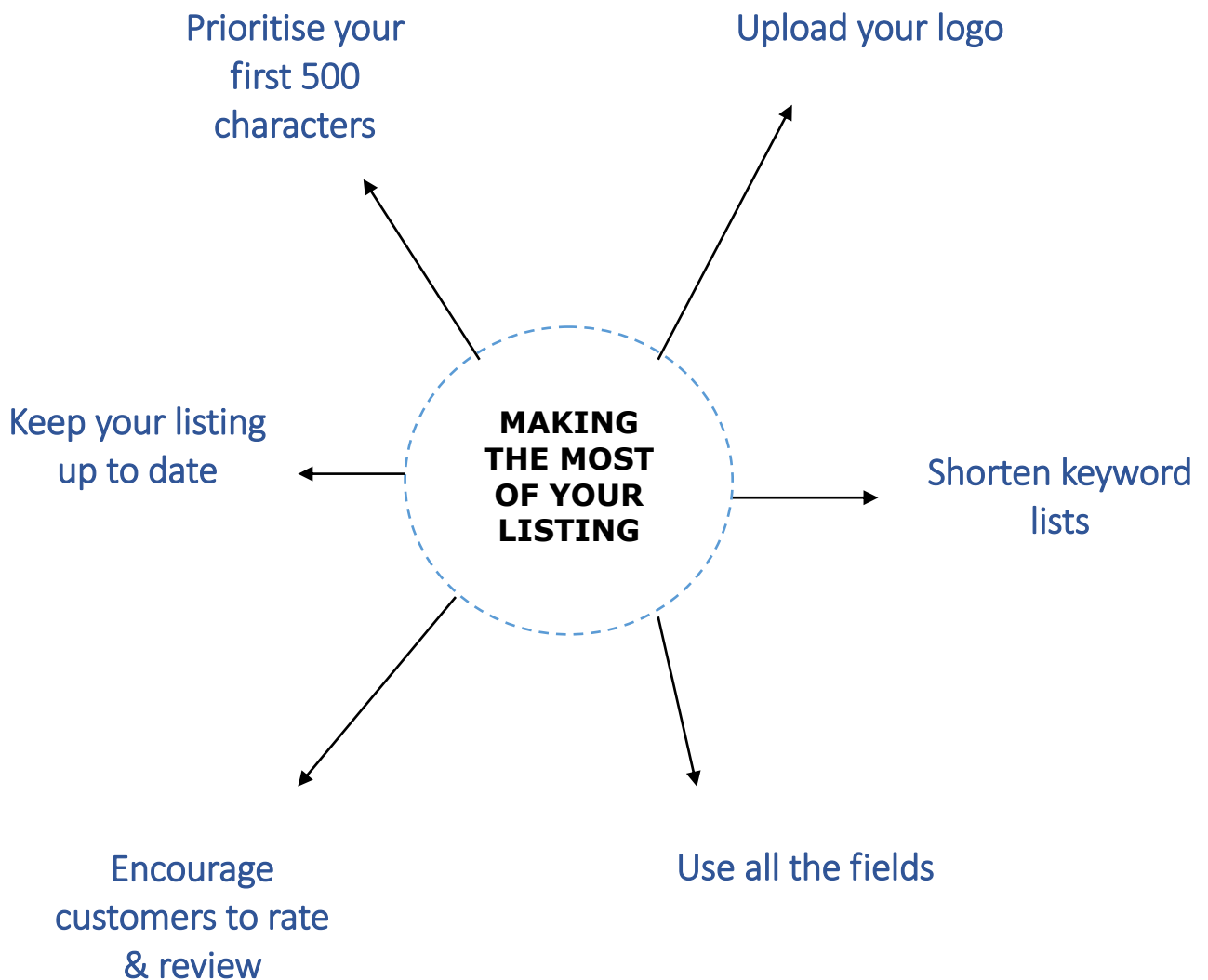


HOW TO MAKE THE MOST OF YOUR LISTING

Your listing is the way you communicate with potential customers through the Leeds Directory



Your first 500 characters are key

The first thing a potential customer will see are the first 500 characters (100-150 words) of your description. Capture the various services you undertake and why they should choose you. This is the place to communicate the most important thing they need to know about you and your service. Use this to draw them to look more closely at your listing where they can find out more about you.

Shorten keyword lists

Key words not included in your description still contribute to your character count. Try to incorporate as as many as possible into your description.

Logos

You can upload your company logo to the Leeds Directory so that it appears both in on search results and as part of your listing. This helps increase your visibility to potential customers.

Use all the fields

Make sure that you make use of all the available fields.

Have days and times when it is easier to speak? **Add the information to Availability.**

Have a flat standard rate? **Include that in the Cost field.**

Does it vary dependant on distance travelled? Use the same field to let the customer know. Customers ask Helpline staff these kinds of questions so help us help you by filling in this information.

Ratings and Reviews

Make the most of every job well done by asking customers to submit a review through the Leeds Directory. They can do this by visiting the website, by calling Leeds Directory on our helpline, or by completing the form provided to you at registration.

Keep your listing up to date

It is important to keep the following information up to date;

- what services you offer
- your contact information
- where you provide your services

You are also required to keep Leeds Directory informed of any changes that may affect your Green Tick Status. Please refer to the Code of Good Practice for more information.

[You can update your listing at any time through Suggest a Change on this site.](#)

When your changes are submitted they are reviewed by us prior to being published. If a change is unexpected or unclear we will contact you to clarify and confirm the request with you.