

WELCOME TO OUR

**LIVE**

**WEBINAR**



OPTIMIZING YOUR DIRECTORY WITH  
EDIRECTORY'S SEO TOOLS



WEBINAR PRESENTATION



# OUR SPEAKERS



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Marketing Specialist



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Marketing Manager

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# Webinar Schedule



COMING SOON



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




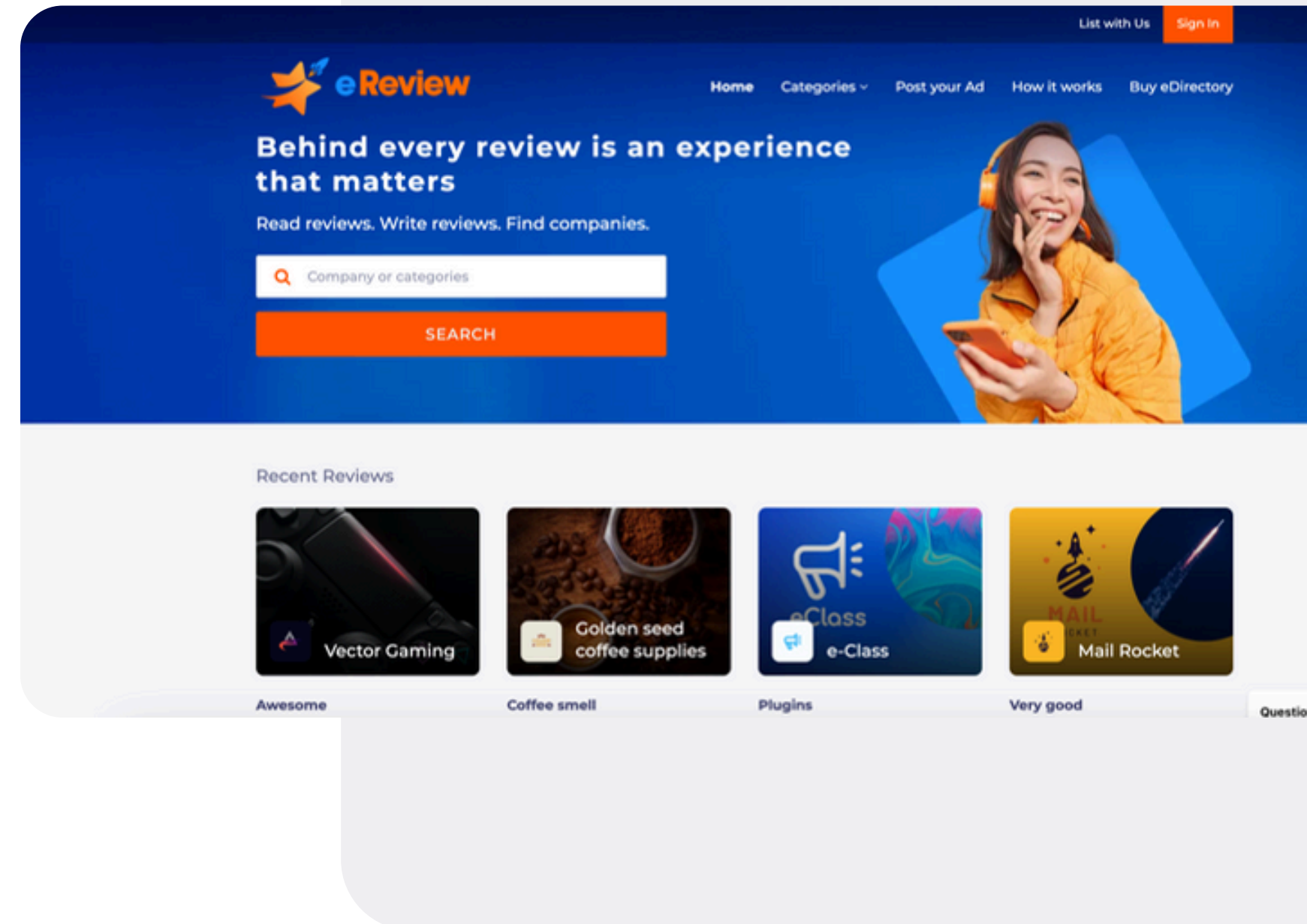
**02** Setting Up Automated Email Campaigns  
Apr for Your Directory



## 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



- ▶ SEO Explanation
- ▶ Exploring eDirectory's SEO Center
- ▶ On-Page Optimization (hands-on demo)
- ▶ Advanced SEO Strategies
- ▶ SEO Tools



# SEO Explanation

## ▶ META TAGS AND DESCRIPTIONS

Meta tags are key for SEO because they tell search engines what your page is about. They also influence how users perceive your site in search results.

- **Meta Titles** – This is the first thing users see in search results.
- **Meta Descriptions** – A short preview of your page's content.
- **Keywords** – Words and phrases that match what users search for.

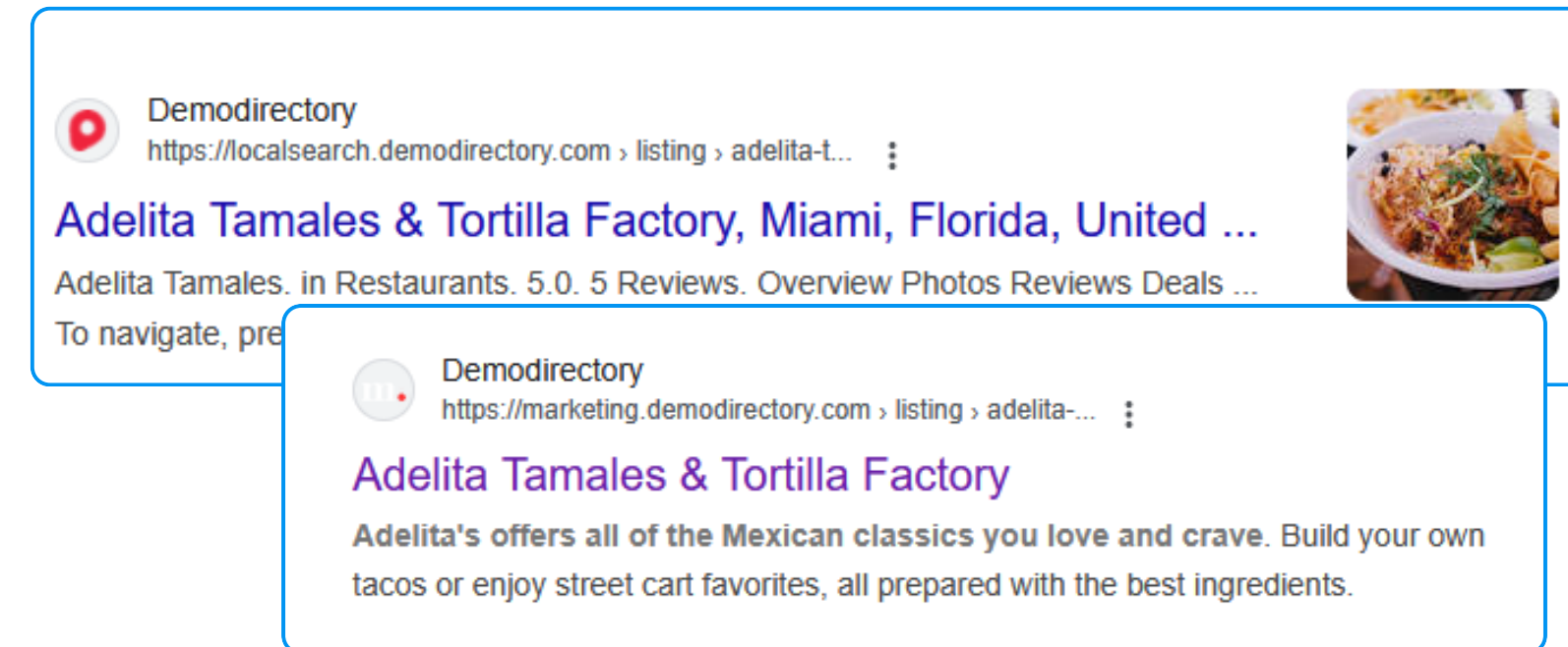
💡 **Tip:** Think like a user—what would make you click on your own result? Try using action words like "Discover," "Learn," or "Try" to make your description more appealing!

## ▶ URL STRUCTURE

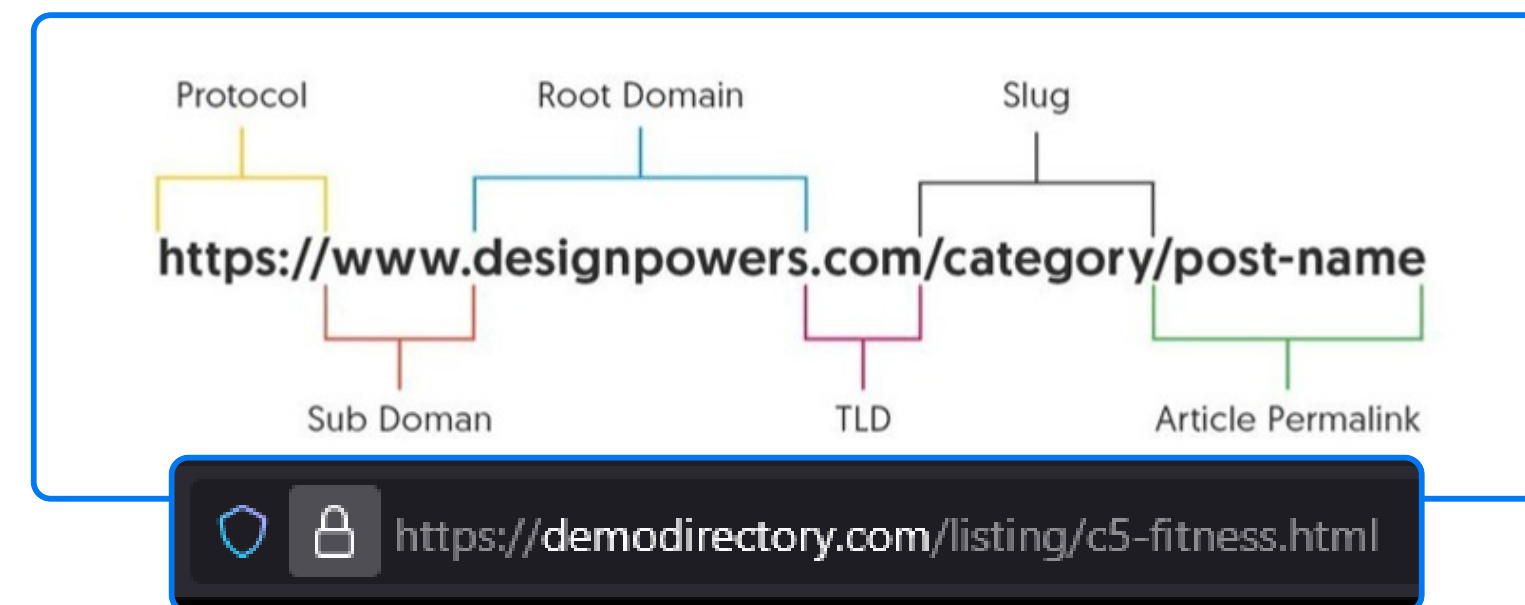
A well-structured URL makes your page easier to find and understand for both users and search engines.

- **Use Customizable Slugs** – Add relevant keywords to describe the page.
- **Keep URLs Short & Clean** – Remove unnecessary words, numbers, and special characters.

💡 **Tip:** Think of URLs like book titles—clear, concise, and easy to remember!



The image shows two screenshots of search results for 'Adelita Tamales & Tortilla Factory'. The top screenshot is from a local search engine (Demodirectory) showing the full listing with a photo of a dish. The bottom screenshot is from a marketing directory (Demodirectory) showing a shorter, more descriptive snippet of the listing.



# SEO Explanation

## ▶ **HEADER TAGS (H1, H2, H3)**

Header tags structure your content, making it easier to read and scan for both users and search engines. They also help define the importance of each section on a page.

- **H1** – The main title of the page (should be unique and only one per page).
- **H2** – Section headings that organize the content into clear topics.
- **H3** (and beyond) – Subsections that further break down the content for better readability.

💡 **Tip:** Use headers strategically—they should guide readers through the content, not just be for SEO purposes. Think of them as chapter titles in a book!

## ▶ **IMAGE OPTIMIZATION**

Search engines can't "see" images, so they rely on alt text to understand them. Large image files also slow down your site, which can hurt rankings and user experience.

💡 **Tip:** Optimize images for both SEO and accessibility by making alt text descriptive but concise

e

### **H1: The title of the post**

Introduction

### **H2: First point**

H3: Subsection

H3: Subsection

H3: Subsection

### **H2: Second point**

H3: Subsection

H3: Subsection

### **Conclusion**



# Exploring eDirectory's SEO Center

## & CREATING OPPORTUNITIES

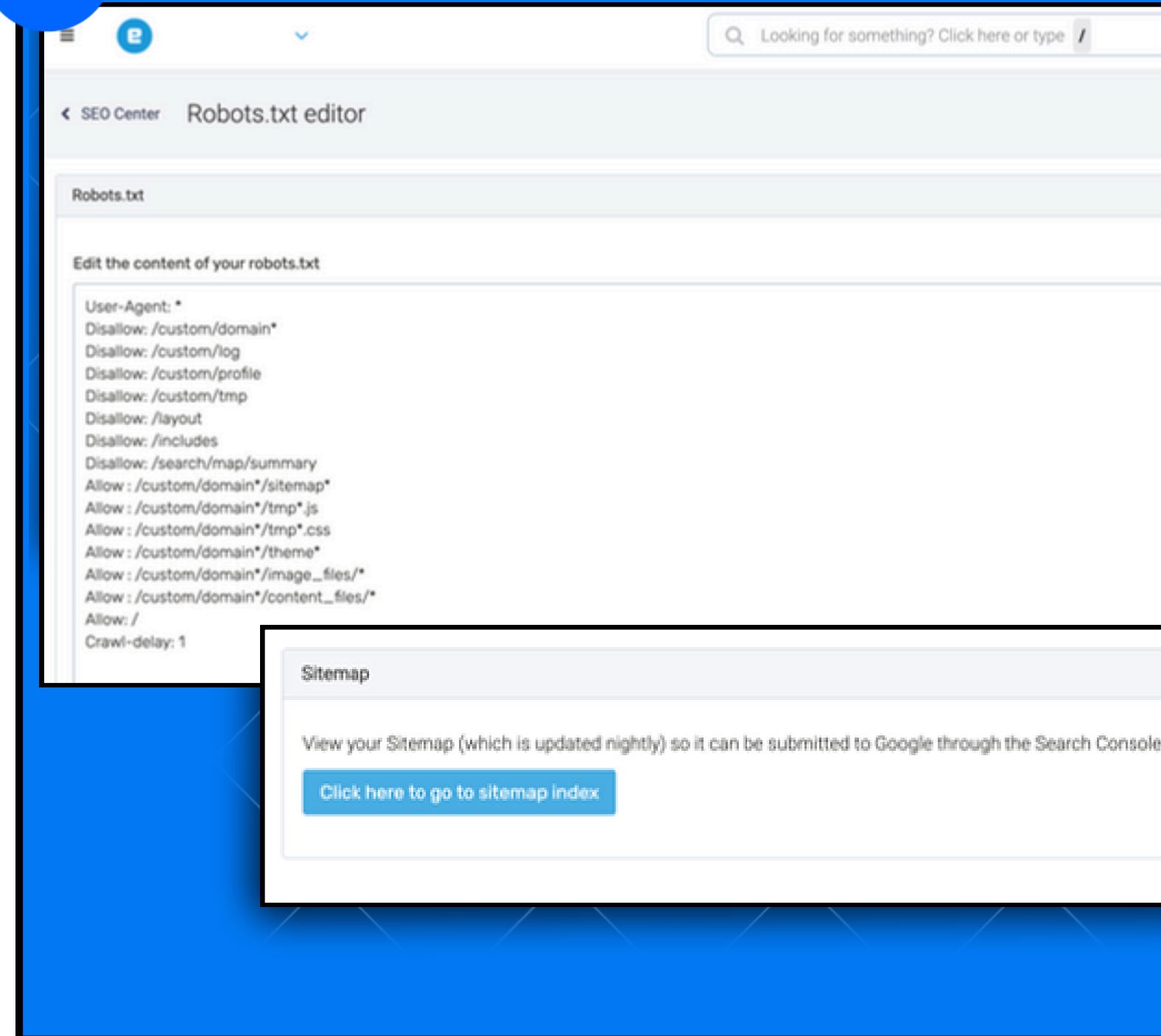
### ▶ Robots.txt – Control Search Engine Crawling

A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests

- Blocks search engines from indexing unnecessary pages.
- Helps focus indexing on important content.

### ▶ Sitemaps – Help Search Engines Find Your Pages

- eDirectory automatically generates an XML sitemap.
- Ensures faster and complete indexing.







# Exploring eDirectory's SEO Center

## & CREATING OPPORTUNITIES

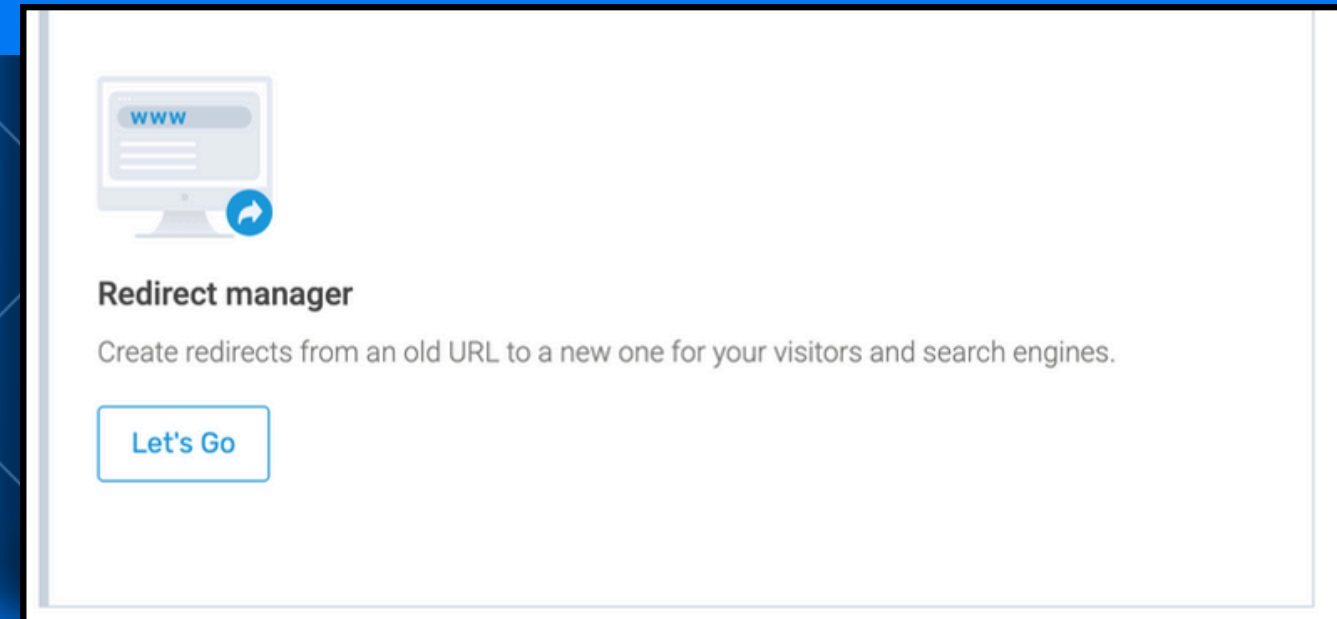
### ▶ Webmaster Tools – Your SEO Dashboard

Webmaster tools (like Google Search Console & Bing Webmaster Tools) help you track and improve SEO.

- Monitor site performance, search traffic, and crawl errors.
- Submit sitemaps and check which pages are indexed.
- Identify and fix SEO issues like broken links and mobile usability problems.

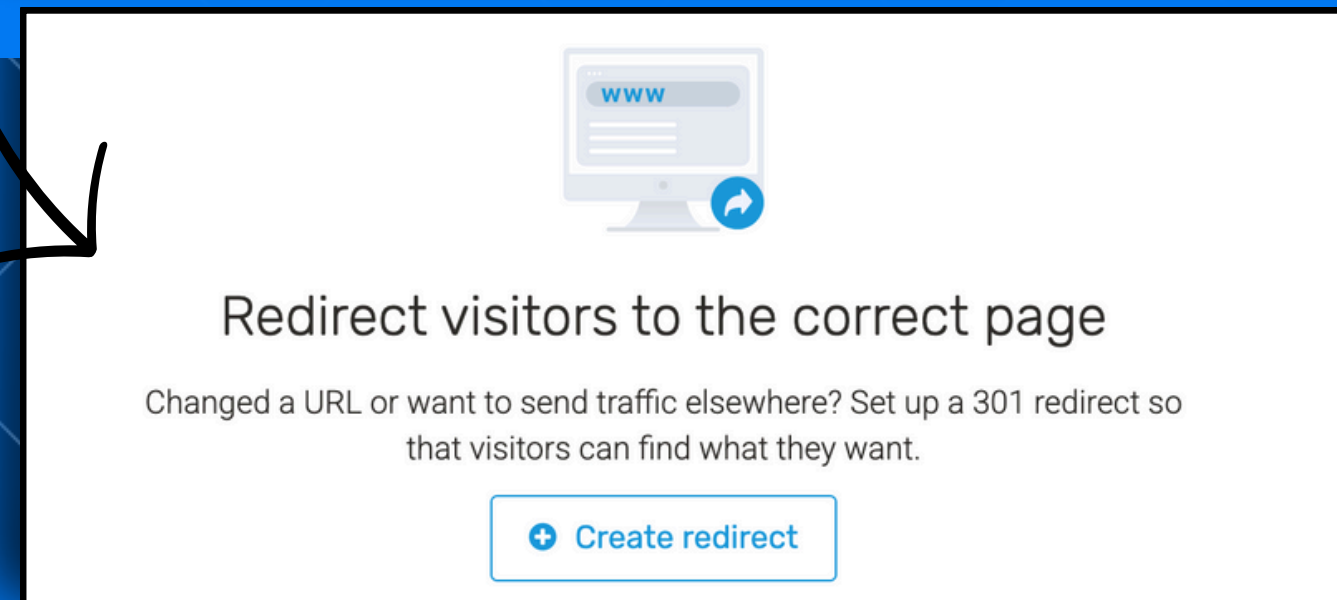
### ▶ Redirect Manager – Prevent SEO Issues

Redirects ensure that users and search engines are sent to the right pages when a URL changes.



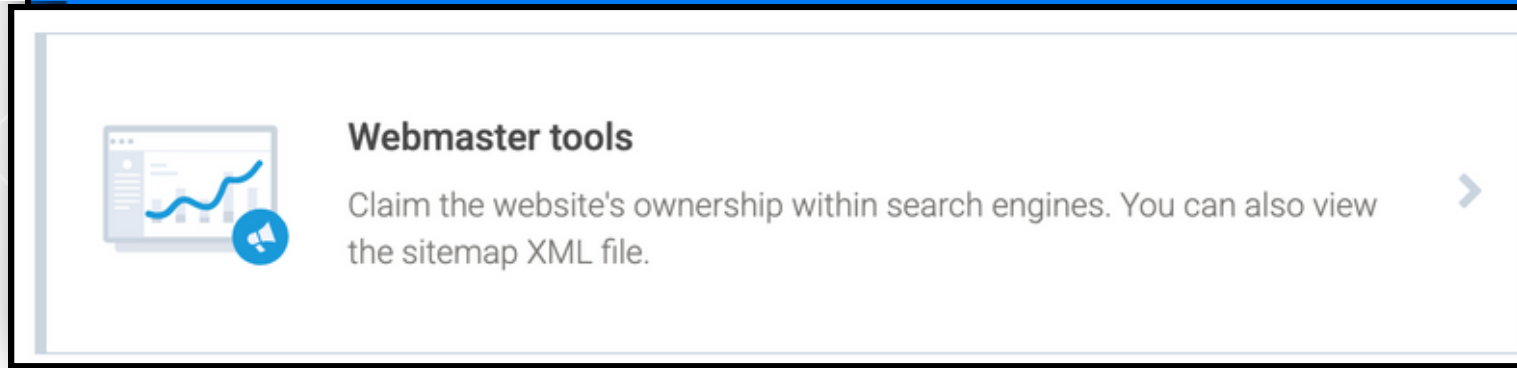
**Redirect manager**  
Create redirects from an old URL to a new one for your visitors and search engines.

[Let's Go](#)



**Redirect visitors to the correct page**  
Changed a URL or want to send traffic elsewhere? Set up a 301 redirect so that visitors can find what they want.

[+ Create redirect](#)



**Webmaster tools**  
Claim the website's ownership within search engines. You can also view the sitemap XML file.



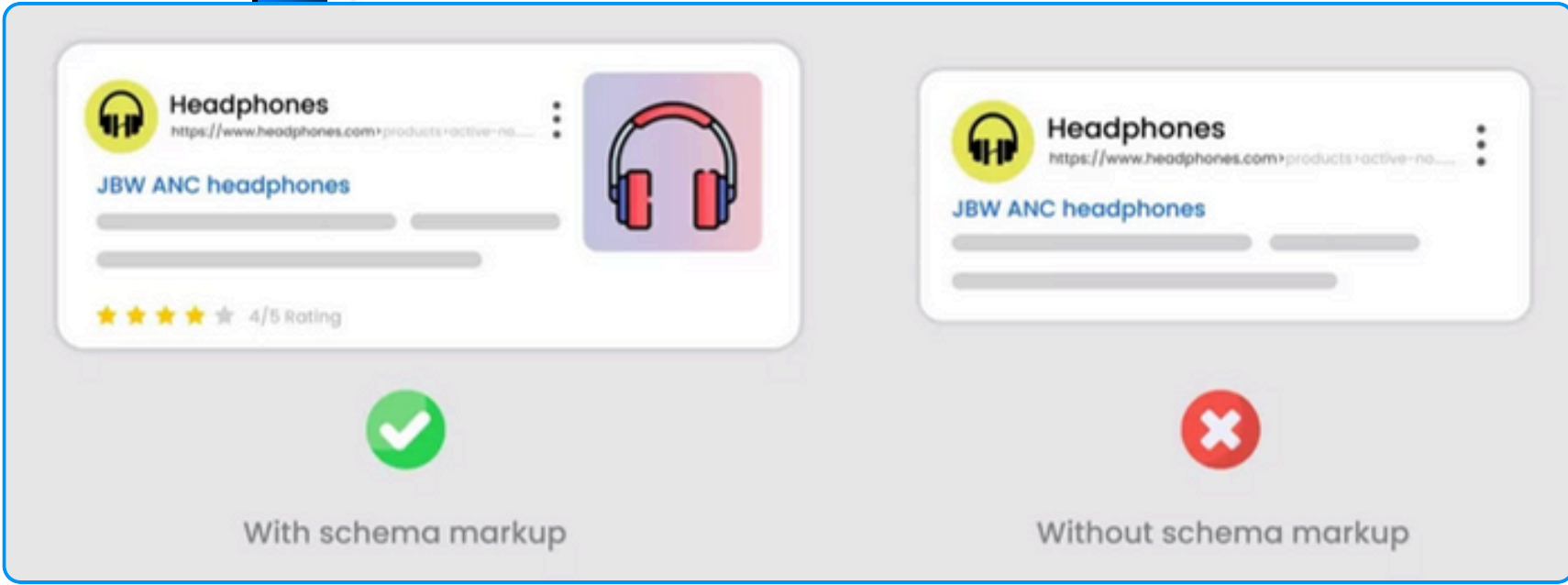
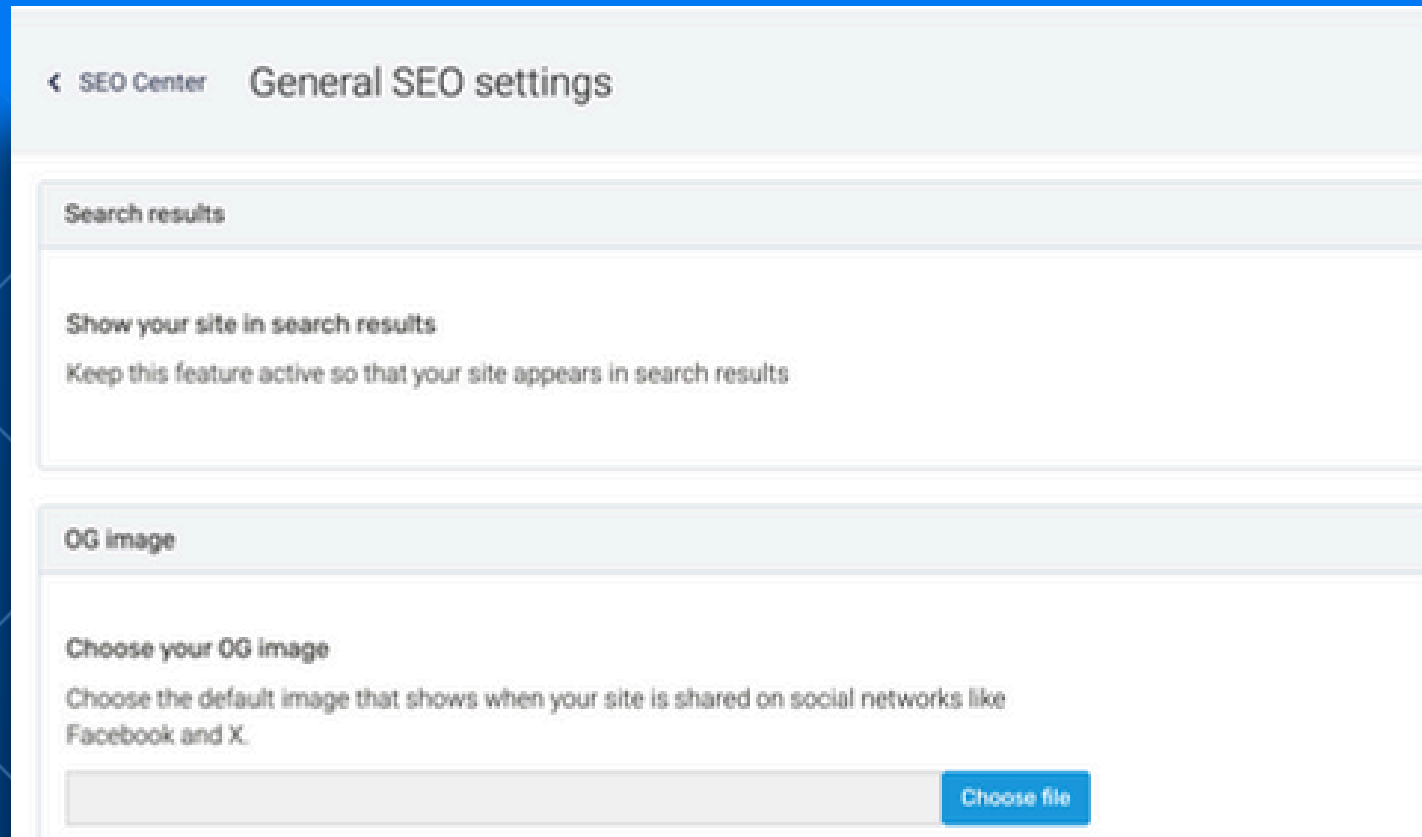


# Exploring eDirectory's SEO Center

## & CREATING OPPORTUNITIES

### ▶ General SEO Settings: Optimizing Pages & URLs

- Search Results
- OG Image
- Schema Markup
  - Built-in schema markup for business listings (e.g., local business schema). This will help Search Engines to display results with more details.

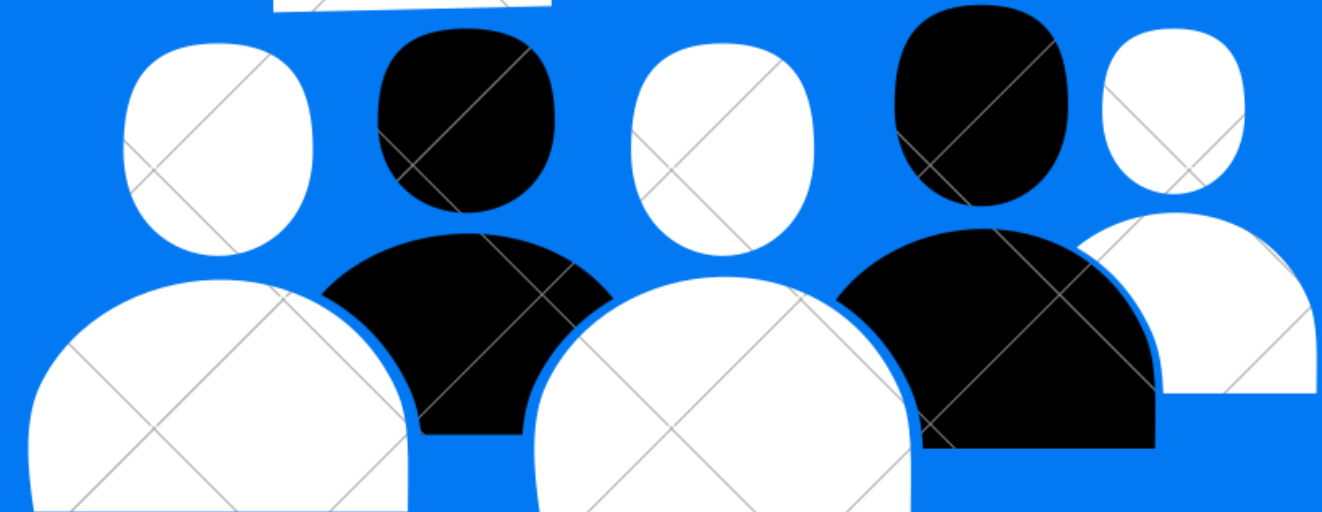




# On-Page Optimization

+HANDS-ON DEMO

- How to use the Page Editor
- How to use the SEO Fields for Listings
- How to setup SEO for Categories
- Setting up Location SEO



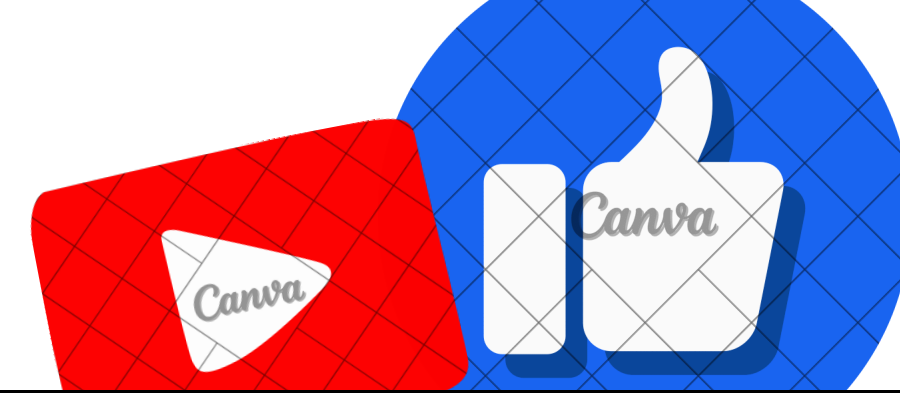




# Advanced SEO Strategies

## & CREATING OPPORTUNITIES

- **Content Optimization:** Tools for optimizing listing descriptions, blog posts, and other content.
- **Internal Linking:** Strategies for improving internal linking within the directory.
- **Analytics Integration:** Connecting Google Analytics and Search Console for performance tracking.
- **Social Media Integration:** How social signals impact SEO and how eDirectory supports this.



By: Google



# SEO Tools

## & CREATING OPPORTUNITIES

- Google Search Console
  - [search.google.com/search-console/](https://search.google.com/search-console/)
- SEM Rush
  - [semrush.com](https://semrush.com)
- MOZ
  - [moz.com/beginners-guide-to-seo](https://moz.com/beginners-guide-to-seo)



# QUESTIONS?





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# THANK YOU



Have suggestions for future presentations?

[Leave a comment!](#)