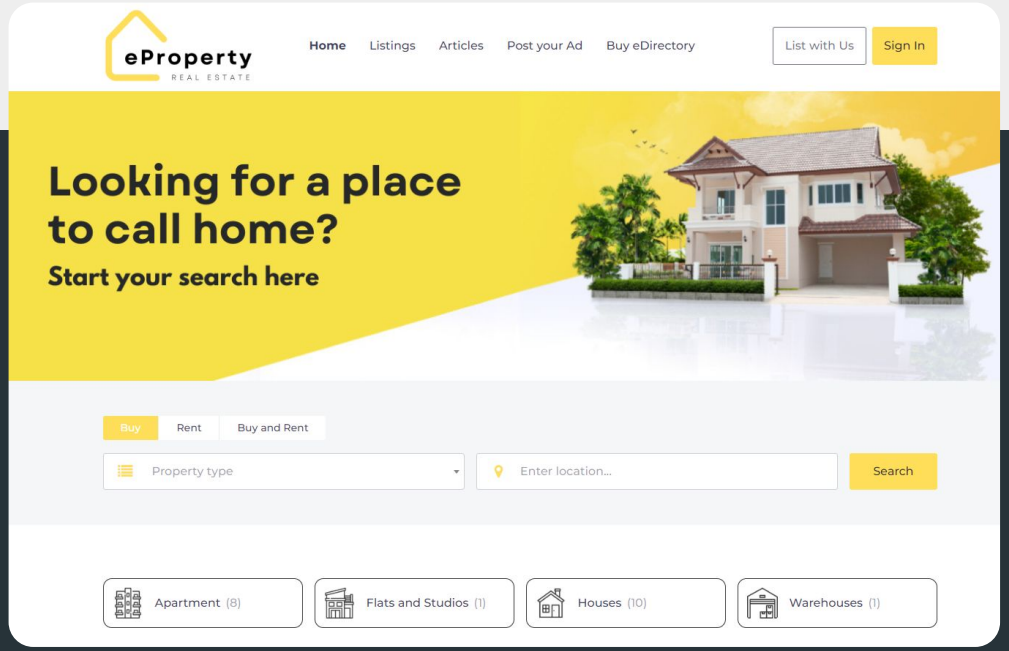
edirectory

Webinar

MAY 2024



The Online Directory Business Model

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Next Events

- June 12th - How to Pitch your Online Directory
- June 26th - The eDirectory Apps

Upcoming:

- The new eDirectory 13.5
  - sign up today and get upgrades included

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https://www.edirectory.com/webinars

Background on the eDirectory platform

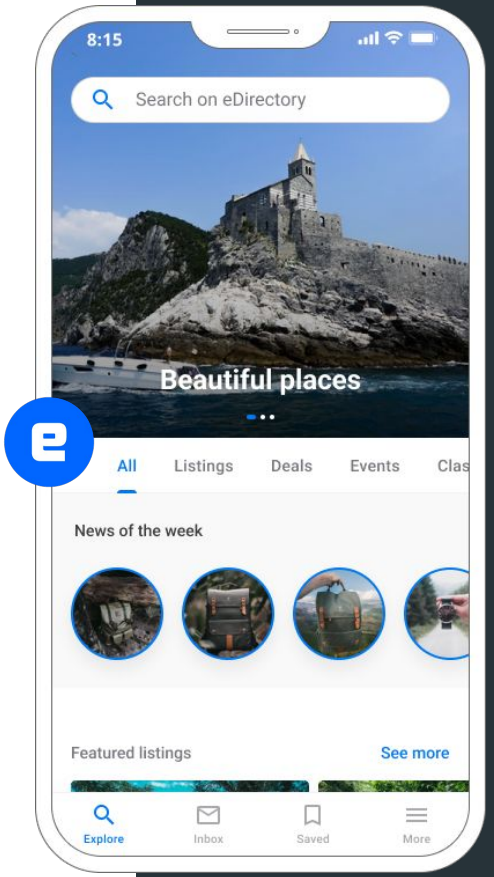
Fits any industry or purpose

Highly customizable

Integrated native app builder

Source code available

Request a live demo at www.eDirectory.com



The Online Directory Business Model

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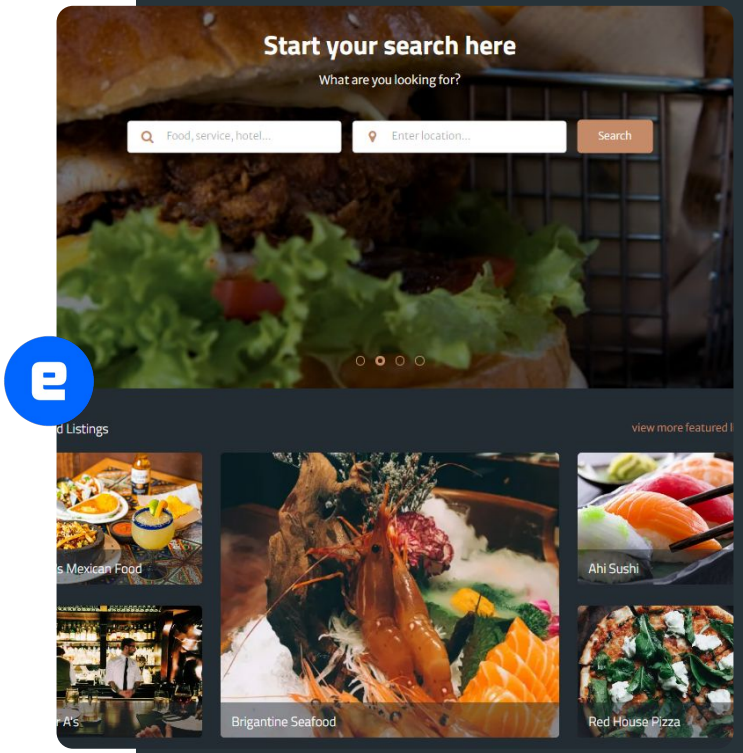
What is an Online Directory?

An Online Directory aim to assist consumers in making informed purchasing decisions by offering insights into various options available in the market.

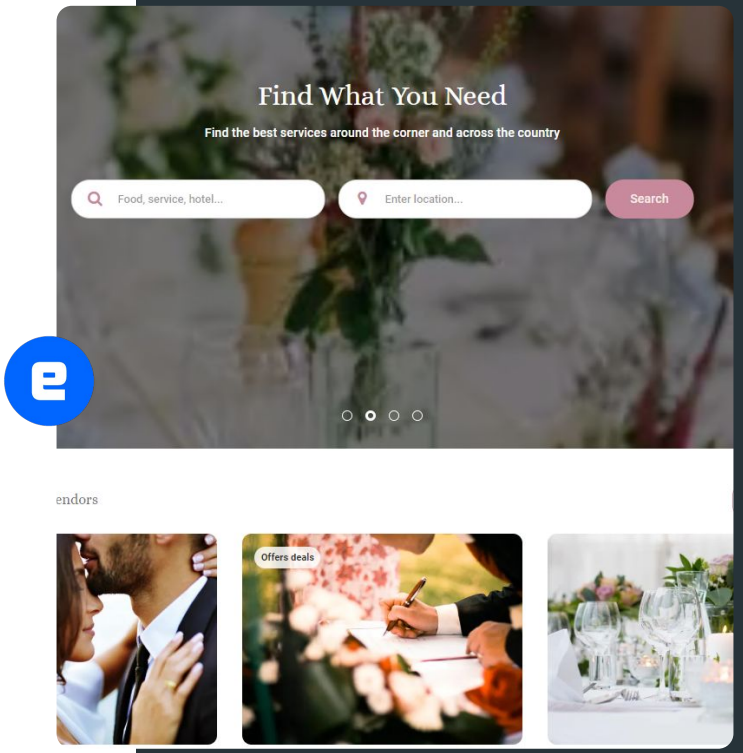
Curated and up-to-date content is key.

eDirectory is a perfect fit for a Buyer's Guide.



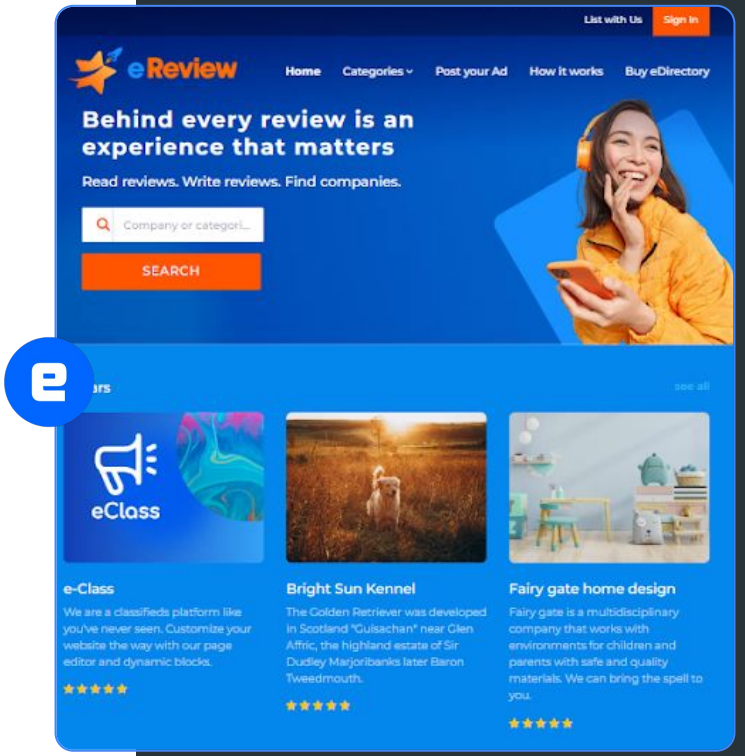
Types Of Directories

- Local Guide
- B2B Vendor Directory
- Niche industry Directory
  - Lawyers
  - Doctors
  - Contractors
  - Weddings
  - Travel
- Curated for a certain Group
  - Luxury
  - Family Friendly



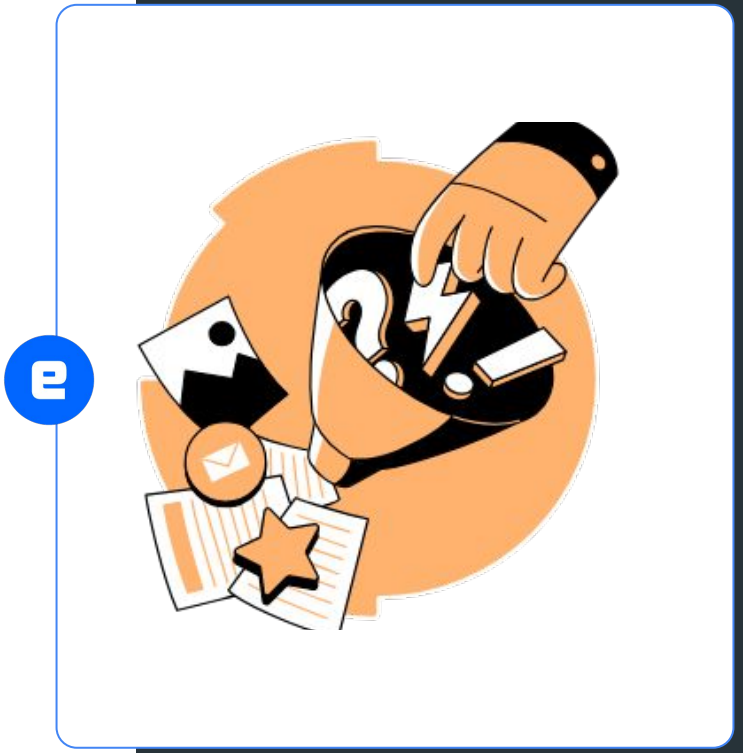
Advantages of the Online Directory Business Model

- Provides a valuable service to people making a purchase decision
- Low cost to setup and maintain
  - User Generated Content
  - Content Doesn't go stale quickly
- High Margin Recurring Revenue



Power of Curation

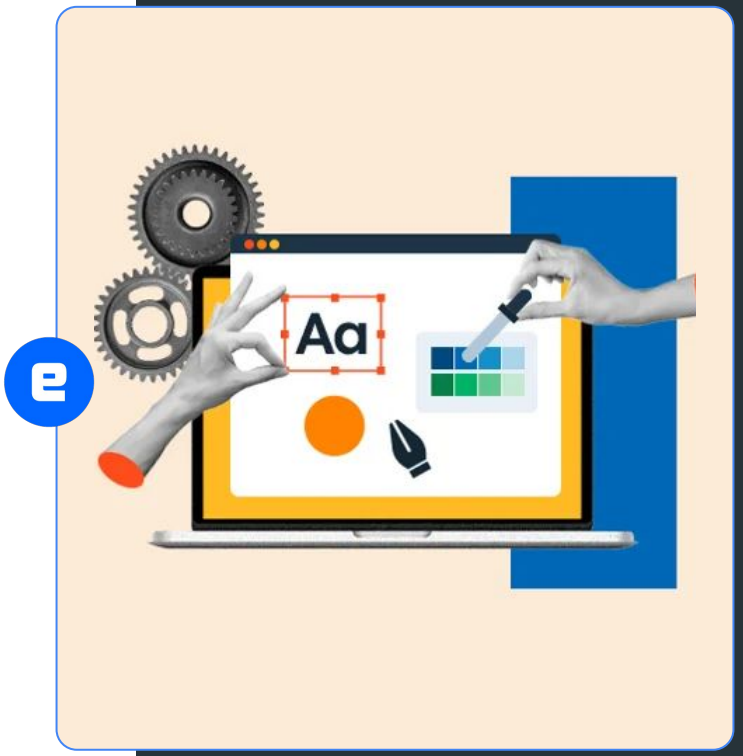
- Identify your audience and their requisites
- Value is often in what is NOT included



Basics of Building and Running the Business

1. Build your initial content

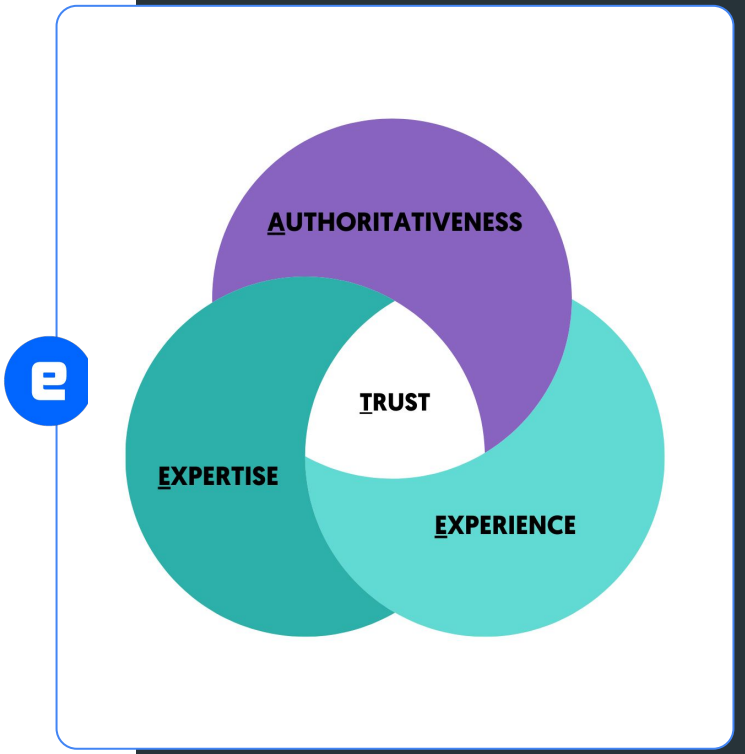
- Start with the data
  - Set a goal: what fields and how many listings
  - Acquire a database
  - Build out listings with images and descriptions
- Add Related Content
  - articles
  - blogs
  - event listings



Basics of Building and Running the Business

2. Build an audience

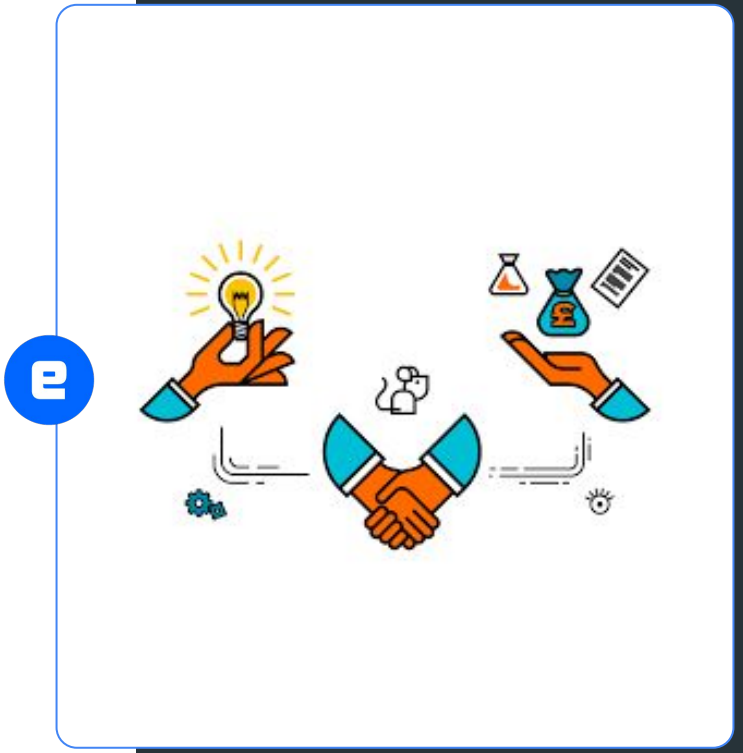
- Drive traffic with:
  - Great content
  - SEO
  - Backlinks
  - Newsletters
  - Social media



Basics of Building and Running the Business

3. Reach out and engage businesses

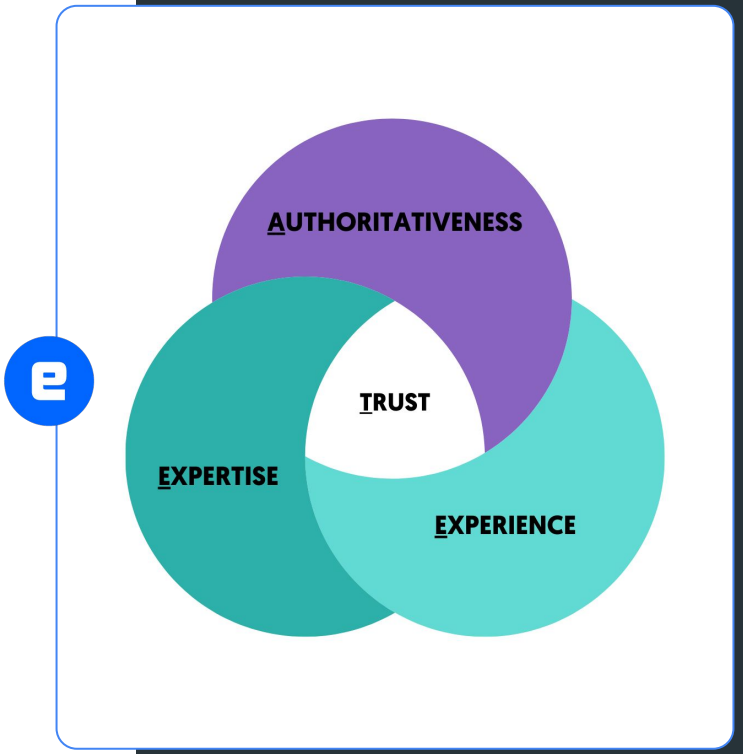
- Business owners Claim their Listings
- Read and Respond to Reviews



Basics of Building and Running the Business

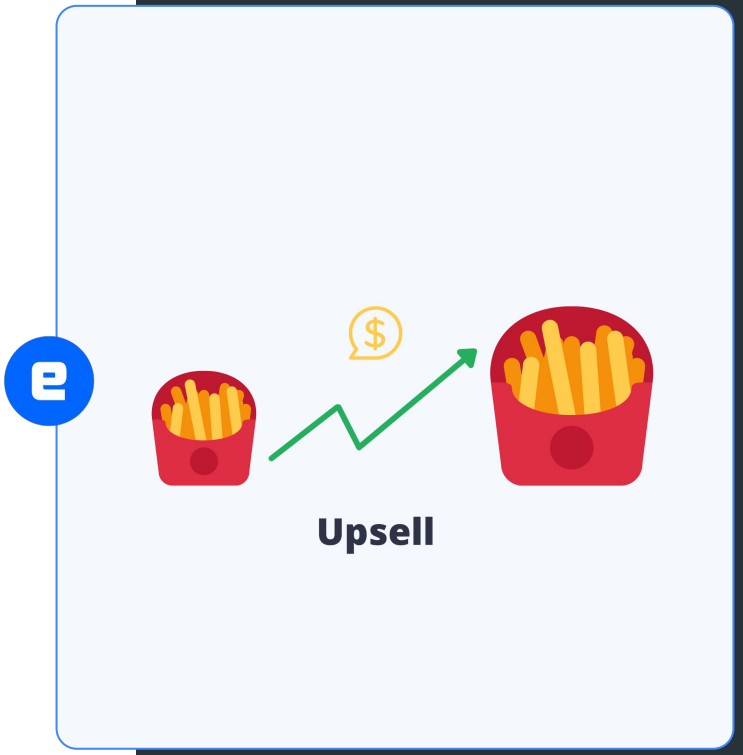
4. Become the authority

- Use seals and badges
- Run award programs



Basics of Building and Running the Business

5. Upsell from Free to Paid Listings



Basics of Building and Running the Business

6. Bundle other Services

- Marketing Service
- Video Creation and Photos of Products
- Website and email hosting
- Be creative

Basics of Building and Running the Business

7. REPEAT

QUESTIONS?