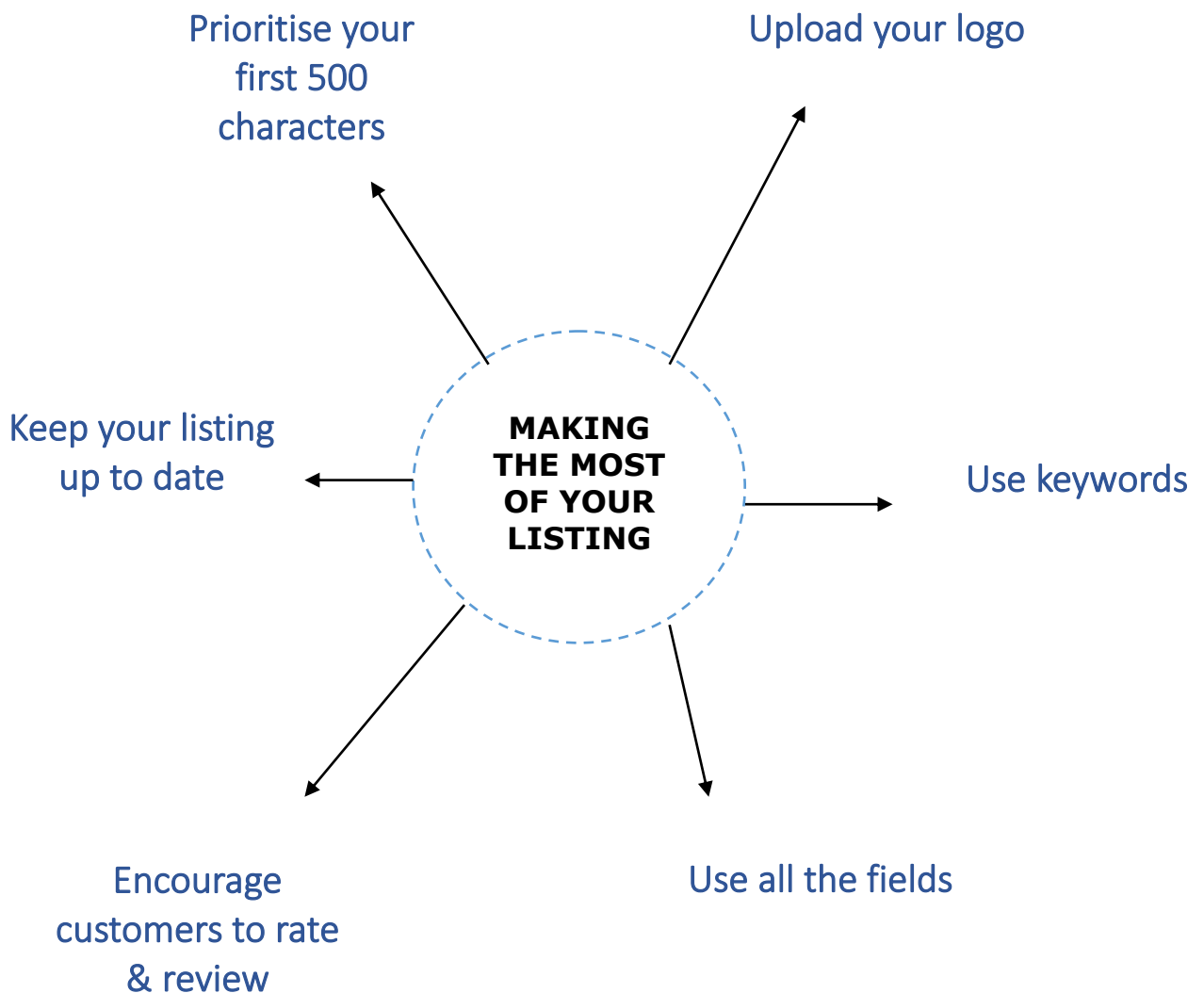


HOW TO MAKE THE MOST OF YOUR LISTING

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



Format

The first 500 characters of your description (100-150 words) are key. They are the first thing a potential customer will see so this is the place to communicate the most important thing about your service. Use this to draw them in, making it more likely that they access your full listing.

Remember – you don't necessarily need to repeat your service/business name because that will be on full display at the top of the listing. Save those characters to say something important.

After the first 500 characters you can tell the reader more about yourself and how you can support them. For example, if you specialise in a particular kind of care or can accommodate specific language or cultural requirements include this information after the first 500 characters.

Avoid using lists and headings as it makes your listing less accessible to people using screen readers and similar accessible technology. Put the description of the services that you offer into a narrative form and make use of our attributes list and keywords to accommodate lists.

If you offer a service which isn't included in our attributes lists, you can incorporate it into your keywords.

Avoid using jargon and technical terms wherever possible, save these for the keywords and use more generic terms in the description.

Keywords

Keywords increase your visibility to search without using your word count and help you capture any terms which a service user may use to locate your service without overloading your description with technical terms.

Here are some hints and tips to help populate your keywords;

- break up words and phrases using a comma (,)
- use keywords which are unique to the service that you offer
- avoid high frequency words such as **and** or **the**, or repeating words like; **care**, **support**
- if including common acronyms, it is also a good idea to include the full term as a keyword as well for example include **Multiple, Sclerosis** as well as **MS**.

Use all the fields and attributes

The more you can tell a potential service user/customer about yourself the better, but you can communicate these through more than just the description fields. If you make use of all the available fields and attributes, you can save on word count whilst still getting this information across.

- Have specific days and times when you operate? **Add the information to Availability.**
- Have a flat standard rate? Do you offer free quotation? **Include that in the Cost field.**
- Are you looking for volunteers? **Include information on how to engage with you in the Looking for volunteer's field and tick the volunteering opportunities attribute.**
- Not sure where the information you want to include should go? **Ask the Content and Development Officer.**

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 or by calling Leeds Directory on our helpline. Remember, we verify 100% of the reviews that we receive so please make customers aware that we will be in touch with them if they use the online review process.

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.