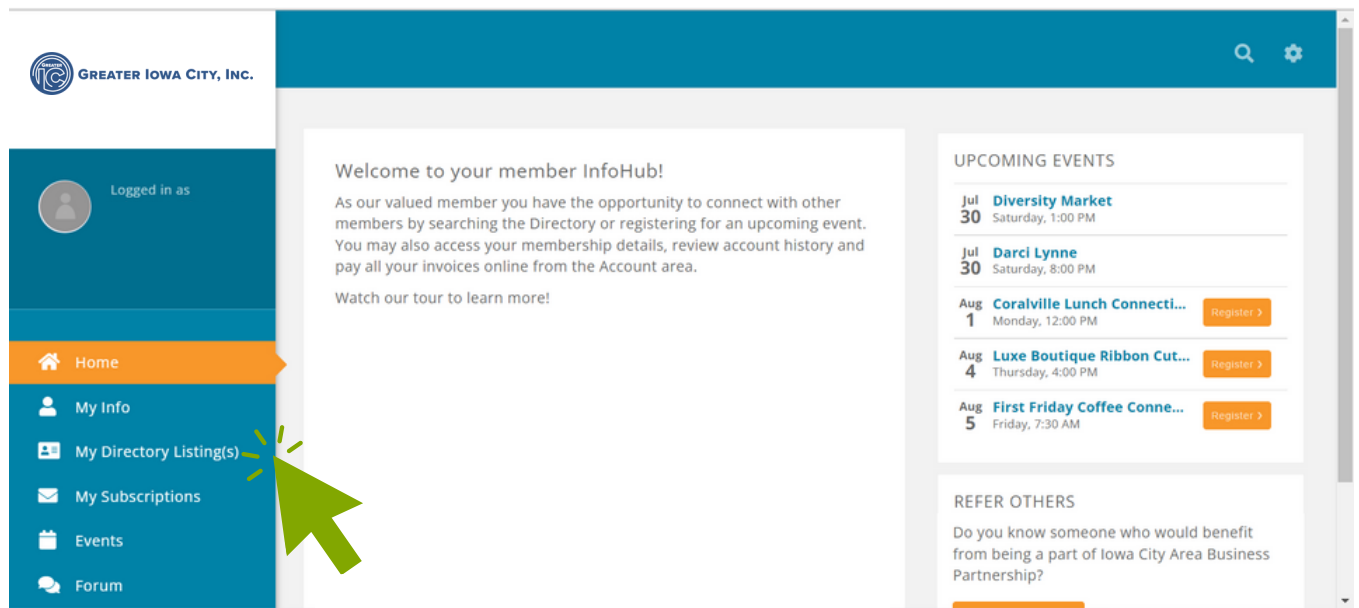


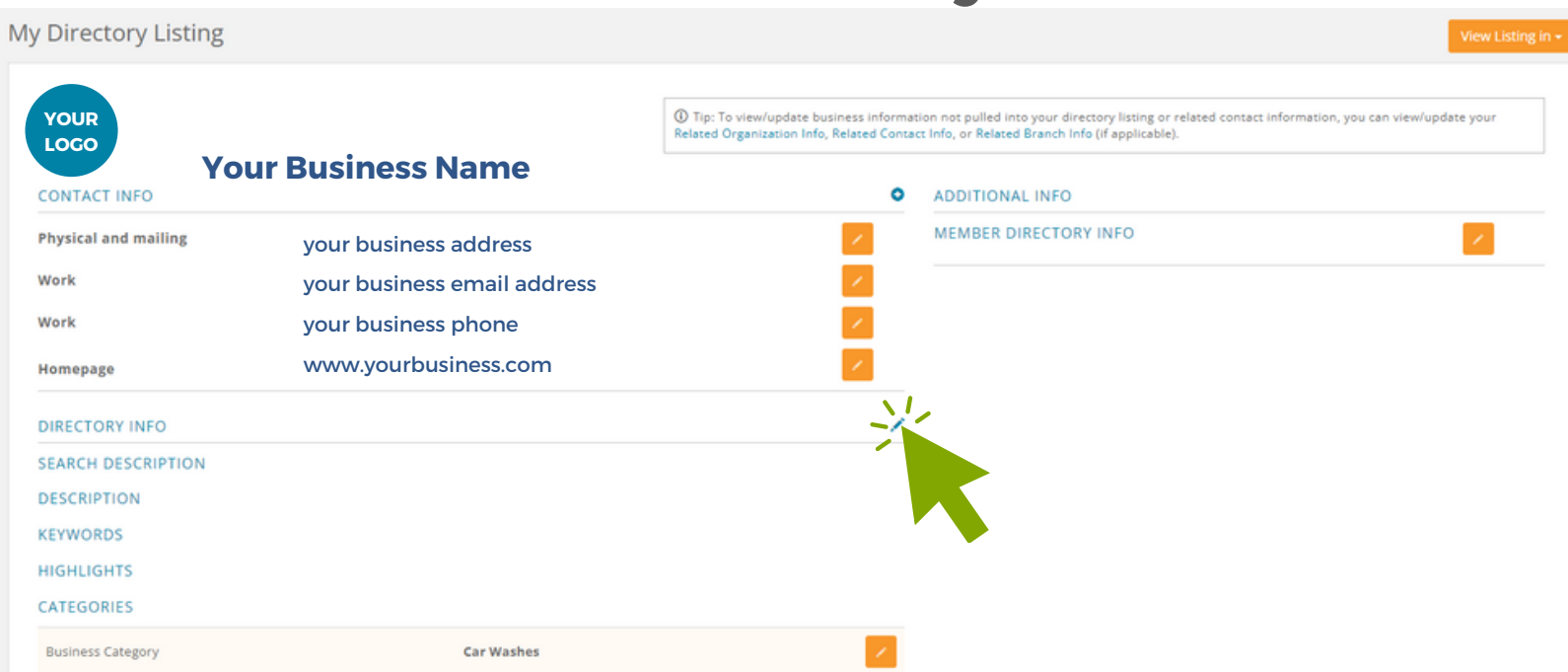
# OPTIMIZE YOUR DIRECTORY LISTING

**STEP 1: Login** at  
greateriowacity.com/login

**STEP 2: Click "My Directory Listing(s)"**



**STEP 3: Click edit "Directory Info"**



## 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 \_\_\_\_ located in \_\_\_\_\_ that features \_\_\_\_\_ and offers \_\_\_\_\_.

**A.** Keywords

*service #1, service #2, product #1, product #2*

**C.** Highlights



Cancel Done

### 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](http://greateriowacity.com) and click "Directory."