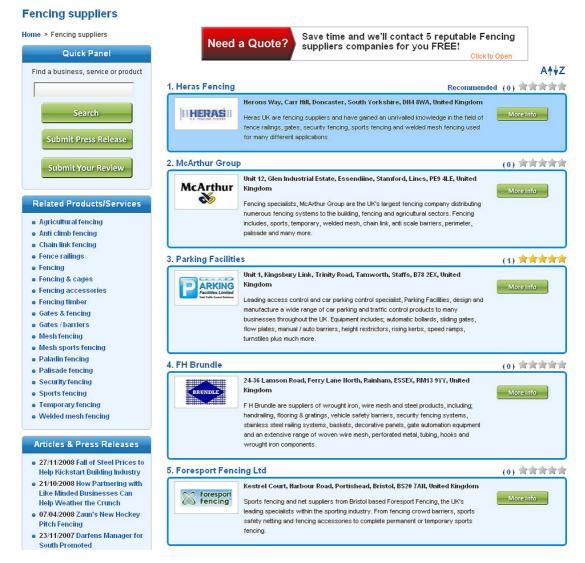
How can I make my company appear higher in the Approved Business search results pages?

If your business has a lot of competition in the Approved Business directory, you need to do everything you can to make sure you appear as high as possible whenever it appears in listings.

The Approved Business algorithm scores companies on 4 aspects. The higher a company scores for each of these points, the higher it will appear in the results when someone searches for its products and services.



Making a few small changes to your directory listing can put you ahead of the competition

PDF Brochures

The more PDF files you have uploaded to your listing, the higher your score. If you have any brochures or documents about any aspect of your company's products and services, please email them in PDF format to katie@approvedbusiness.co.uk. This will boost your score instantly, and push your business higher up the results pages.

Articles & Press Releases

Points are also awarded for articles and press releases submitted, so if you have any, make sure they're uploaded to your profile! Please send your latest press releases or articles, along with relevant pictures, to editor@approvedbusiness.co.uk.

Reviews

The more reviews you have on your Approved Business listing, the better. Five star reviews get bonus points! Encourage customers to submit reviews at http://www.approvedbusiness.co.uk/res/submitreview.aspx.

Description

Points are also awarded for the number of words in the long description on your company profile page. Make sure your description is as thorough as possible and covers all your products and services – this will also help your listing to get found more easily in search engines like Google and Bing.

That's really all there is to it! By following the four simple steps above you can help to make sure your business gets ahead in the listings on the Approved Business directory.