

OPEN

WELCOME TO OUR

LIVE WEBINAR



MARKETING ESSENTIALS TO GROW
YOUR WEBSITE



Cozy Corner Coffee Shop

in Coffee Shops

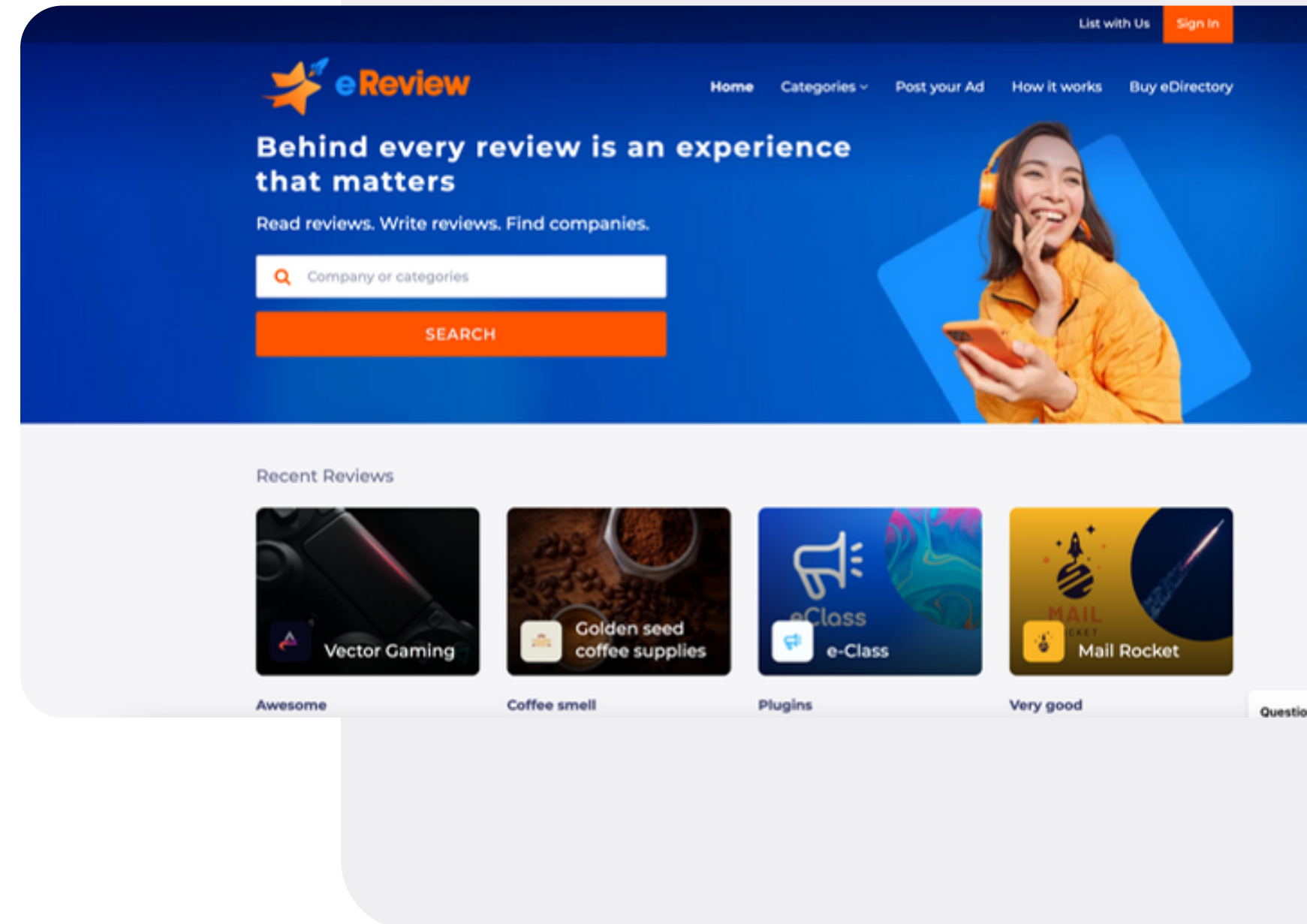


BACKGROUND ON EDIRECTORY:



- ✓ 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! 

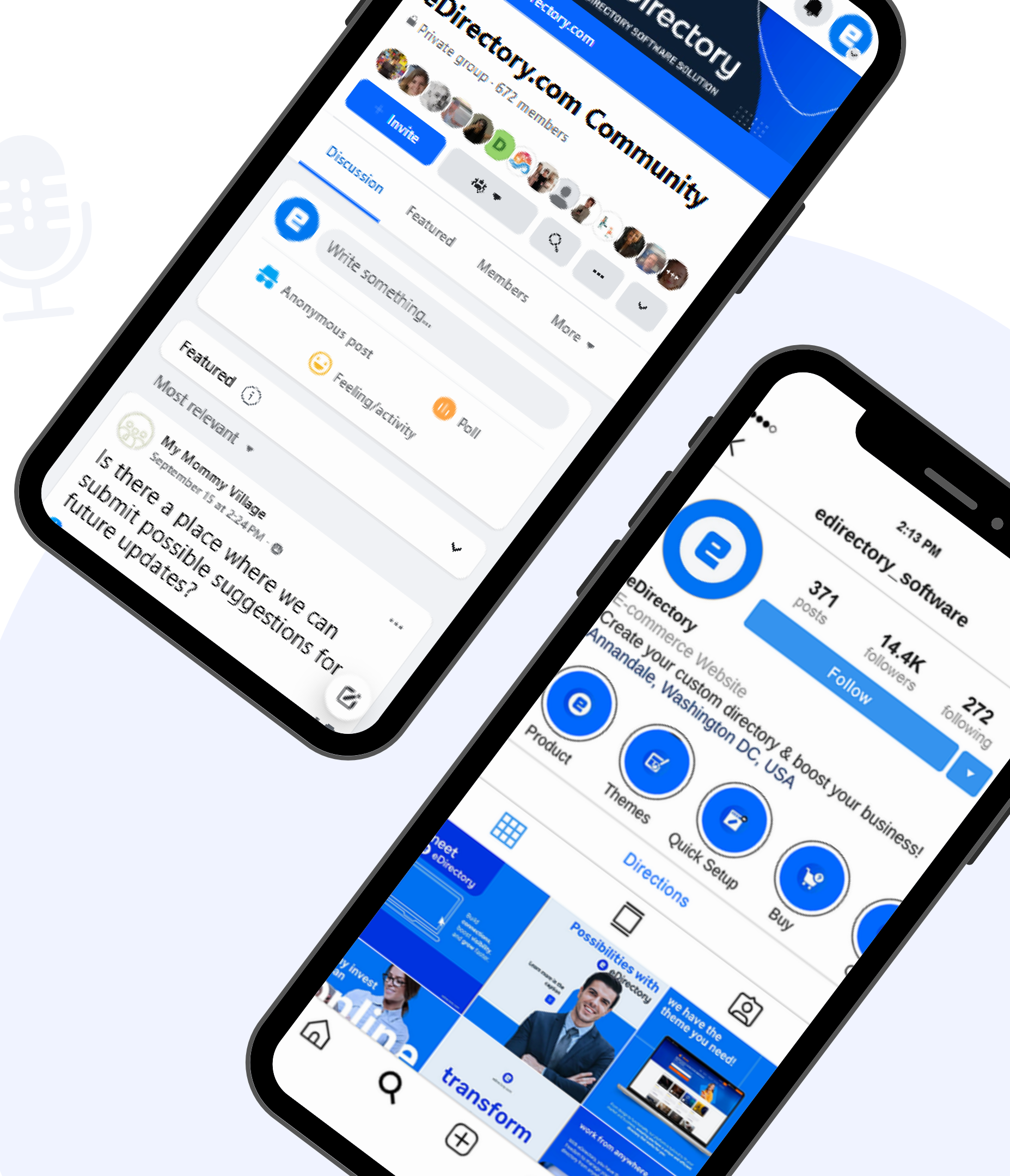


JOIN OUR ONLINE COMMUNITY

Follow us on **Instagram** for updates and join our private **Facebook Group** to connect, share ideas, and stay engaged with the eDirectory community.

 @edirectory_software

 /groups/eDirectoryCommunity



TODAY'S TOPICS

DISCUSSION OUTLINE



- ▶ Short and Long Term Goals
- ▶ Market Research
- ▶ Marketing Strategies
- ▶ Paid advertising
- ▶ Testing your strategies
- ▶ Tips for Directories
- ▶ SEO importance

Decide Your Short and Long term Goals

KEY STEPS FOR GROWTH

Having clear, focused goals gives your marketing direction and purpose.

Long-term goals, help define where you want your directory to be in the future.

Short-term goals keep your team motivated and make progress measurable.

Reach your goal by breaking big objectives into smaller, actionable steps.

Example: Do keyword research and select the top 10 keywords by X date, then use them to optimize 5 main pages before the end of the month.

- ✓ **Establish deadlines to track progress and stay accountable.**
- ✓ **Define what success looks like in both the short and long term.**



Conduct Market Research

KEY STEPS FOR GROWTH

Understand Your Niche: Identify your market and focus on your highest-value segments.

Analyze Competitors: Look at features, pricing, and design to see what works and what doesn't

Gather Audience Insights: Use tools to gather data

- Identify high-demand categories or topics that your competitors are not covering

Identify Gaps:

- Competitor Gaps → What are they missing that you can offer?
- Your Gaps → What could you improve to compete better?



Tips for Your Marketing Strategy

KEY STEPS FOR GROWTH

Branding and Brand Positioning

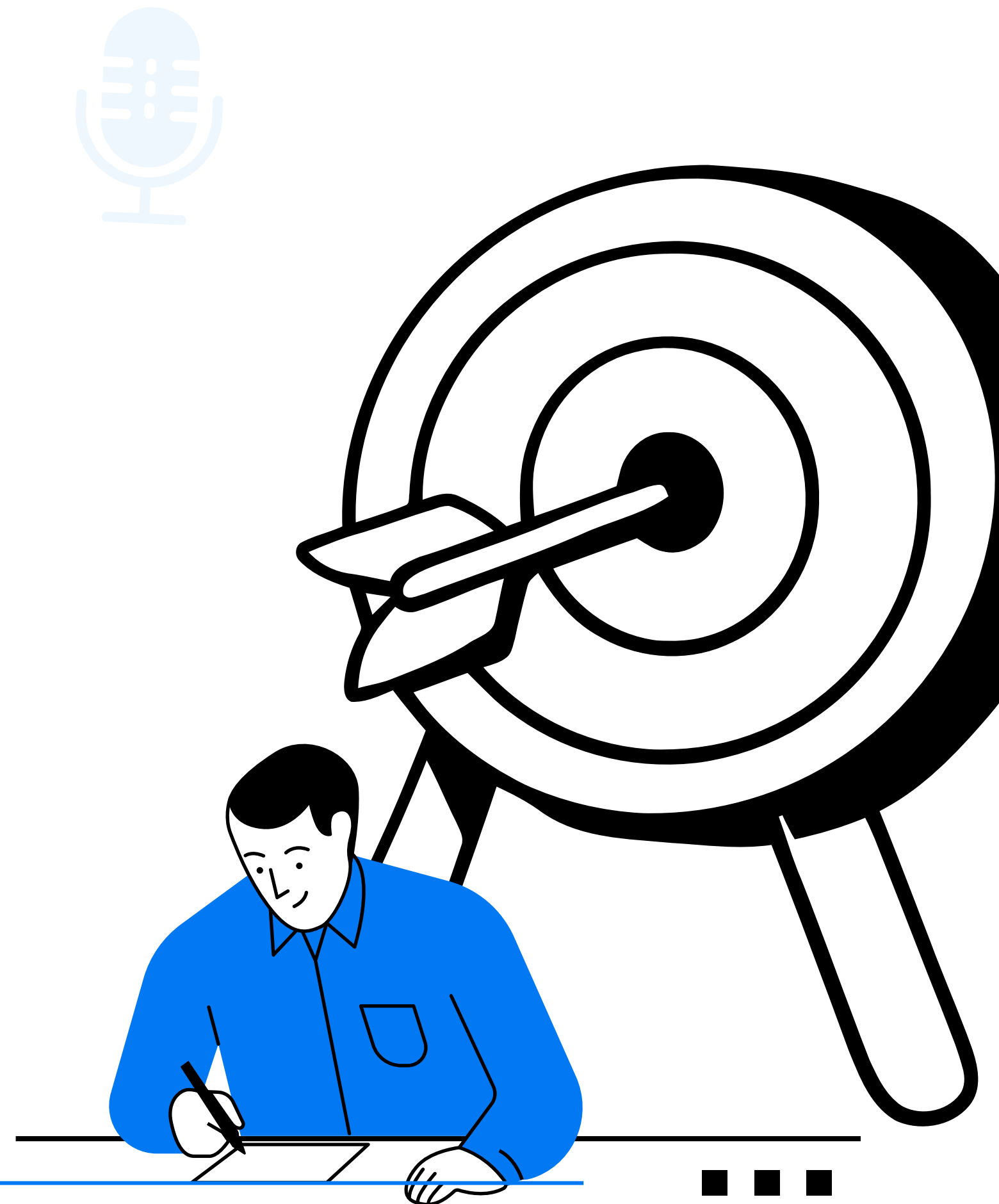
- Identify what sets your directory apart — your niche, benefits, and tone should stay consistent across all channels and visuals.

Target Audience

- Creating detailed customer personas
- Segmenting your audience for personalized campaigns

Marketing and Social Media Channels

- Focus on platforms where your audience is most active (LinkedIn, Instagram, Facebook, TikTok).
- Use a mix of organic strategies (SEO, blog posts, community engagement) and paid efforts (Google Ads, social media ads, retargeting).
- Track engagement and conversions to focus on what performs best.



Paid Advertising

KEY STEPS FOR GROWTH

1. Choose the right platforms

- Google Ads for search intent (“plumbers in Miami”).
- Meta Ads for awareness (listings, winners, local highlights).
- LinkedIn Ads for B2B niches.

2. Target smart

- Start with location + interests + behaviors that match your niche.
- Upload your email list or past visitors to create lookalike audiences.

3. Retarget visitors

- Install the Meta Pixel and Google Tag on your site (we have articles to help you!).
- Show ads to people who viewed your listings or left mid-signup — remind them to come back.

4. Test and learn

- Create 2–3 ad versions with different headlines or images.
- Test short videos, carousels, and testimonials to see what resonates.
- Tools: Canva, AdCreative.ai, or Google’s Ad Variations Tool.



Test, Analyze, Adjust, Repeat

KEY STEPS FOR GROWTH

- Track traffic, bounce rate, conversions, retention.
- Tools: Google Analytics, Hotjar, Looker Studio dashboards.
- A/B test everything – landing pages, headlines, CTA buttons.

Key for growth:

- Keep what works.
- Improve what doesn't.
- Document everything for future insights.

No marketing plan is perfect, **the winners are just the ones who improve faster.**



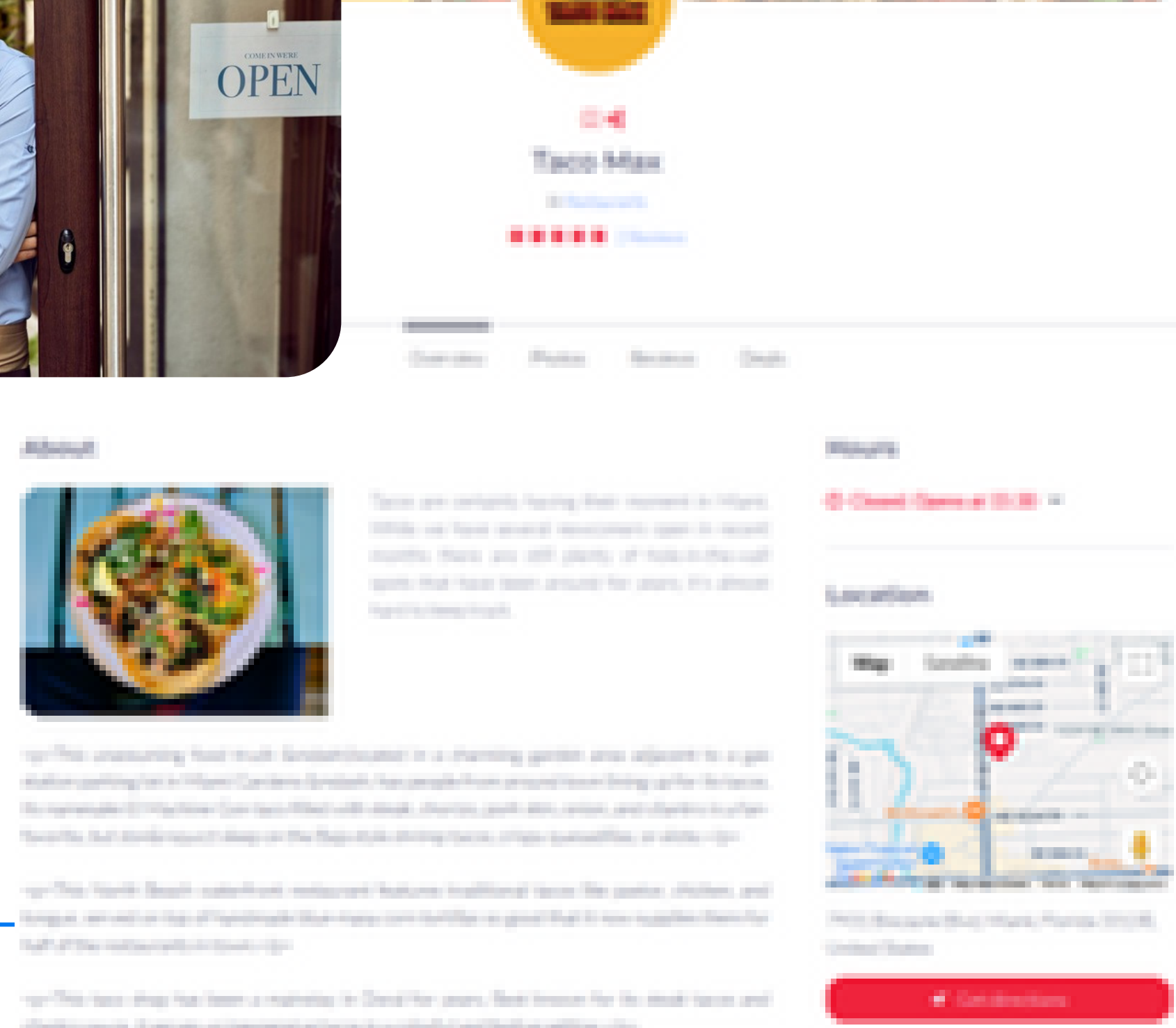
TIPS FOR DIRECTORIES



Build High Quality Listings

KEY STEPS FOR GROWTH

- Build initial listings manually to showcase real examples;
- Make your directory look active and professional;
- Focus on **quality over quantity** — accurate, complete, visually appealing listings;
- Fill out all SEO fields and optimize listings — this impacts your growth significantly.



If you're local, get visible offline!

KEY STEPS FOR GROWTH

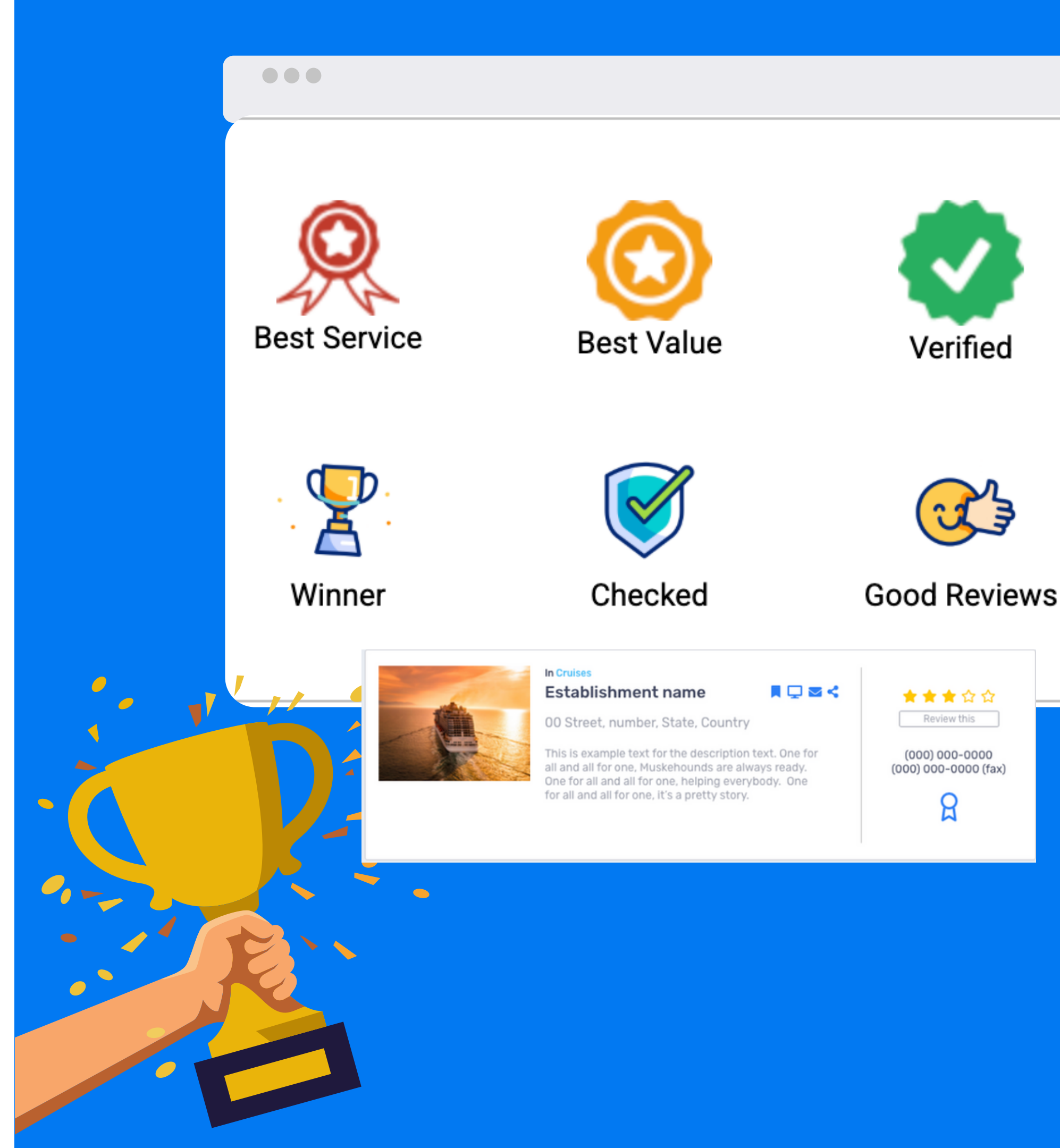
- Give businesses “Featured on [YourDirectoryName]” stickers or posters.
- Attend local fairs, markets, networking events, or sponsor community activities
- Include QR codes on printed materials linking directly to your business.
- Hand out flyers with tips, offers, or contests.
- Use these interactions to collect emails and grow your subscriber list



Run a 'Best Of' Contest

KEY STEPS FOR GROWTH

- Invite people to vote for local favorites
- Encourage nominees to share
- Grow your email list with voters
- Build trust and exposure
- Use winner badges to highlight listings and improve search prestige



Email Marketing

KEY STEPS FOR GROWTH



- **Build relationships:** Keep users, members, and businesses engaged even after they leave your site.
- **Promote engagement:** Share new listings, local updates, and exclusive deals to bring people back.
- **Drive conversions:** Turn subscribers into paying advertisers or members with targeted campaigns.
- **Measure results:** Track opens, clicks, and sign-ups to see what content truly connects.

Email marketing keeps your directory visible, trusted, and growing, it's one of the most consistent ways to nurture long-term success.



Stay ahead of AI

KEY STEPS FOR GROWTH

Take advantage of features that AI can't compete.

Use our Deals/Coupons to add value to your business

- Offer exclusive discounts and seasonal specials from local businesses.
- Encourage users to share deals — this drives traffic and loyalty.

Leverage Video Marketing

- Videos build credibility and drive higher engagement.
- They increase time on site and strengthen SEO through authentic, high-retention content.
- Showcasing real businesses and people creates trust and differentiation, something AI can't replicate.

New Deals



75% OFF

Couples Spa Day Off (Travel Fee+Set Up)
in Beauty Salons, Spas

~~\$350.00~~
\$ 89.00

Valid Until 30 June, 2026



42% OFF

Spa Day Package for One with Choice of Two Services in Sage
in Beauty Salons, Spas

~~\$470.00~~
\$ 271.00

Valid Until 31 July, 2026



10% OFF

10% Off on Teeth Whitening
in Health

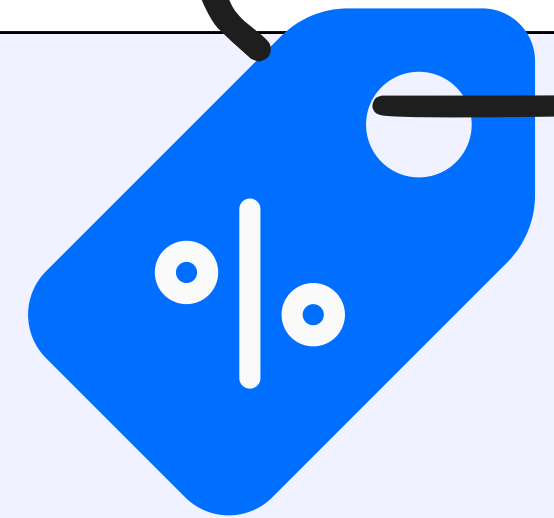
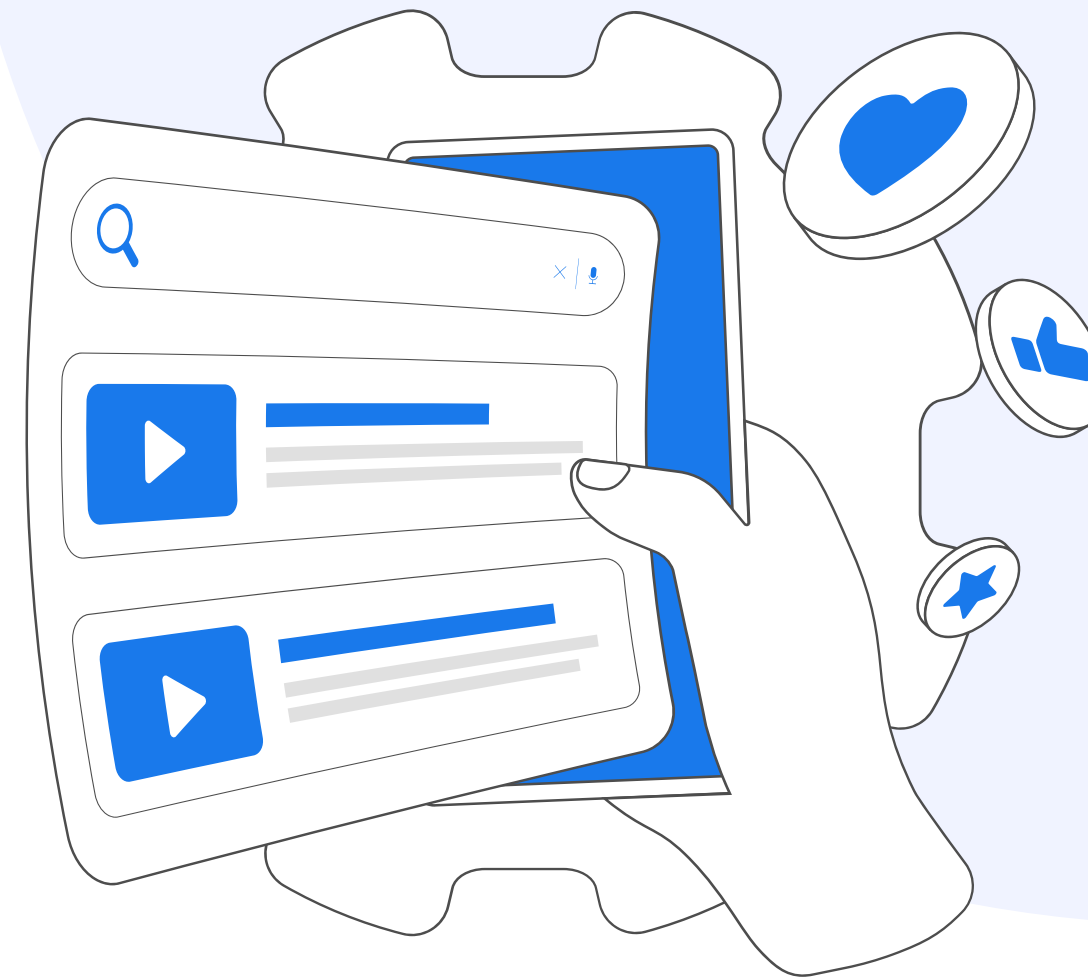
~~\$300.00~~
\$ 270.00

Valid Until 30 June, 2026

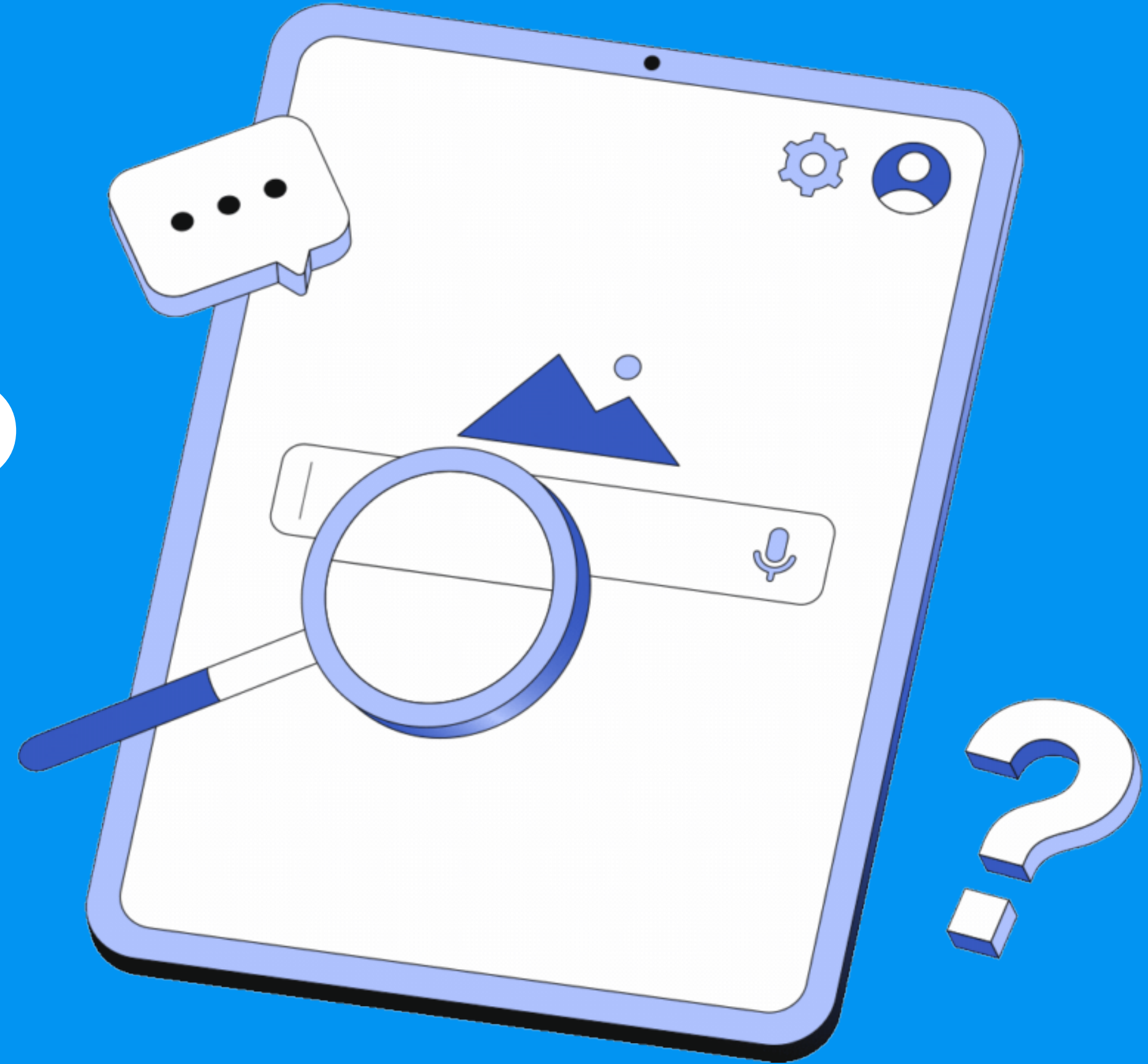


All services 50% off
in Auto

Valid Until 11 April, 2029



— BACK TO SEO



Why SEO is so important?

MARKETING ESSENTIALS FOR GROWTH

It helps your website appear when people search for what you offer.

- **Organic Traffic = Ongoing Traffic**

A well made SEO structure keeps bringing visitors for free.

- **Builds Trust**

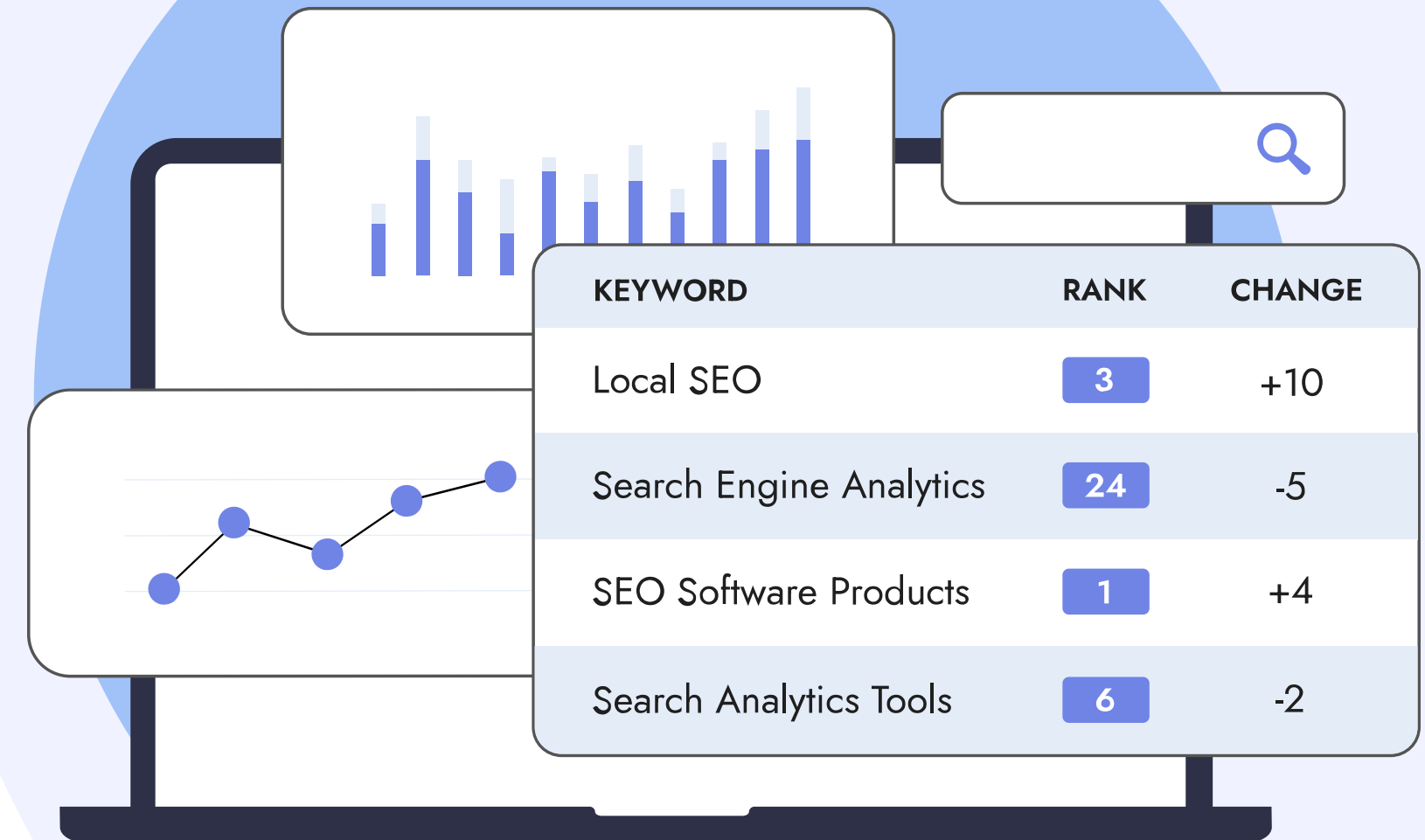
People usually click what they see first on Google. Ranking higher makes your site look more reliable.

- **Every Page Can Work for You**

Each listing, article, or category can bring its own visitors through search — not just your homepage.

- **Better User Experience**

SEO encourages faster pages, clearer content, and easier navigation — things both users and Google love.



eDirectory SEO Resources

MARKETING ESSENTIALS FOR GROWTH

- Make sure to fully use of the SEO section for your **pages** and **listings**.
- Use our AI tools to save time and help optimize your content.
- While in the page editor, make sure all pages have meta titles, meta descriptions, and meta URLs filled out.
- When building listings and categories, include all keywords, optimize URLs, and make sure your site is fully set up for SEO.

!! Check out our **Support Portal** for helpful SEO articles!

SEO AI SEO Suggestions

SEO Title Slug URL

SEO Keywords AI assistant [Change response](#)

A & J Cruises × England Cruises × London Cruises × Greater London Cruises ×
Luxury Cruises UK × Adventure Cruises England × Cruise Vacations London ×
Sea Travel UK × Maritime Adventures London × Travel and Tourism London ×
Luxury Sea Travel England × Nautical Journeys UK × Exclusive Cruises London ×
Sailing Experiences England × UK Cruise Trips ×

Maximum 15 keywords

Description AI assistant [Change response](#)

"Set sail on A & J Cruises, London's most unique cruising experience. Our incredible voyages provide unforgettable memories with new friends at every port. Perfect for those with an adventurous spirit, who crave novel experiences and dream of endless horizons. Discover your next journey today!"

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AI SEO Suggestions [Reanalyze](#)

SEO Score: 65/100 [Learn more about the score](#)

Good SEO with room for improvement.

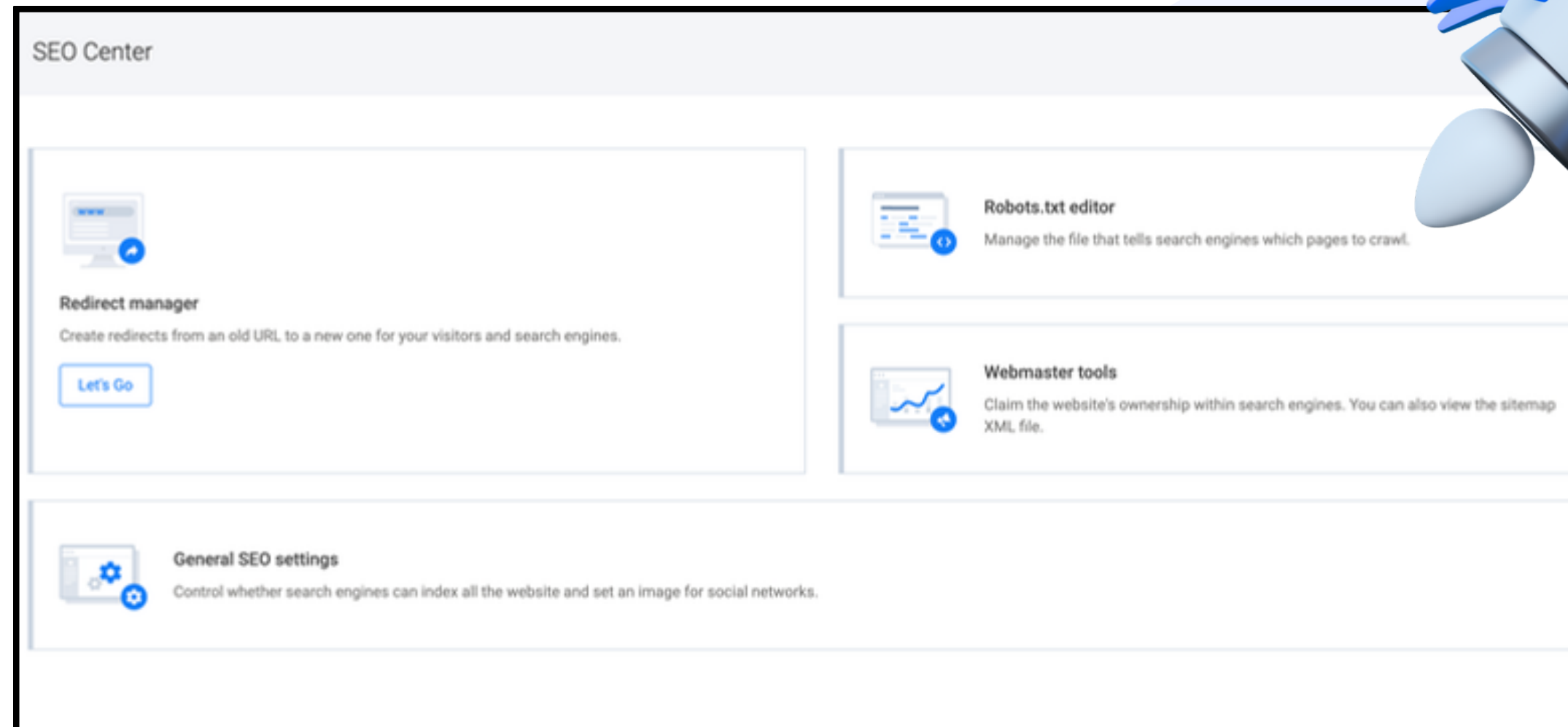
AI SEO Suggestions

- The SEO title should be more compelling and include primary keywords to improve visibility.
A & J Cruises: Exclusive Luxury & Adventure Cruises in London
[Apply suggestion](#) [Edit manually](#)
- The meta description should provide a concise overview of the business's offerings and include a call to action.
Embark on an unforgettable journey with A & J Cruises in London. Explore luxury and adventure cruises designed to create lasting memories. Book your voyage today!
[Apply suggestion](#) [Edit manually](#)
- The title should include more specific keywords related to the business's unique offerings and location.
A & J Cruises: Luxury & Adventure Cruises in London
[Apply suggestion](#) [Edit manually](#)

Why SEO is so important?

MARKETING ESSENTIALS FOR GROWTH

We offer several SEO tools to help you optimize your site — explore eDirectory and check our articles to learn more about features like Redirect Manager, Robots.txt Editor, Webmaster Tools, and General SEO Settings.





CONTACT US

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



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Phone : +1 800 630 4694

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THANK YOU



Have suggestions for future presentations?

[Leave a comment!](#)