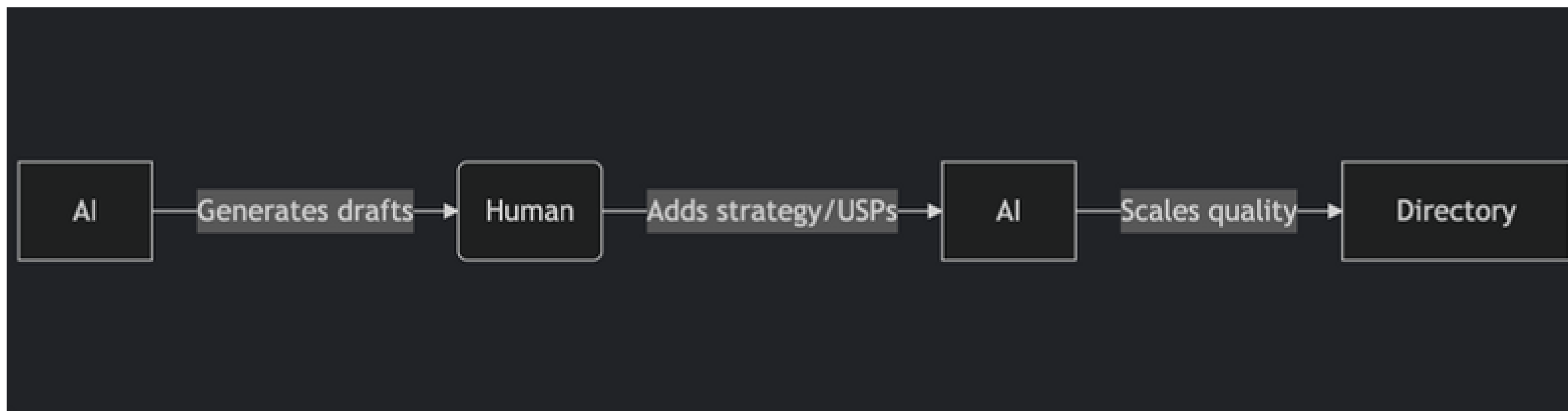

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4 Laws of AI Directory Dominance

01 The 30% Rule

Always edit AI output (add voice/USP/local hooks)
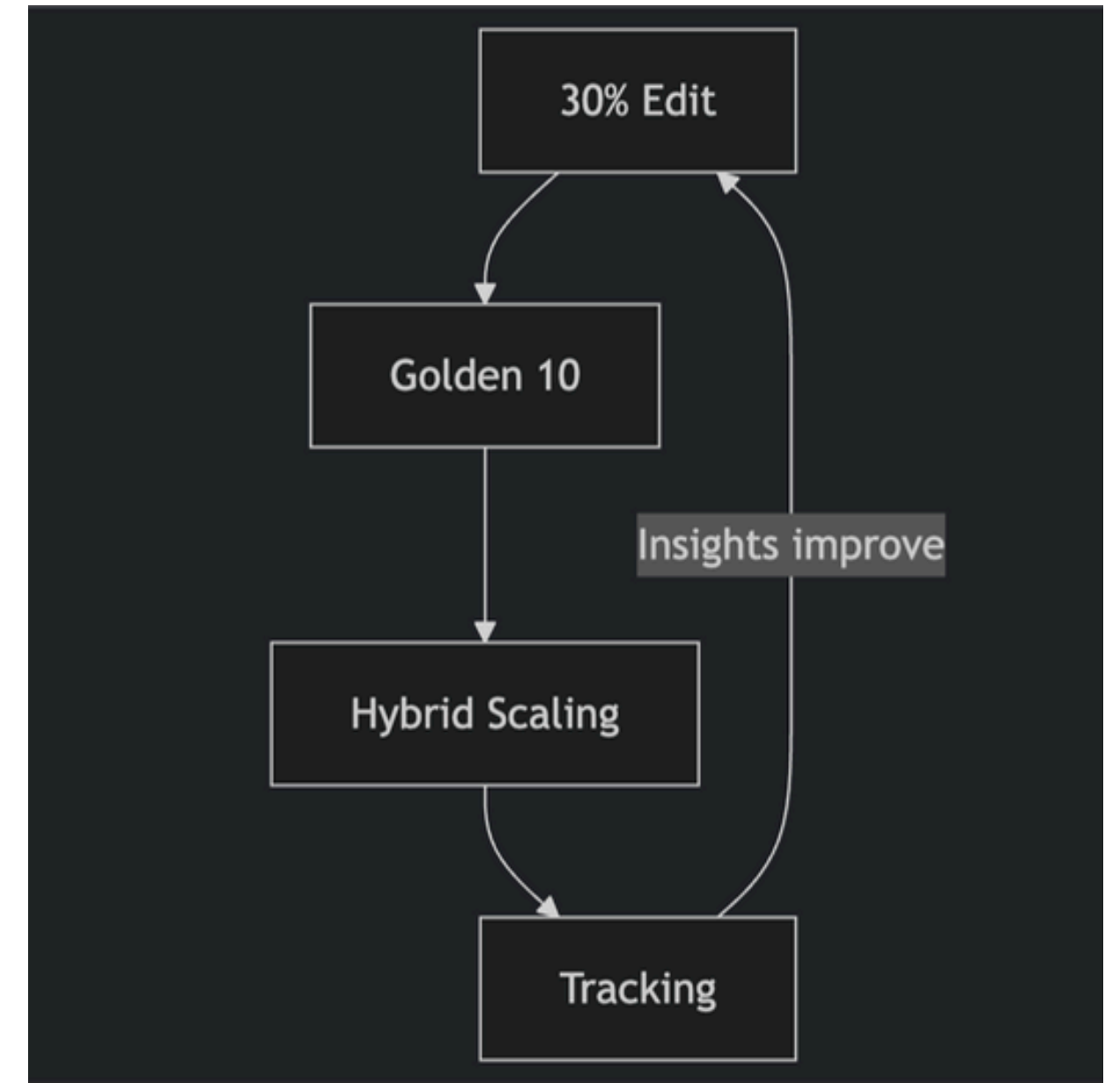
02 Track or Perish

Tag AI content in GA4 → see what converts

03 Golden 10

Manually perfect 10 listings → clone their style with AI

04 Hybrid

AI drafts → human strategy → AI scales

Generate drafts —— Adds strategy/USPs —— Scales quality

eDirectory clients using Rule #3 **see 65% faster SEO traction**

LIVE DEMO:
eDirectory's AI in Action
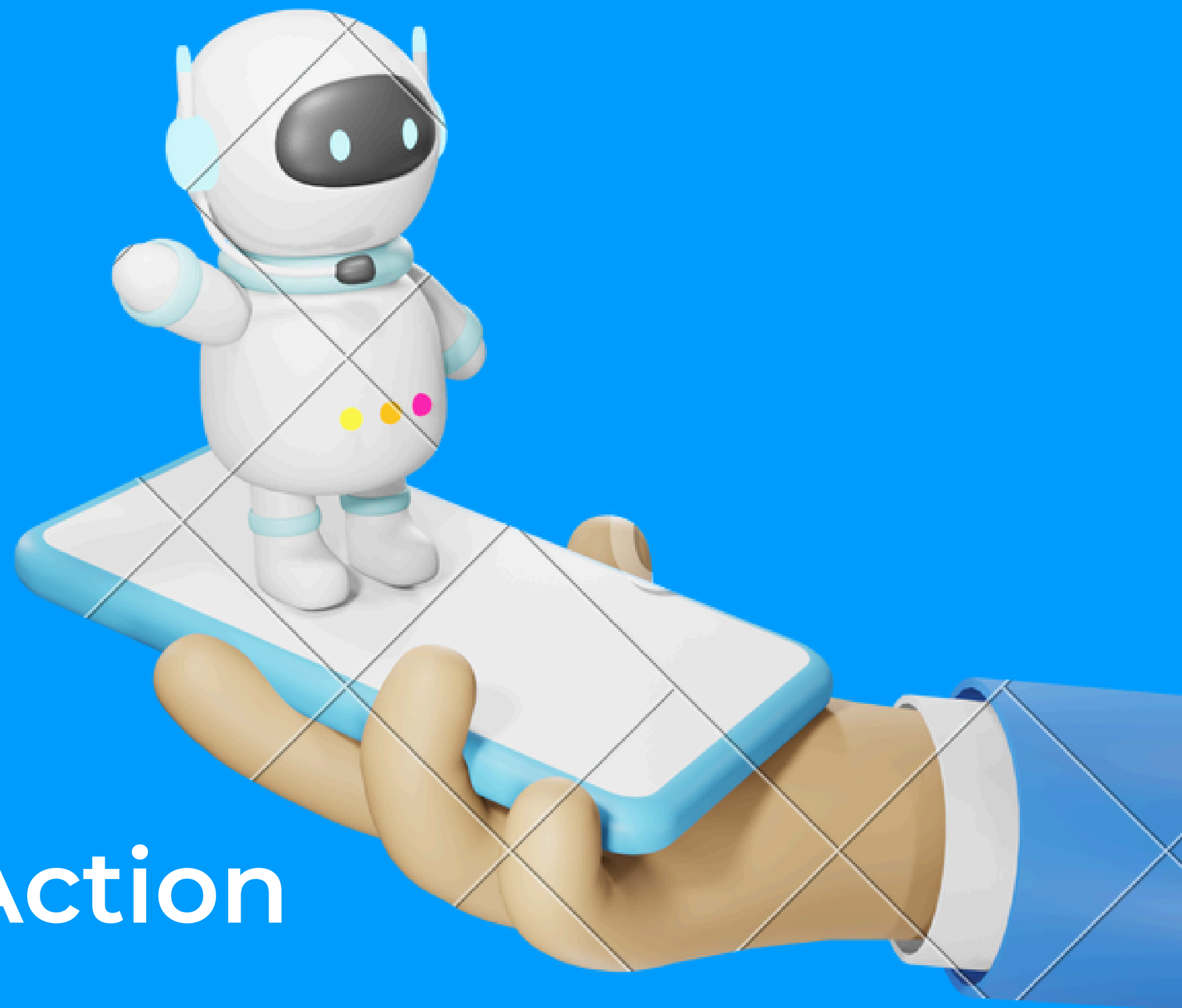
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‼️ To maximize AI, follow these rules:

✓ **Quality Over Quantity**:
A few great listings > 100 spammy ones

✓ **Hybrid Approach**:
AI drafts + human polish = best results

✓ **Track Performance**:
Use Google Analytics to see which
AI-generated content ranks best.

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New version preview

eDirectory

AI-Powered Review Replies

Sponsors can now reply to reviews with the help of AI.

Review (1) Share and get more reviews

Bruce Dickinson June 14, 2024 ★★★★★

Best day spa

"Excellent service! The staff was very professional and the venue was perfect for our event. Everything went smoothly and our guests were very impressed."

Edit your reply ✦ Generate reply with AI ⑦

Submit reply Cancel

AI SEO Assistant

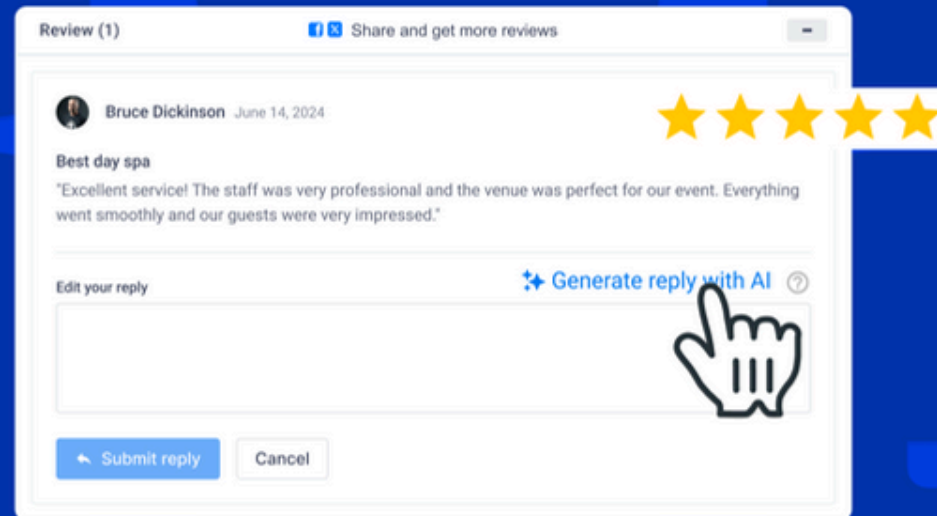your listing content to rank be
engines.

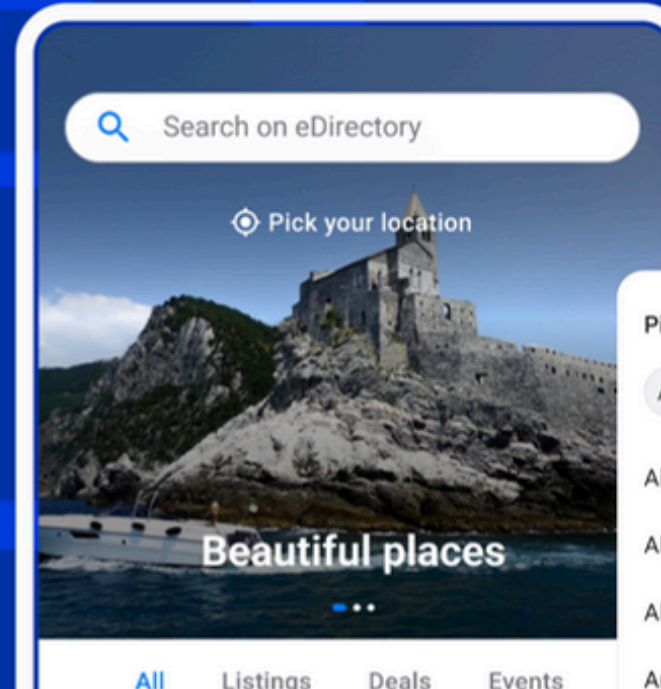AI SEO Sug

SEO Score: 74/100

This score represents the quality of current content to search engines.

Market Selection Plugin
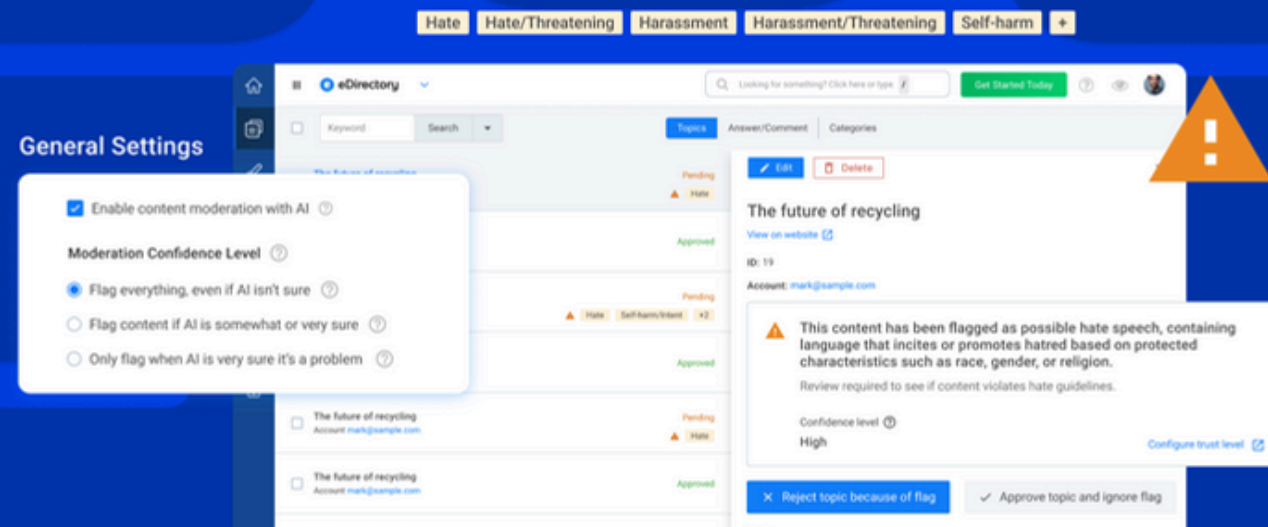
Now also available for the mobile app.

Available at Play Store

Available at Apple Store

Search on eDirectory

Pick your location

Beautiful places

All Listings Deals Events

Pick your market ✕

Albany ⊗

Albertson

Alexandria Bay
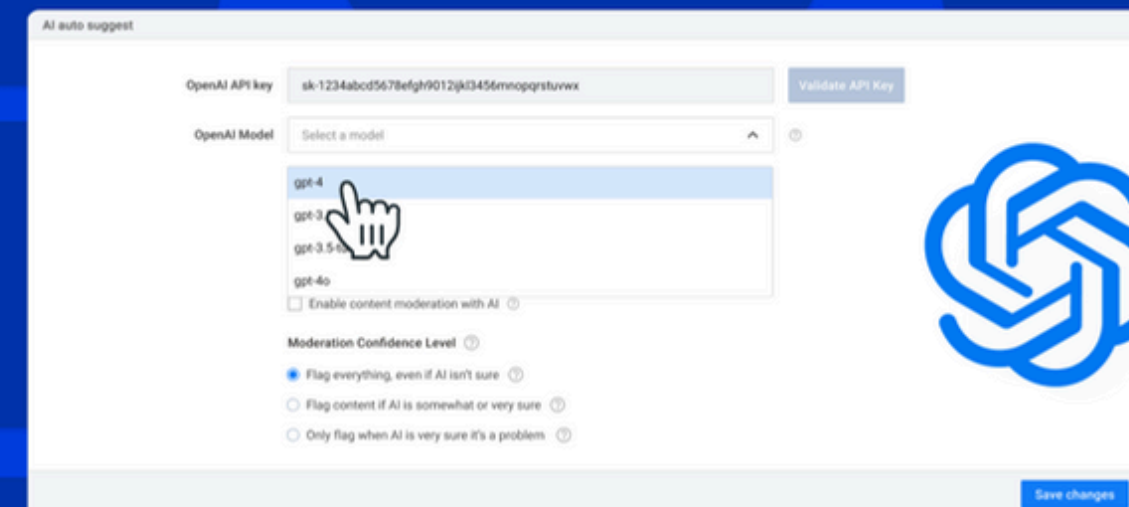
Altamont

Amagansett

Automated Content Moderation

Enable AI moderation to automatically review user-generated content like leads, reviews, and contact messages before they go live.

Hate Hate/Threatening Harassment Harassment/Threatening Self-harm +

General Settings

Enable content moderation with AI

Moderation Confidence Level
- Flag everything, even if AI isn't sure
- Flag content if AI is somewhat or very sure
- Only flag when AI is very sure it's a problem

The future of recycling

This content has been flagged as possible hate speech, containing language that incites or promotes hatred based on protected characteristics such as race, gender, or religion. Review required to see if content violates hate guidelines.

Confidence level
High

Reject topic because of flag Approve topic and ignore flag

More control

Choose the OpenAI model used in AI features, now defaulting to GPT-4.

AI auto suggest

OpenAI API key sk-1234abcd5678efgh9012jkl3456mnopqrstuvwx Validate API Key

OpenAI Model Select a model

gpt-4
gpt-3
gpt-3.5
gpt-4o

Enable content moderation with AI

Moderation Confidence Level
- Flag everything, even if AI isn't sure
- Flag content if AI is somewhat or very sure
- Only flag when AI is very sure it's a problem

Save changes

QUESTIONS?

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CONTACT US

If you are interested with our service you call us below.

🌐 **Site :**

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sales@edirectory.com
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THANK YOU

Have suggestions for future presentations?
Leave a comment!

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