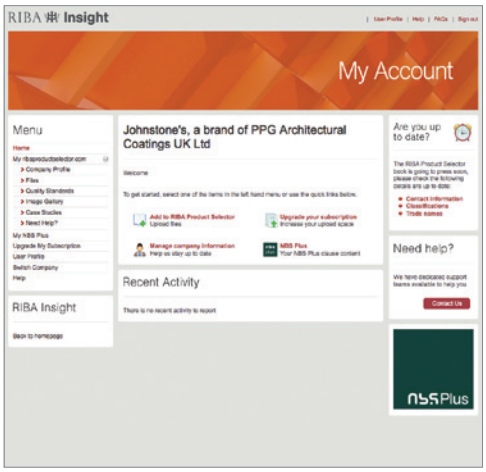
How to make the most of your ribaproductselector.com listing

As an ribaproductselector.com Premium client you already recognise the benefits that come with your subscription: the more detailed company description, downloadable files, additional links, images and contacts etc. But are you making the most of what's available to you? The more information you include here, the greater the chance of it being found by your customers here and on Google.

Improving your listing is easy. You can do it yourself and update it as often as you please. Here are our top tips for staying at least one step ahead of your competition.

Step 1
Acquaint yourself with the My Account homepage

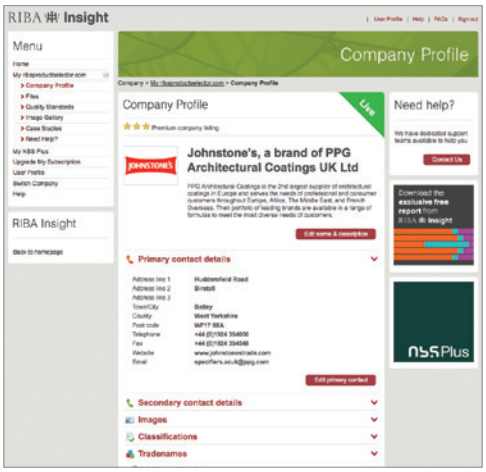


Your 'My Account' Home page has been designed to put you in charge of your Premium listing. Add it to your bookmarks or favourites now.

The sidebar menu on the left allows you to update your company profile, upload files (such as catalogues, data sheets, quality assurance certificates and CAD files), manage your image gallery and feature case studies. Some of the more frequently used links are duplicated in the central panel for easy access. Most changes you make will be reflected in your listing instantaneously. A few will only take effect once they've been checked by our editorial team.

The panel headed 'Recent activity' shows all your most recent changes. Should you get stuck at any stage simply click on 'Need help?' in the sidebar on the right. You can also use this link to leave feedback.

Step 2
Click on every heading and complete every field

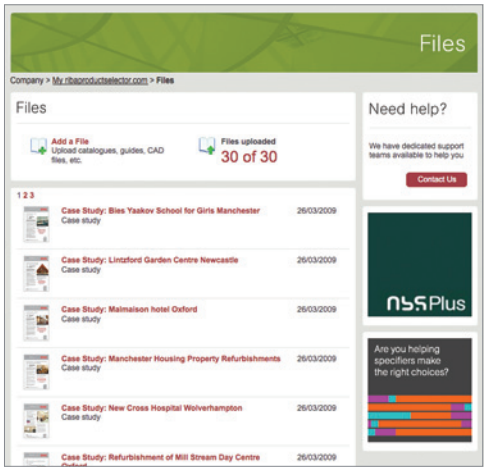


Company profile
Your 'Company Profile' is your shop window; don't leave any gaps! As a Premium lister you can use up to 200 words to describe your company. Use them well. Make sure they include your targeted keywords and search phrases (see also How to improve your page rank in ribaproductselector.com and Google search results), details of your specialist areas of expertise, and your main brand or product names.

Another advantage you enjoy as a Premium ribaproductselector.com customer is an unlimited number of additional contacts and locations. The benefits of this are obvious; you stand a greater chance of specifiers clicking on your details where they can see that there's a local office, factory, supplier or distributor that they can deal with.

Add your logo! Inclusion of a logo raises awareness of your brand among specifiers, lends a unique identity to your listing, and helps it to stand out from the crowd. Companies that include their logo on ribaproductselector.com tend to attract more 'clicks' than those that don't.

You can include up to ten 'Additional links' to website pages (that is, in addition to the link to your main Homepage featured in 'Primary contact details'). Use them as deep links, enabling visitors to quickly locate information about your CPD, or current price lists, or product information etc. Label each link clearly and descriptively (i.e. 'RIBA-approved CPD seminar on metal paint finishes' instead of just 'CPD info').



Files
Adding catalogues, CAD files, colour charts and more couldn't be easier. Click on 'Add a file' and navigate to the file location on your hard disk. As with links (and indeed all labels) give the file a descriptive name – not simply 'product catalogue' – as your label will affect how the file is indexed by search engines. Try to include at least one file of each type to ensure that you appear in every 'facet' (of the faceted search) where specifiers' are researching and shortlisting products.

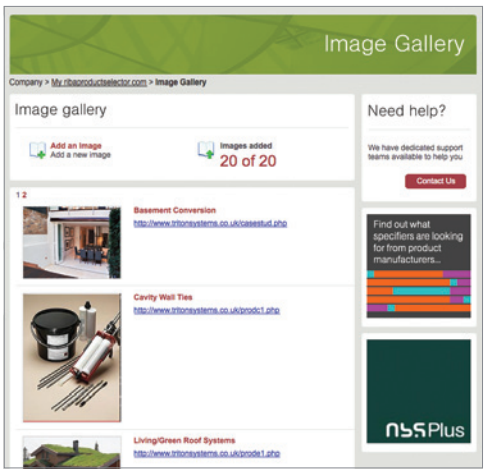
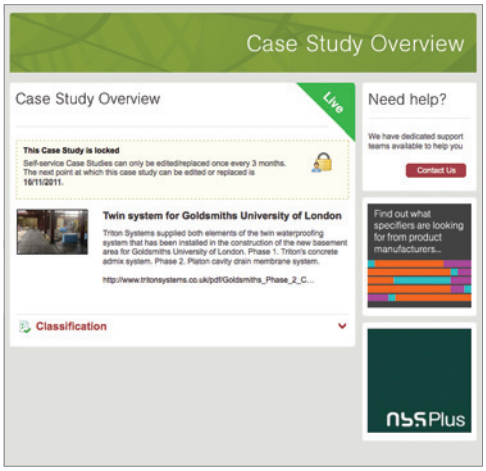


Image gallery
Click on 'Add an image' and then on 'Select' to navigate to the location of your image on your hard disk. Label all images clearly and descriptively. If the image is of a product use its full name where possible. Well-labelled images will often show up in both ribaproductselector.com and Google 'image' searches.



Case studies
The link from the 'Case studies' menu will take you to a page where you can enter a title and brief description. Try to present your case study from the specifier's viewpoint. What problem did you encounter, and how did you solve it? Include the main details of the problem in your title. Don't use clever word play. Keep it simple and to the point. Use industry terminology and appropriate keywords.

Step 3
Keep your details up-to-date

If you don't care enough about your product and brand image to update your directory entry, then specifiers are unlikely to care enough to go hunting for your latest information. By keeping your details current you'll not only appear more dynamic, but your efforts will be rewarded by search engines battling to categorise the most relevant and up-to-date information available.

Are you still listing products and services you no longer provide? Have you included the products and services you replaced them with? Are your address and telephone details (and details of individual contacts) correct? It doesn't reflect well to ask for someone by name and be told that they left the company two years ago!

Step 4
Use the RIBA Product Selector endorsement logo

The RIBA Product Selector brand is recognised throughout the World as a stamp of quality assurance. As a Premium listing customer you are entitled to feature the RIBA Product Selector endorsement logo on your website and marketing.

ribaproductselector.com is one of the first sources of information professionals turn to when working on construction projects. Its reputation and sophistication ensure that it's often the first result clicked on in search engine results. To not exploit its many features is to waste a golden opportunity to connect with customers – and to instead leave open a door that leads directly to your competitors.

Last updated November 2011