## OPTIMIZE YOUR DIRECTORY LISTING

## sTEP 1: Login at greateriowacity.com/login

## step 2: Click "My Directory Listing(s)"



## sTEP 3: Click edit "Directory Info"

| YOUR LOGO |  | (1) Tip: To view/update business inform Related Organization Info, Related Cont | n not pulled into your directory list Info, or Related Branch Info (if appli | your |
| :---: | :---: | :---: | :---: | :---: |
| CONTACT INFO |  | - | ADDITIONAL INFO |  |
| Physical and mailing | your business address |  | MEMBER DIRECTORY INFO | , |
| Work | your business email address | , |  |  |
| Work | your business phone | 7 |  |  |
| Homepage | www.yourbusiness.com | ' |  |  |
| DIRECTORY INFO |  |  |  |  |
| SEARCH DESCRIPTION |  |  |  |  |
| DESCRIPTION |  |  |  |  |
| KEYWORDS |  |  |  |  |
| HIGHLIGHTS |  |  |  |  |
| CATEGORIES |  |  |  |  |
| Business Category | Car Washes | I |  |  |

## sTEP 4: Fill out your profile and click "Done."

## Edit Directory Info

A. Search Description
service \#1, service \#2, product \#1, product \#2
0/160
B. Description

We are a $\qquad$ located in $\qquad$ that features $\qquad$ and offers $\qquad$ .
A. Keywords
service \#1, service \#2, product \#1, product \#2
C. Highlights

A. "Search Description" and "Keywords"

Write this section for SEO. Visitors will NOT see this description but the search engine will display your business when visitors search for these specific terms. Lists of your services, products, or features work best. What do people ask when they look for your business?

## B. "Description"

Write this section for people! This short bio will display on your profile, encouraging visitors to view your website and visit your business.

## C. "Highlights"

Leave it blank or include any additional photos, links, or notes. Show off your business. Visitors will see this section!

STEP 5: View your directory listing!
Visit our website at greateriowacity.com and click "Directory."

