

# How to Add a Web Directory Listing

Go to the 'Web Directory Admin Area' in the Franchisee Toolbox

- Enter your Web Directory username and password

To add a new listing:

- Click on 'Advertise'
- To add a Basic Listing
  - Select basic listing
  - Click Submit
  - Select the Primary Classification (only one classification allowed on the basic listing)
  - Click Submit
  - In the Title field Enter the name of the company
  - Do not enter any text into the description field
  - In the 'Keywords' field, enter the keywords for this business separated by a comma.
  - In 'Phone' field, enter the Landline number or Mobile number, only one number allowed on the basic listing, precede the number by either Tel: or Mob: example Tel: 01564 785833
  - Ignore 'Phone 2' and 'Email' fields
  - In 'Areas' enter the areas that the customer advertises with you in the printed Look Local
  - Ignore website (no web link on the basic listing)
  - Click 'Submit'
  - Search for the listing on the web directory to make sure it looks as it should.
  - To edit the web advert go back to the Web Directory admin page (original link) and select 'orders' from the left hand menu and then click on the edit icon in the far right 'Manage' column
  - Click 'Edit' icon under 'Manage Product/Service', make the amends, click 'Submit'.
- To add a Premium Listing
- Click on 'Advertise' Web Directory Admin Area.
  - Select Premium Listing ('Restricted Use' means that this listing will need to be authorized but doesn't prevent you from adding the details of the advert).
  - Click Submit
  - Select the Primary Classification (as many classifications can be added as required)
  - Click 'Submit'
  - In the 'Title' field Enter the name of the company
  - In the 'Description' field enter the details of the company using bullet points up to 242 characters (with spaces). To insert a bullet point you will need to copy and paste one from a current web directory advert.

- In the 'Keywords' field, enter the keywords for this business
- In 'Phone' field, enter the Landline number or Mobile number, If the company has both a landline number and a mobile number use 'Phone 2' field for the mobile number, only use 'Phone' field for a mobile number if the company doesn't have a landline number. precede the numbers by either Tel: or Mob: example Tel: 01564 785833
- In 'Areas' enter the areas that the customer advertises with you in the printed Look Local
- In the 'website' field enter the web address of the company in the following format: <http://www.looklocal.com>
- In the 'Logo' field browse your computer for the company logo or picture to be used. It must be a jpeg. The system will size the logo automatically but square pictures or logos work better, advise will be given on how to achieve the best results when adding a logo or picture.
- Click 'Submit'
- Notification of the 'Premium Listing' will be sent to the Directory Administrator for approval. This will take up to 4 working hours to be approved.
- Once approved you will be notified and the Premium Listing will be live on the web directory.