

WELCOME TO OUR

# WEBINAR ONLINE



DRIVING TRAFFIC TO YOUR WEBSITE AND  
CREATING ENGAGEMENT



WEBINAR PRESENTATION



# OUR SPEAKERS



JAMES CHUBB  
CEO & Founder



GABRIEL MILITÃO  
Marketing Specialist



LARISSA DEVIGILLI  
Marketing Manager

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# Webinar Schedule



COMING SOON



**05** Optimizing Your Directory with eDirectory's  
Mar SEO Tools




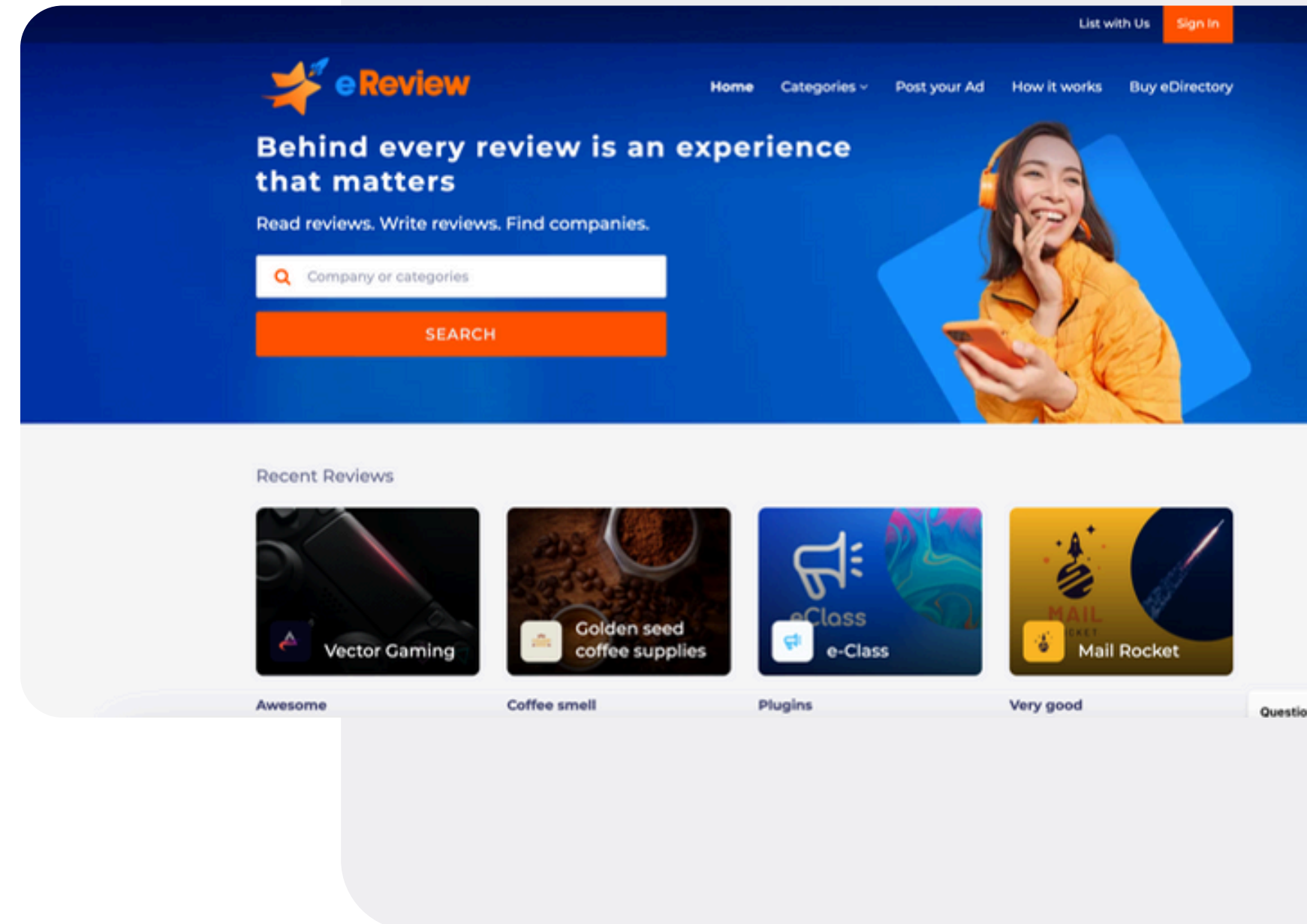
**19** Mastering the eDirectory Visual Editor:  
Mar Tips for Customizing Your Website



## RECAP ABOUT EDIRECTORY:

- ✓ Fits sites for any industry or purpose
- ✓ Highly customizable
- ✓ Create Native iPhone, Android apps
- ✓ SEO Optimized and Source code available

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



# TODAY'S TOPICS

## DISCUSSION OUTLINE

- ▶ Local SEO Strategies
- ▶ User-Generated Content (UGC)
- ▶ Create Targeted Content
- ▶ Run Paid Ads
- ▶ Engage on Social Media
- ▶ Email Marketing
- ▶ Offer Free Resources
- ▶ Track Competitors and Adapt



# SEO Language

## ▶ WHAT IS A **BACKLINK**?

- A backlink is a link from one website to another. For example, if a popular blog links to your recipe site, that's a backlink. Backlinks help search engines discover and rank your site.

## ▶ WHY THIS WORKS FOR **SEO**?

- **Trust & Authority:** Backlinks from reputable sites (NYTimes, Forbes) act as endorsements, showing search engines that your site is reliable and valuable.
- **Higher Rankings:** Search engines prioritize sites with strong backlinks, helping them appear higher in search results.
- **More Traffic:** Quality backlinks bring direct visitors from other sites while also improving search visibility.

By: SidePing



# SEO Language

## ▶ WHAT IS A LONG-TAIL KEYWORD?

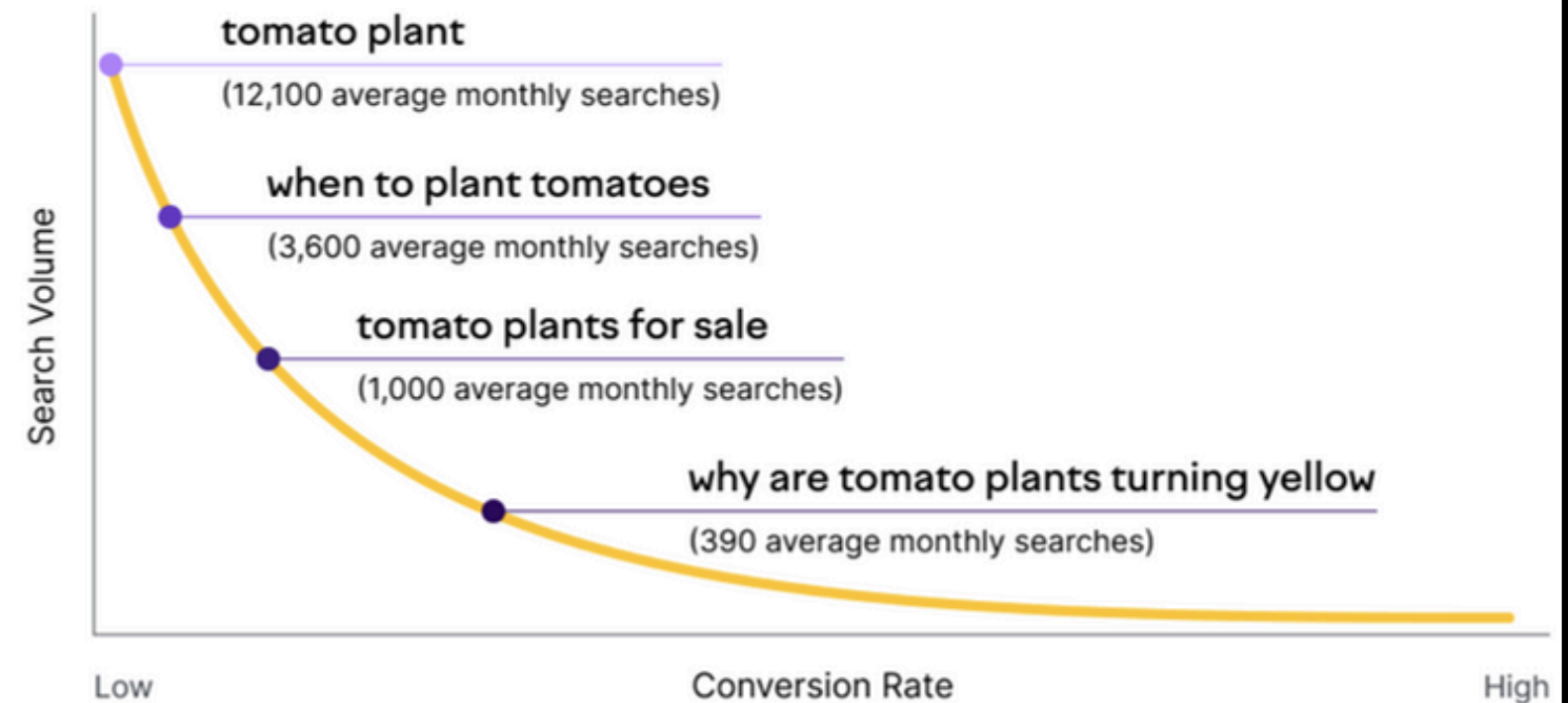
A long-tail keyword is a more specific, longer search phrase that typically has lower search volume but higher intent. These keywords usually consist of three or more words and target niche audiences.

## ▶ WHY THIS WORKS FOR SEO?

- **Less Competition:** Long-tail keywords are more specific, making them easier to rank for than broad terms.
- **Higher Conversion Rate:** Users searching for specific terms are more likely to take action, like visiting a store or requesting a quote.
- **Local SEO Benefits:** Targeting city-specific keywords improves local search visibility and attracts nearby customers.
- **Better User Intent Matching:** These keywords align with what users are actively looking for, increasing engagement and conversions.

By: SemRush

## Long Tail Keywords





# Local SEO Strategies

## & CREATING OPPORTUNITIES

- Use location-specific keywords in titles, meta descriptions, and content.
- Build local backlinks by partnering with local blogs, news sites, and chambers of commerce.
- Add structured data (schema markup) for local businesses (mention eDirectory).

```
<script type="application/ld+json">
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  "@type": "Organization",
  "@id": "https://www.petco.com/#organization",
  "name": "petco",
  "url": "https://www.petco.com/shop/en/petcostore",
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    "addressCountry": "United States",
    "postalCode": "48092-5605",
    "streetAddress": "28400 Dequinde Road"
  }
}
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"description": "A category-defining health and wellness company focused on improving the lives of pets, pet parents and our own Petco partners.",
"sameAs":
["https://instagram.com/petco",
"https://www.linkedin.com/company/petco-animal-supplies-inc-/",
"https://twitter.com/PETCO",
"https://www.pinterest.com/petco/",
"https://www.facebook.com/Petco/",
"https://www.youtube.com/user/PETCOAnimalSupplies"]
}
```







# User-Generated Content (UGC)

## & CREATING OPPORTUNITIES

- Encourage businesses listed in your directory to leave reviews and upload photos from the business or service.
- Create a "Featured Business of the Month" section and promote it on social media.
- Run contests where users can vote for their favorite businesses, driving engagement and traffic.



**Alicia Jefferson**

November 21, 2022 ★★★★★

### Best christmas

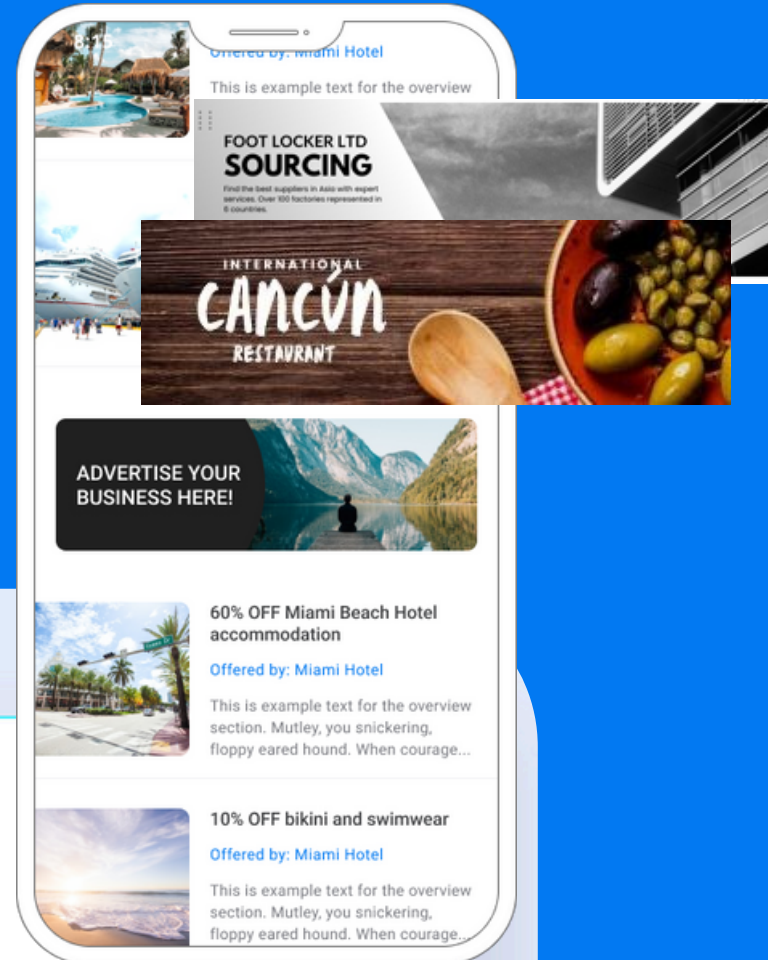
Theme parties are perfect and welcome a very diverse audience. I came to Delaware alone and I don't celebrate Christmas with my family. The "it's my birthday too" has become a tradition for me since 2020.

Did you find this review helpful?

👍 20    🗳️ 1

Hello Alicia, It is for stories like yours that we strive for. We appreciate the feedback and look forward to seeing you at this year's party. After 2 years of lockdown, we have prepared something extra special for you!

Thanks,  
Team Crystal Cougar





# Create Targeted Content

## & CREATING OPPORTUNITIES

- Publish blog posts targeting long-tail keywords like "Best Coffee Shops in [City]" or "Solar panel companies in [City]."
- Link building: Reach out to local bloggers and offer to write guest posts about local business trends. Partner with local influencers with similar audiences to promote your directory.

Handmade jewelry shops in Portland, OR



E-commerce SEO specialists in Austin, TX



Luxury wedding photographers in Sedona, AZ



# Run Paid Ads

## & CREATING OPPORTUNITIES

- Use Google Ads with location-specific keywords (e.g., "Restaurants in [City]").
- Run Facebook and Instagram ads targeting users within a specific radius of your directory's focus areas.
- Retarget users who visited your site but didn't convert with display ads.

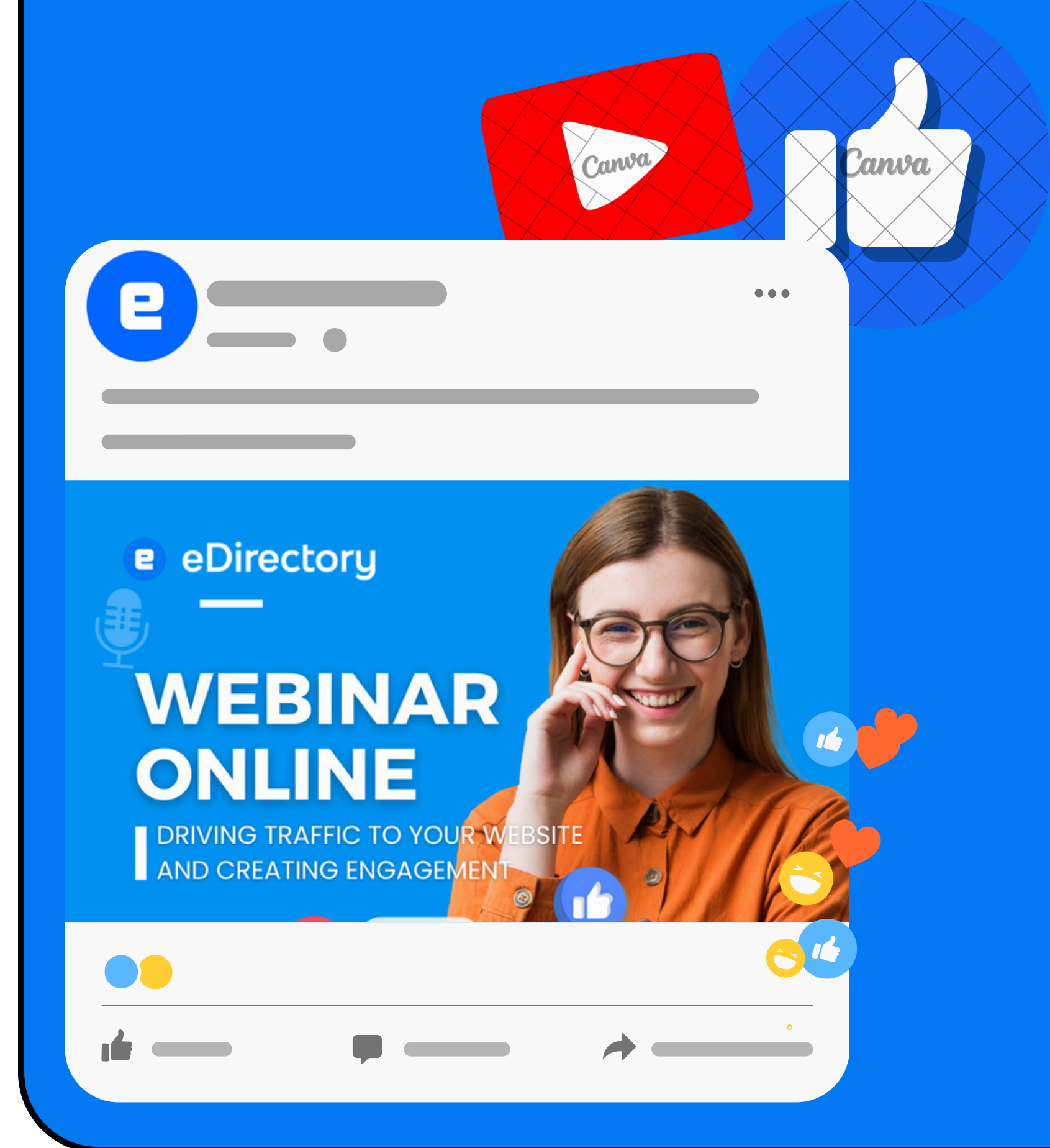




# Engage on Social Media

## & CREATING OPPORTUNITIES

- Share user-generated content like photos, reviews, and recommendations.
- Create Instagram, Facebook and TikTok videos.
- Post local business highlights, tips, and success stories.
- Use social media as a top of the funnel to lead users back to your website.

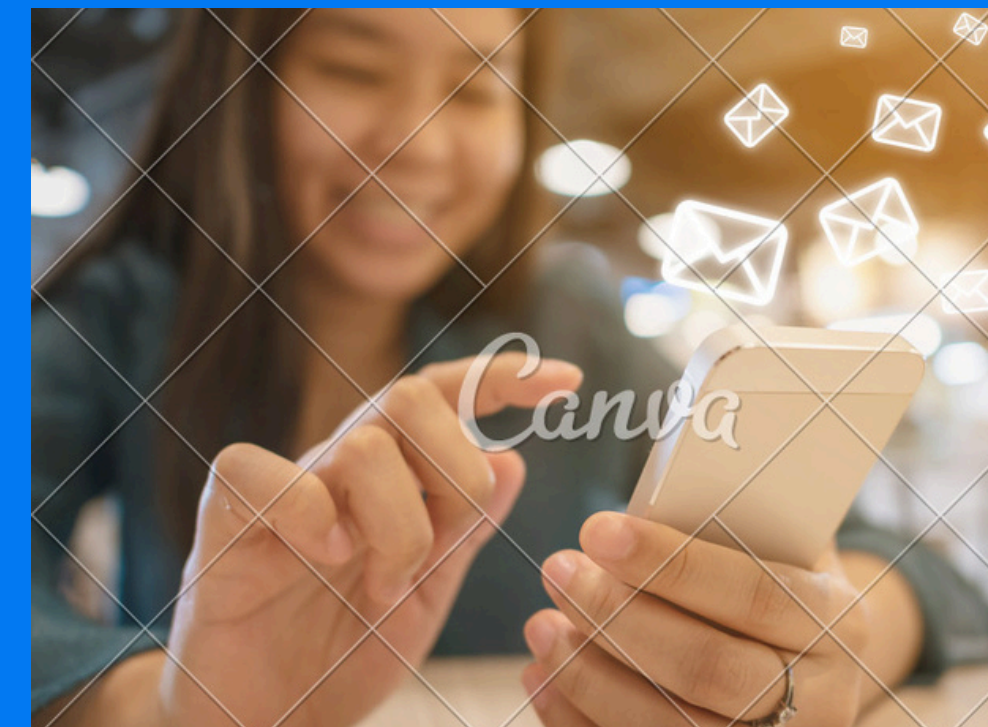




# Email Marketing

## & CREATING OPPORTUNITIES

- Send weekly or monthly newsletters featuring new businesses, trending categories, and local events.
- Offer exclusive discounts or promotions for businesses that upgrade their listings.






# Offer Free Resources

## & CREATING OPPORTUNITIES

- Create free downloadable resources like "Local Business Marketing Checklists"
- Promote these resources on your website and social media to attract leads.

 [edirectory.com/directory-resources/sample-media-kit.php](http://edirectory.com/directory-resources/sample-media-kit.php) 





### Digital Resources for Online Directories

**Claim Your Listing - email templates**

The "Claim your Listing" is a powerful native feature to drive engagement and sales. Using this tool, you can create a listing for a business that will later be contacted and asked to claim and pay for the listing. Use these email outreach templates and launch your email marketing strategy..

[Download PDF](#)

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**Editor's Review Award - email template**

Engage with your audience by promoting an Editor's Choice Award contest. This is a great conversation starter to drive users back to your online directory while creating a selection of your best listings.

[Download PDF](#)

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**QR Code - Sticker**

A QR Code is an image template to create your project around your project, d

[Download PDF](#)

**Badges - multipurpose**

Badges are validation icons that you can apply to a Listing, serving different purposes, it helps your users to identify awards, skills, reputation, status, groups, and whatever else you can imagine that fits your project. Download this starter kit and add more resources to your listings.

[Download PDF](#)

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**Media Kit - Marketing Presentation & Sales Pitch**

This media kit makes selling sponsorships and advertising easier than ever. We've highlighted all of the different advertising opportunities throughout your site, and listed the benefits of each. This is a great way to communicate the value of your site to potential advertisers.

[Download PDF](#)

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**Social Media Cheat Sheet**

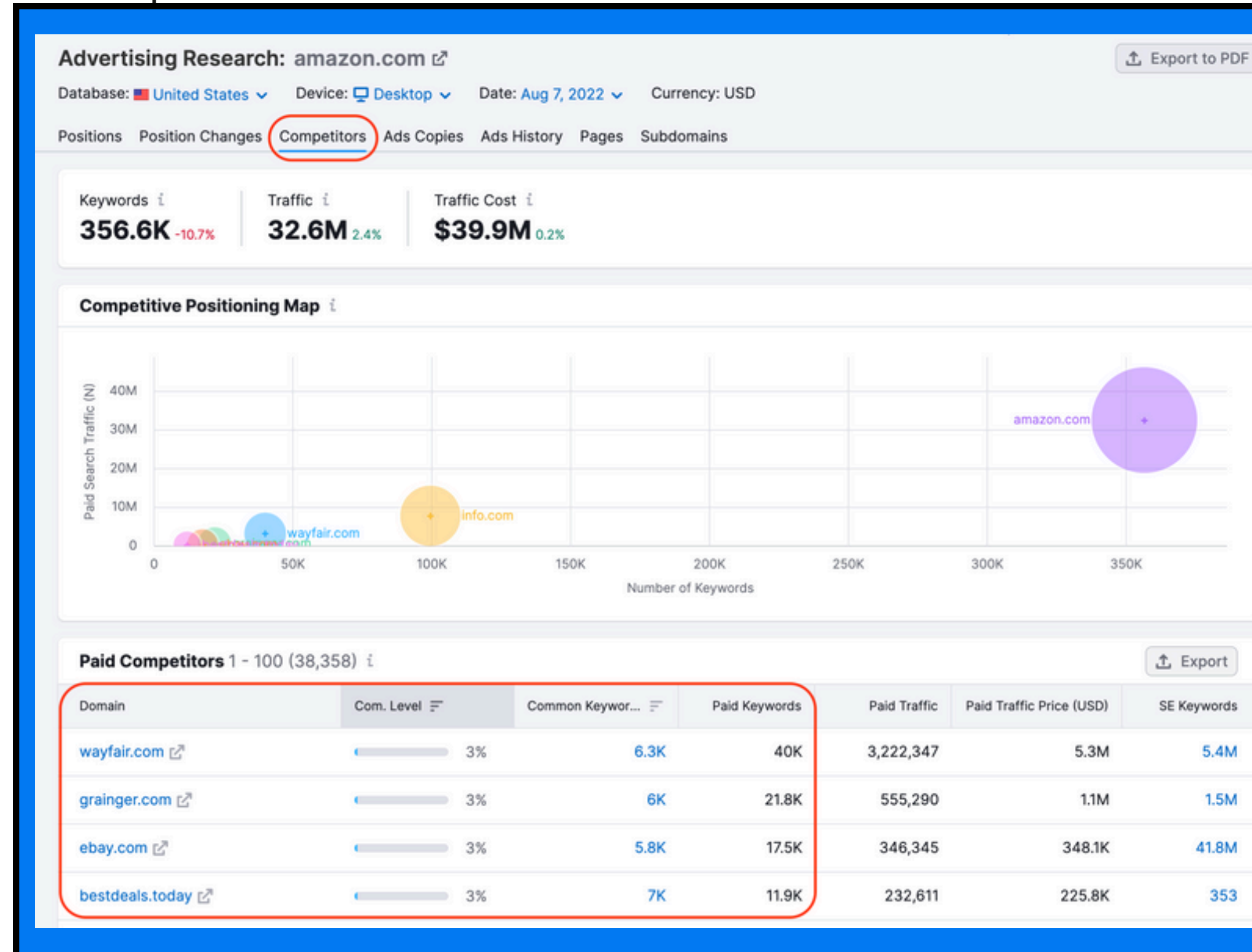
Having your brand correctly displayed on all social media channels is very important for your online reputation. Here are the optimal, updated social media sizes for visual content.

[Download PDF](#)

# Track Competitors and Adapt

## & CREATING OPPORTUNITIES

- Identify gaps in their offerings and fill them (better user experience, more categories).
- Monitor their social media and ad strategies to stay ahead.



# QUESTIONS?





# CONTACT US

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you call us below.

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support@edirectory.com

 **Phone :**

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+44 118 370 2340 (UK)

 **Site :**

eDirectory.com





# THANK YOU



Have suggestions for future presentations?

[Leave a comment!](#)