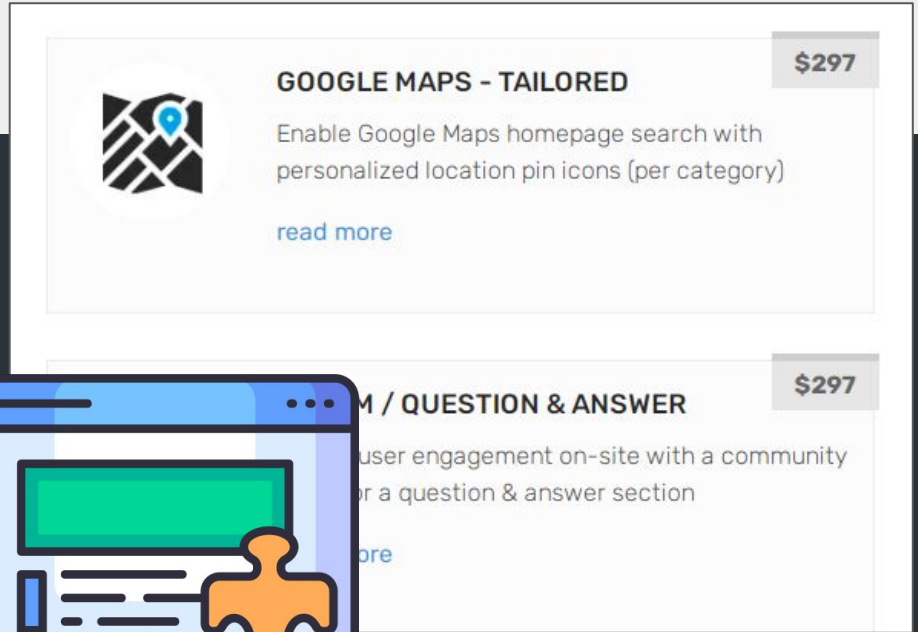


# Webinar

NOVEMBER 2024

THE EDIRECTORY PLUGINS

A screenshot of a website displaying a list of plugins. The top plugin is 'GOOGLE MAPS - TAILORED' with a price tag of '\$297'. It features a map icon and a description: 'Enable Google Maps homepage search with personalized location pin icons (per category)'. Below the description is a 'read more' link. The second plugin is 'QUESTION & ANSWER' with a price tag of '\$297'. It features a question mark icon and a description: 'Enable user engagement on-site with a community question & answer section'. Below the description is a 'read more' link. The screenshot is partially obscured by the laptop illustration in the foreground.

# Our Team



**James Chubb**

CEO

[james.chubb@eDirectory.com](mailto:james.chubb@eDirectory.com)



**Emerson Travaglini**

Marketing

[emerson.travaglini@eDirectory.com](mailto:emerson.travaglini@eDirectory.com)



**Gabriel Militão**

Marketing

[gabriel.militao@eDirectory.com](mailto:gabriel.militao@eDirectory.com)



edirectory

# Next Events

<https://www.edirectory.com/webinars>

- December 4th - Prepare Your Website For The Holidays
- December 18th - Integrations to Power Up Your Site



<https://www.eDirectory.com>



<https://www.facebook.com/groups/eDirectoryCommunity>

# Background on the eDirectory platform

Fits sites for any industry or purpose

Integrated apps

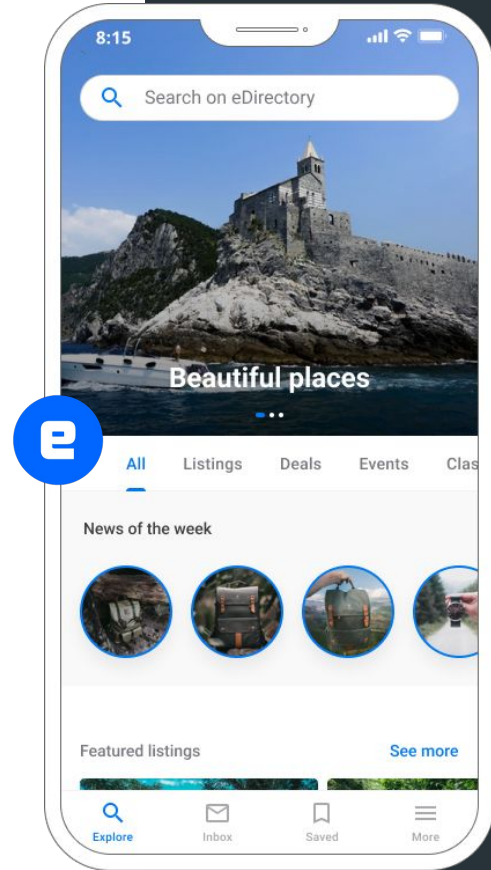
SEO Optimized

Easy design and layout customization

In-house Customization Team

Source code available

Visit [eDirectory.com](https://eDirectory.com) to Schedule a Private Demo

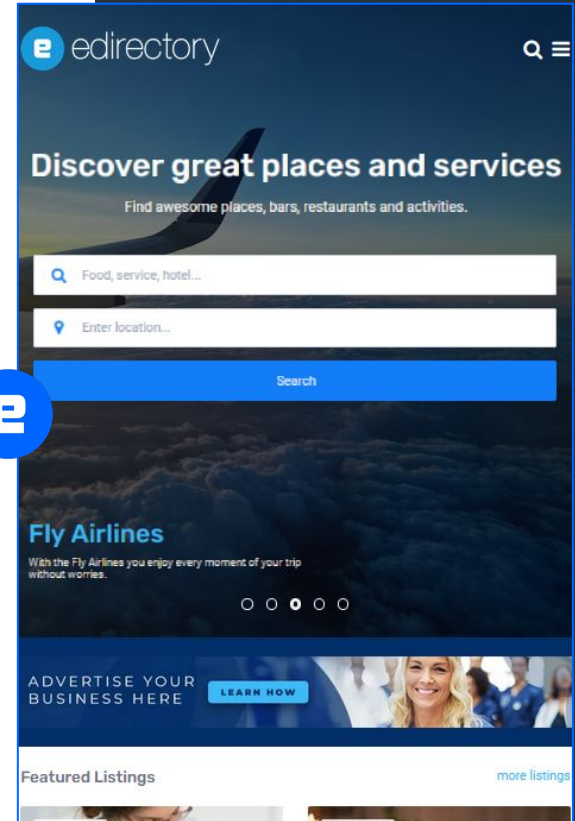


# The eDirectory Plugins



## Complete set of Standard features

- Easy Member Sign Up
- Unlimited Categories and sub-categories
- Claimable Listings
- Multi-Content Publisher
- Automated Recurring Payment
- Customizable Invoices



# Complete set of Standard features

- Listings Review with Reply to Member
- Auto-recurring Events
- Visual Page Editor (Low-code)
- Listing Template Editor
- Elasticsearch Engine
- SEO Center for All Modules

The screenshot displays a 'Featured Listings' section on a website. At the top, there is a blue header with the text 'BUSINESS HERE' and a 'more list' link. Below the header, four listing cards are arranged in a 2x2 grid. Each card features a 'Offers deals' button in the top left corner and a representative image. The first card is for 'Michigan Cosmetic Dentistry' (category: Health), showing a dentist examining a patient's teeth. The second is for 'Urban Oasis Day Spa' (category: Beauty Salons, Spas), showing a person receiving a massage. The third is for 'Bright Future Pediatric Clinic' (category: Health), showing a child in a hospital bed. The fourth is for 'Fênix Gym' (category: Gyms), showing the interior of a gym. Each listing includes a star rating and a brief description of services.

**Featured Listings** [more list](#)

**Offers deals**

**Michigan Cosmetic Dentistry**  
in Health  
Michigan Cosmetic Dentistry offers top-tier dental care specializing in enhancing smiles with state-of-the-art cosmetic procedures. Our expert team provides personalized treatments including teeth whitening, veneers, and orthodontics to ensure you ac

★★★★☆

**Offers deals**

**Urban Oasis Day Spa**  
in Beauty Salons, Spas  
Urban Oasis Day Spa offers a serene retreat in the heart of the city, blending luxury with holistic wellness. Our services include rejuvenating massages, facials, and body treatments, all designed to relax your mind and revitalize your body. Experi

★★★★☆

**Offers deals**

**Bright Future Pediatric Clinic**  
in Health

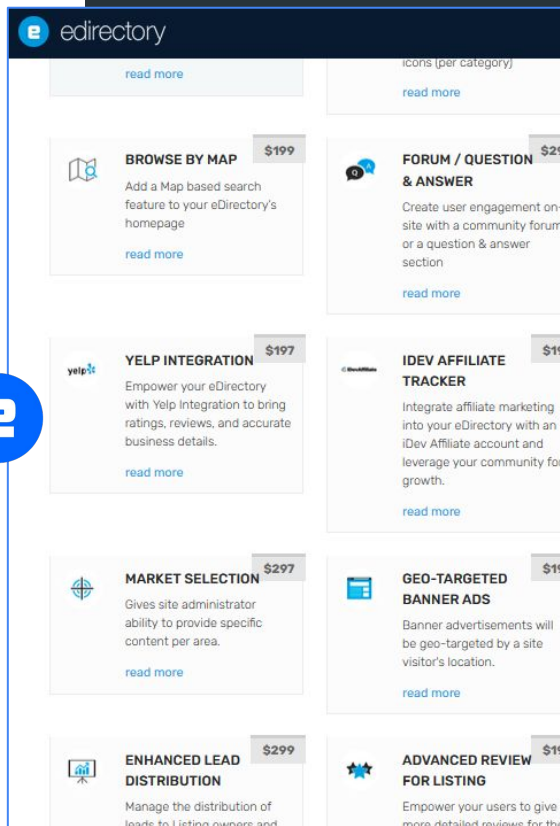
**Offers deals**

**Fênix Gym**  
in Gyms

# Plugins

Expand the functionality of your website with the Plugin Library

- 24 Plugins to power up your Online Directory
- Plugins for Chat Integration
- Plugins for Location based Services
- Plugins for Videos
- For all modules and Apps

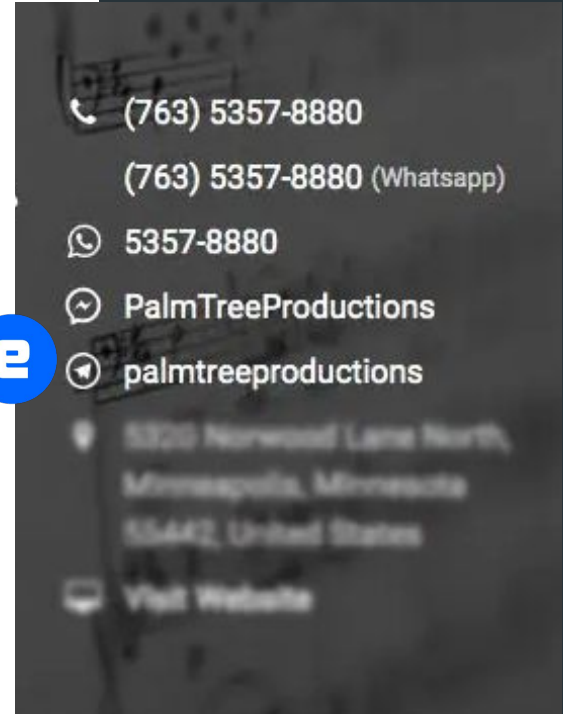




## Instant Messaging

Listing publishers can use messaging apps to connect with their audience: Facebook Messenger, Whatsapp, and Telegram.

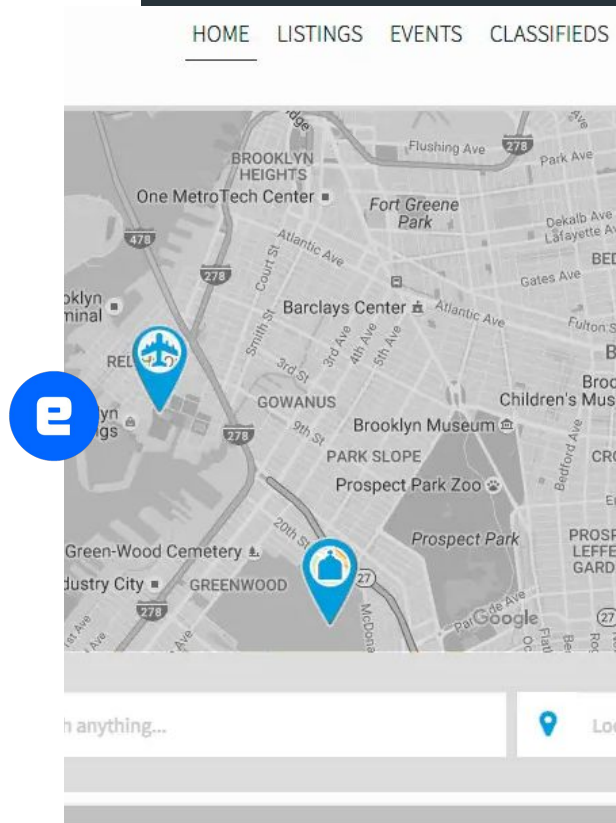
Site owners will be able to add a messenger floating button to the site - except for results and detail pages.



## Tailored Google Maps

Embeds a Google Map full width into any page of your website.

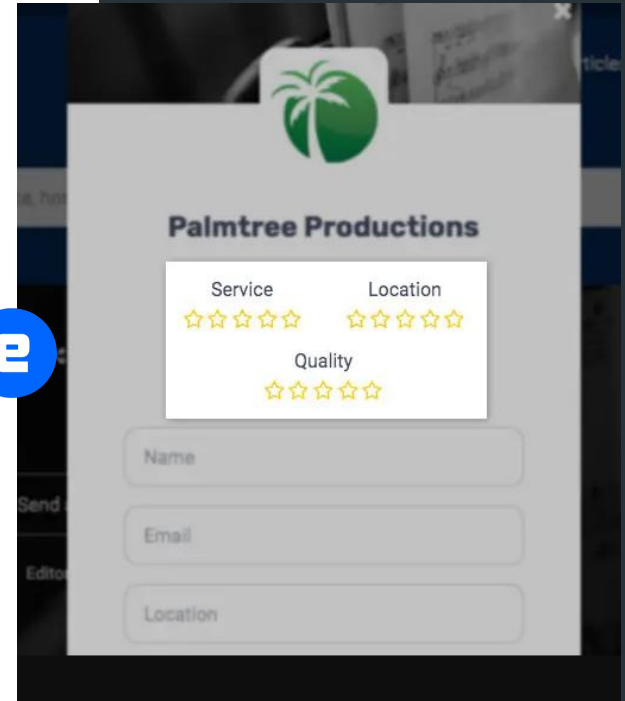
Add personalized map markers per listing category.



## Advanced Review

You can add several review topics with custom labels, for things like "service", "quality", "location" and more.

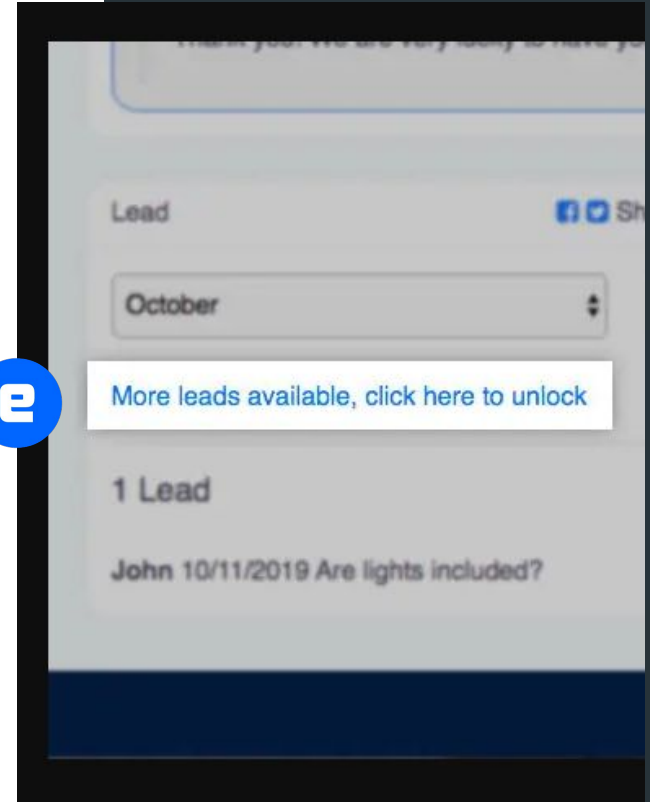
Ability for site users to post up to 4 images on their reviews.



## Leads Distribution

Ability to specify the number of leads each Listing Level will have.

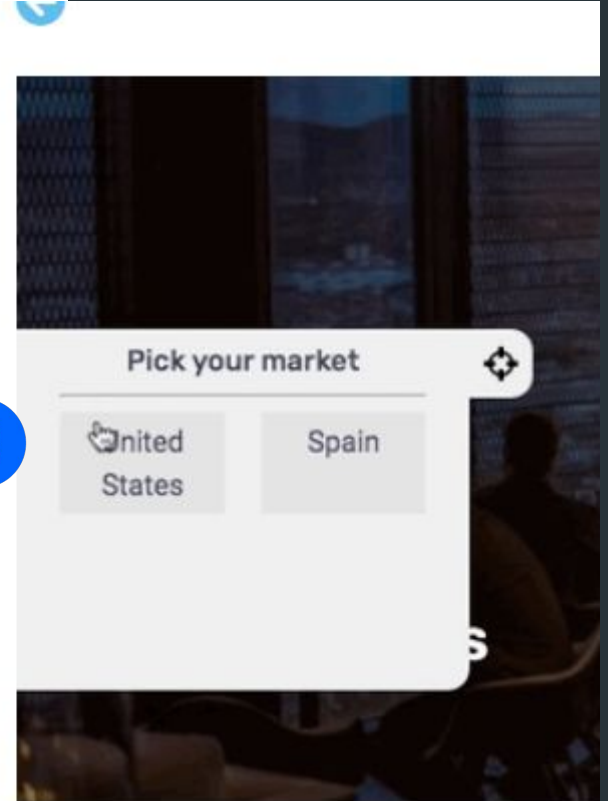
The Site Manager will have the ability to charge listing owners for these leads, creating an additional source of revenue from the site.



## Market Selection

Administrator will be able to create Markets which can be States, Regions, or Cities, so users of the website can choose which markets they are interested in navigating.

eDirectory will filter all content of the website for the chosen market.



## Geo-Targeted Banner Ads

Geo-target the banner advertisements on your eDirectory site to ensure your site visitors are seeing ads that are tailored to their specific location.

### Geo-Targeted Settings



Distance

10000 Miles

Miles Limit = 25000 / Kilometers Limit = 40000

Country

United States

State

New York

+ Add a new State

City

New York

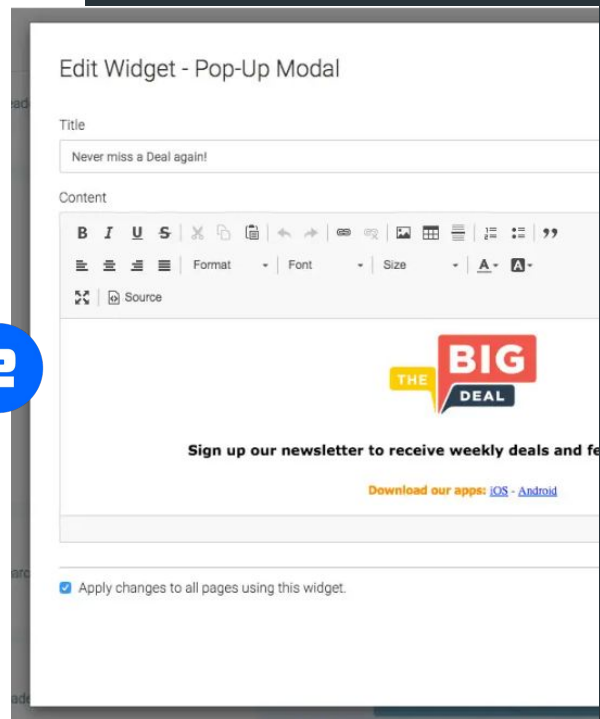
+ Add a new City



## Modal Widget (Popups)

Pack of 5 Modal widgets for site owners to add “popups” on specific pages.

You can make some customizations such as changing your title and adding content, from simple texts to images and editing HTML content.



# Google Translate

Perfect for websites with audiences made up of people who speak multiple languages such as tourists, expats, and more.

Google Translate is a multilingual neural machine translation service developed by Google, supporting over 100 languages.



Google Translate Bar

Choose languages to translate

---

Select All

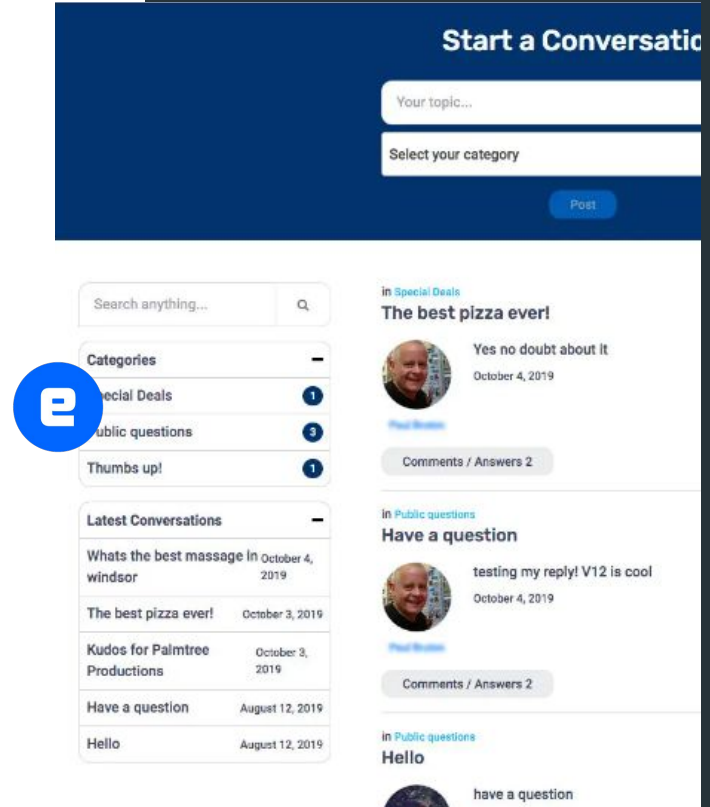
<input type="checkbox"/> Afrikaans	<input type="checkbox"/> Albanian
<input type="checkbox"/> Armenian	<input type="checkbox"/> Azerbaijani
<input type="checkbox"/> Bengali	<input type="checkbox"/> Bosnian
<input checked="" type="checkbox"/> Catalan	<input type="checkbox"/> Cebuano
<input type="checkbox"/> Corso	<input type="checkbox"/> Croatian
<input checked="" type="checkbox"/> Dutch	<input checked="" type="checkbox"/> English
<input type="checkbox"/> Filipino	<input type="checkbox"/> Finnish
<input type="checkbox"/> Galician	<input type="checkbox"/> Georgian
<input type="checkbox"/> Gujarati	<input type="checkbox"/> Haitian Creole
<input checked="" type="checkbox"/> Hebrew	<input type="checkbox"/> Hindi
<input type="checkbox"/> Icelandic	<input type="checkbox"/> Igbo
<input checked="" type="checkbox"/> Italian	<input checked="" type="checkbox"/> Japanese
<input type="checkbox"/> Kazakh	<input type="checkbox"/> Khmer
<input type="checkbox"/> Kurdish (Kurmanji)	<input type="checkbox"/> Laotian
<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Luxembourgian
<input type="checkbox"/> Malay	<input type="checkbox"/> Malayalam
<input type="checkbox"/> Marathi	<input type="checkbox"/> Mongolian
<input type="checkbox"/> Oria	<input type="checkbox"/> Pashto
<input checked="" type="checkbox"/> Portuguese	<input type="checkbox"/> Punjabi
<input type="checkbox"/> Samoan	<input type="checkbox"/> Scottish Gaelic



# Forum/Q&A

Create user engagement on-site with a community forum/question & answer section.

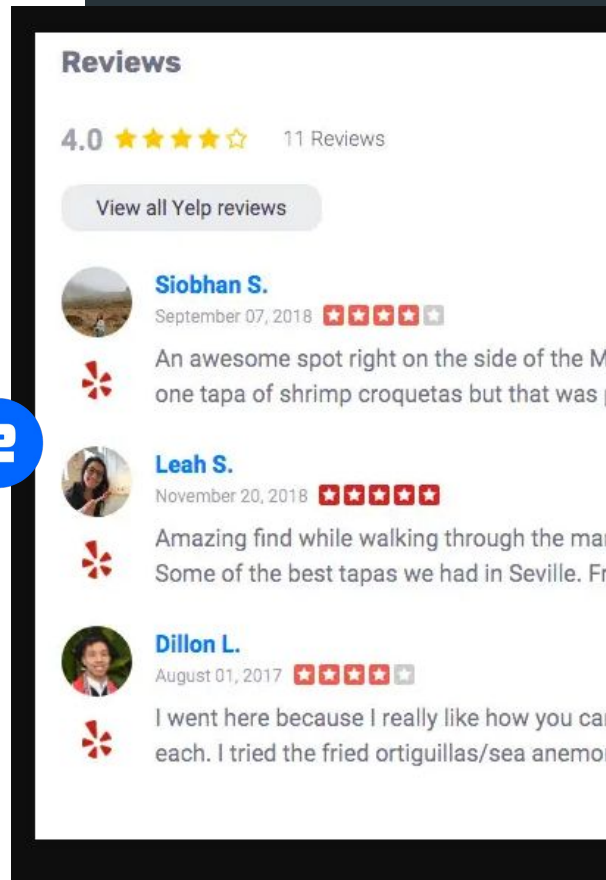
Provide detailed answers with images, HTML code, and more. Valuable source of content for greater search engine visibility.



# Yelp Integration

Enhance your directory content with Yelp ratings, reviews and up to date business information.

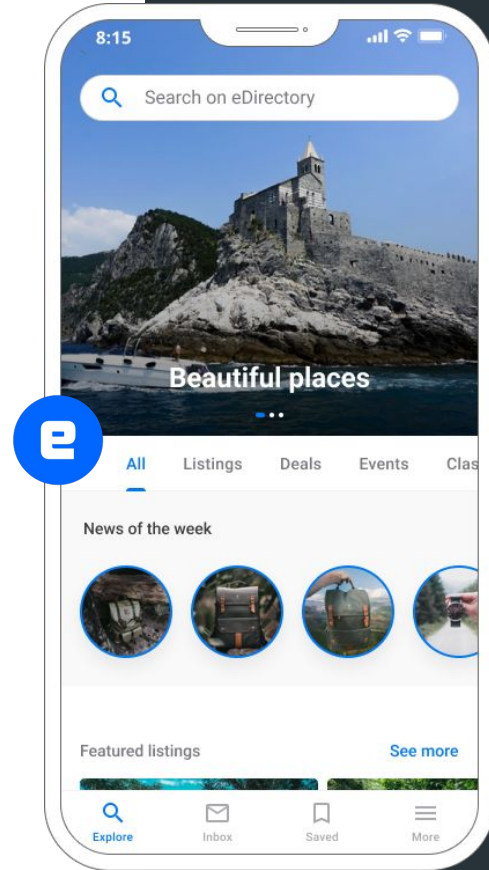
When a listing is loaded, a call is made using the listing title and location to pull in Yelp ratings, reviews and basic business information.



## THE EDIRECTORY PLUGINS

# Plugins available on mobile apps!

- Instant Messaging Plugin
- Events Association
- Articles Association
- Multiple Videos for Articles
- Multiple Videos for Listings
- Advanced Reviews for Businesses
- Geo-Targeted Banner Ads
- Mailchimp Integration



# QUESTIONS?

