



Information Pack

	Page
<u>About Approved Business</u>	2
<u>Free, Standard & Featured listings</u>	3
<u>Product Pages</u>	4
<u>Social Media & Client Reviews</u>	5
<u>Press Releases & News Articles</u>	6
<u>Approved Business add-ons</u>	7
<u>Web Traffic Revealer</u>	8



Watch
your business
grow
advertise
with us



About Approved Business

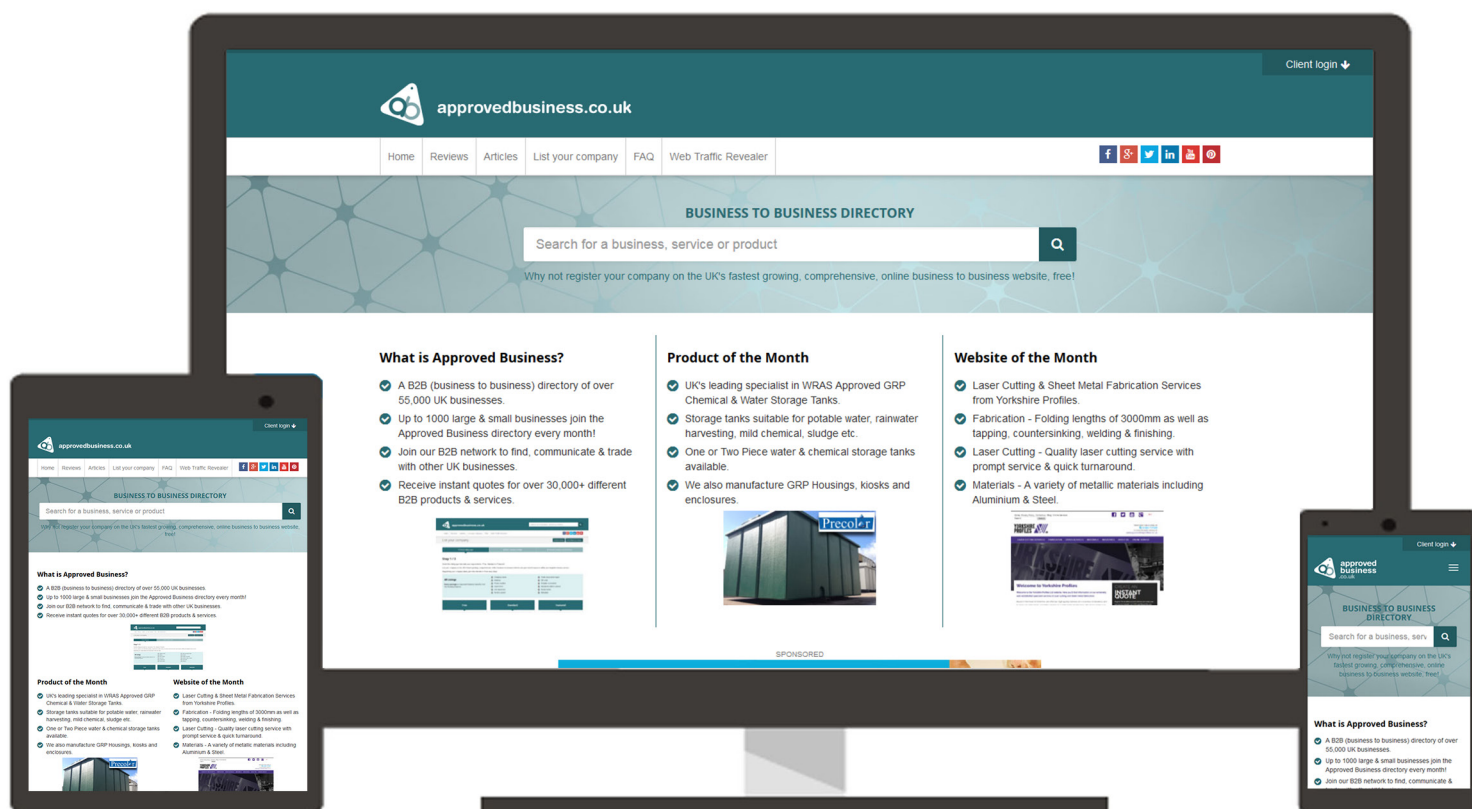
UK's leading business to business Directory

Approved Business is a dynamic business to business directory connecting both users and businesses together quickly and successfully. With clear and precise company profiles as well as category specific quote forms, visitors are able to find what they are looking for at a click of a button.

Our highly seductive marketing and advertising opportunities are designed to save you time and money on your marketing strategy whilst delivering invaluable, real results. Our skilled editorial team and designers take the pressure away by enhancing your corporate image, mirroring your company website and designing a unique profile page, generating highly targeted traffic to your website.

With a wide range of different marketing options available, contact one of our sales representatives to discuss a package tailored to suit you.

- ✓ Search, communicate and trade with more than 55,000 UK companies
- ✓ Receive instant quotes for over 30,000 different B2B products & services
- ✓ Interact with the outside world through Social Media & Reviews
- ✓ Promote your latest News through structured email software
- ✓ Monitor your traffic through the very latest tracking software



Differences between Free, Standard & Featured listings

If you are looking to promote your business and stand out from the crowd, why not list your company on Approved Business. We understand how tough it can be in an ever competitive market, so we like to help you here at Approved Business by making sure your company is seen first by potential customers. We have 3 types of listings with one to suit each budget, all offering instant exposure within your target industry sectors.

Every package on Approved Business benefits from the following features:

- ✓ Company name
- ✓ Address
- ✓ Phone number
- ✓ Quote form
- ✓ Job vacancies
- ✓ Review system
- ✓ Trade association logos
- ✓ QR code
- ✓ Website screenshot
- ✓ Interactive admin console
- ✓ Social media
- ✓ Metadata

FREE

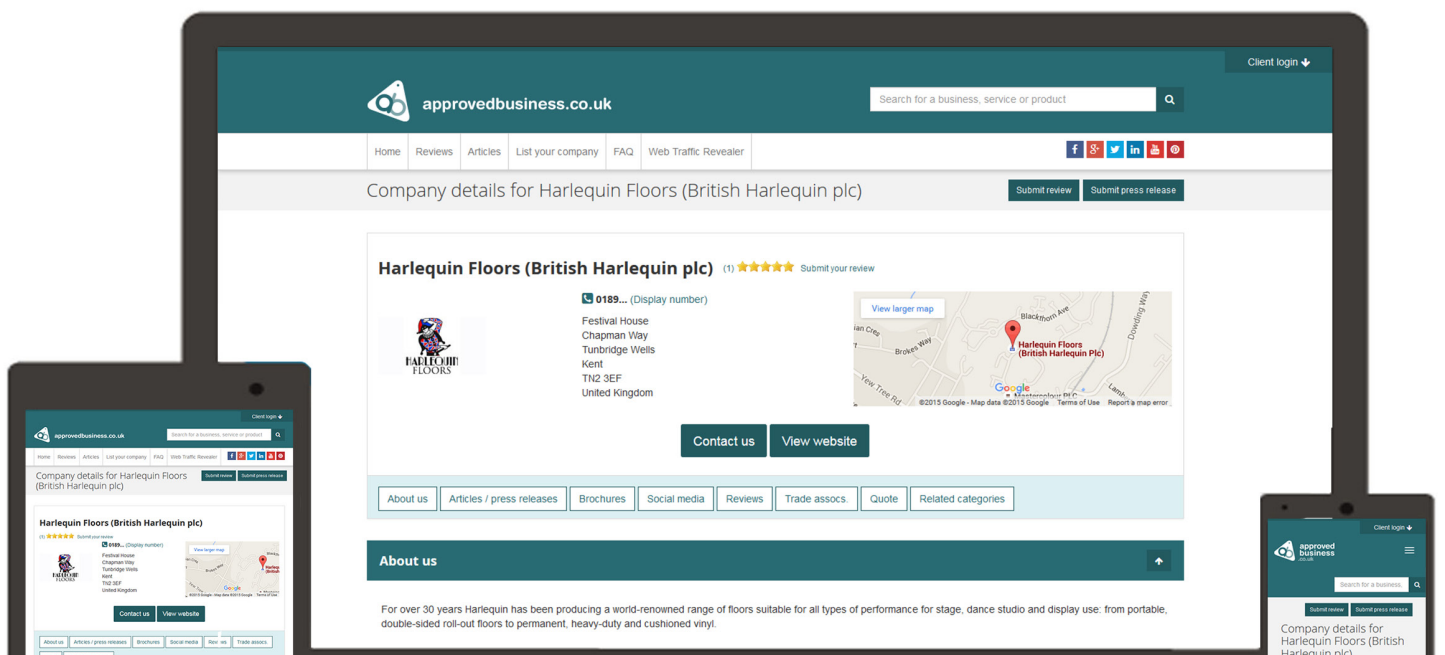
- ✓ 200 character short description
- ✓ 1000 character short description
- ✓ 8 existing product & service categories
- ✓ 2 bespoke product & service categories
- ✓ Displays at the bottom of product and service pages
- ✓ 25 specific products with stock codes

STANDARD

- ✓ Email enquiry form
- ✓ Website link
- ✓ 300 character short description
- ✓ 2000 character short description
- ✓ 15 existing product & service categories
- ✓ 5 bespoke product & service categories
- ✓ 20 PDF brochure uploads
- ✓ Unlimited press release uploads
- ✓ 25 specific products with stock codes each with direct links back to your own site (additional cost for any extra)
- ✓ Displays in the middle of product and service pages

FEATURED

- ✓ Email enquiry form
- ✓ Website link
- ✓ 600 character short description
- ✓ 4000 character short description
- ✓ Unlimited existing product & service categories
- ✓ 10 bespoke product & service categories
- ✓ Unlimited PDF brochure uploads
- ✓ Unlimited press release uploads
- ✓ Company Logo
- ✓ Up to 24 images
- ✓ 25 specific products with stock codes each with direct links back to your own site (additional cost for any extra)
- ✓ Displays at the top of product and service pages




Product Pages - NEW Feature

Any company listing themselves on Approved Business can benefit from promoting their products via individual product pages attached to their listing. Each product page boasts a product name, unique stock code, image and a description and allows visitors to link directly to your website and to the specific page that they require.

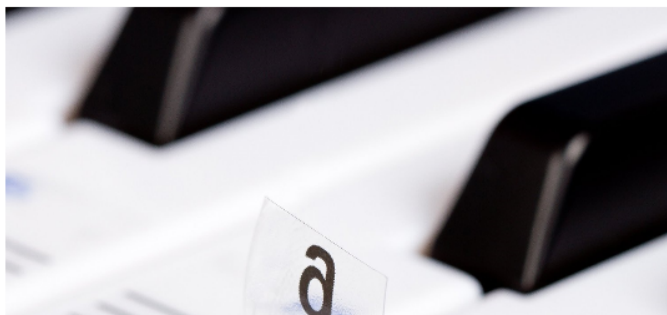
Benefits of adding products to your listing;

- ✓ Allows visitors searching for specific products, keywords or stock code terms to find you
- ✓ A specific page about your product that is indexed on search engines as well as on the Approved Business website
- ✓ More information about your company = more chance your company will be found on search pages and by potential buyers
- ✓ Each product is individually tracked so you know what products are your most popular items
- ✓ An effective way of connecting buyers and suppliers
- ✓ It will improve your own websites' SEO

Products

<p>Keysies Transparent Plastic Removable ...</p> <p>Stockcode: B00TXC247S</p>  <p>Quantity: 52 Stickers (Applied to the white keys only, enough fo...</p>	<p>256x FREEZER GRADE Self Adhesive Stickers. ...</p> <p>Stockcode: B00S9RJZXW</p> <p>Quantity: 256 (16x sheets of 16 labels) Label Size: 46mm x 25mm...</p>	<p>50 Washable Plastic Herb and Spice Jar Labels</p> <p>Stockcode: B015WBPHNG</p> <p>Quantity: 50 Different Spice Labels (+10 Blank Spare Labels) Siz...</p>	<p>144x Large (64x38mm) FREEZER GRADE Self ...</p> <p>Stockcode: B00QQGIZ4K</p> <p>Quantity: 144 (16x A5 sized sheets of 9 labels) Label Size: 64mm...</p>	<p>Toilet Thingsies - Variety Pack of 35 Toilet ...</p> <p>Stockcode: B00V3KELNS</p> <p>Superior Quality Transparent Plastic Label Material Quantity: 35...</p>
<p>480x "Date of freezing" FREEZER GRADE Self ...</p> <p>Stockcode: B00Q2RZE60</p> <p>Quantity: 480 (16x A5 sized sheets of 30 labels) Label Size: 38mm...</p>	<p>Premium Plastic Number Stickers 1 to 100 (+ 20 ...</p> <p>Stockcode: B00OQ07RB0</p> <p>High Performance Polyethylene Labels. Designed for demanding out...</p>	<p>480x Official Safety Suffocation Warning ...</p> <p>Stockcode: B00TIKC36M</p> <p>Quantity: 480 (16 sheets of 30 labels) Size: 38mm x 21mm. Easy T...</p>	<p>Premium Plastic Number Stickers 1 to 10 (10 of ...</p> <p>Stockcode: B00OQ14AR1</p> <p>High Performance Polyethylene Labels. Designed for demanding out...</p>	<p>Premium Plastic Alphabet Letter Stickers A to Z (5 ...</p> <p>Stockcode: B00OQ18LO6</p> <p>High Performance Polyethylene Labels. Designed for demanding out...</p>

Product Information



Keysies Transparent Plastic Removable Piano and Keyboard Note Stickers

Stockcode: B00TXC247S

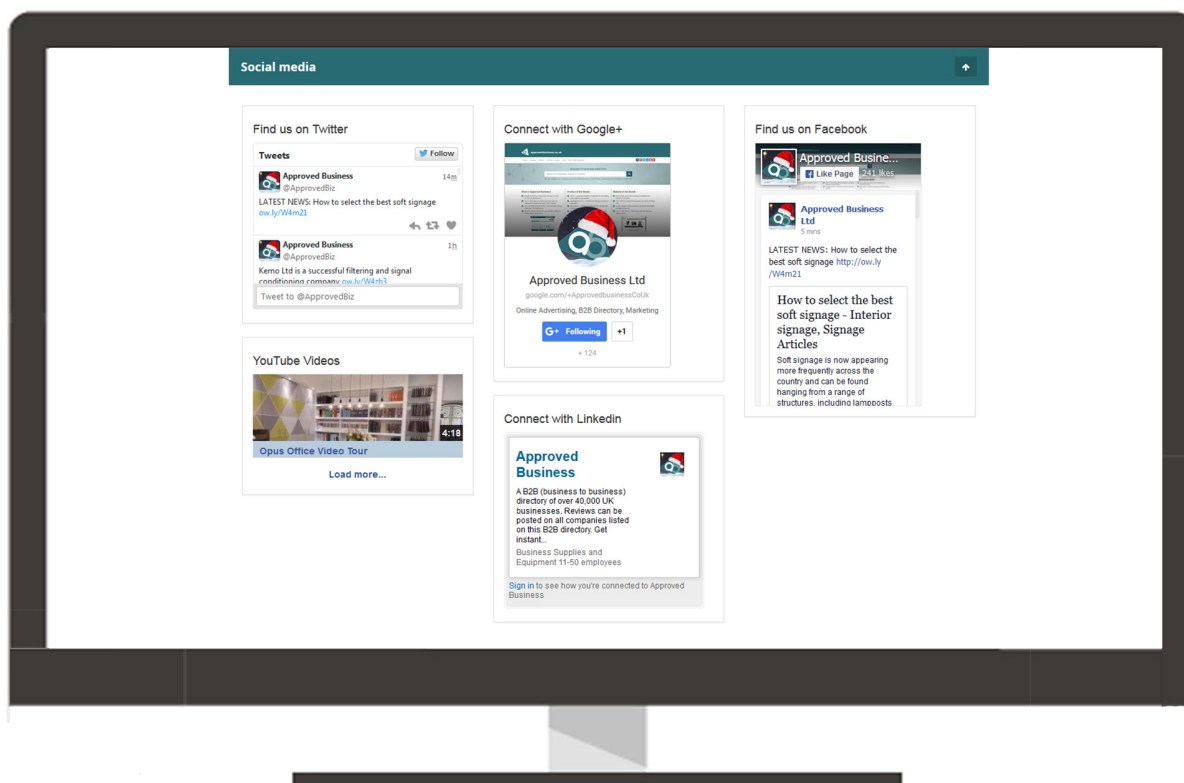
Quantity: 52 Stickers (Applied to the white keys only, enough for a full sized 88 key piano/keyboard) Each Keysie measures 16mm by 35mm, ideal size for any instrument without hanging over the edge of the keys.

Keysies are made from a very high quality transparent polyester (stronger and more durable than vinyl). Many keyboards/pianos have keys that are slightly off-white, and some pianos have ivory keys. Transparent stickers look much nicer on these instruments.

Keep in contact with the outside world via Social Media & Client Reviews

With SEO dramatically changing over the years, more and more people are engaging and interacting with their business dealings through the powers of social media. Whether it's Facebook, Twitter, LinkedIn, Google+ or YouTube potential customers are using them first before visiting general search engines.

As such, every listing type on the Approved Business Directory has feeds direct to their own social media, feeding up to date information regarding your business as it happens.



Likewise customer reviews are playing a huge impact on your business. Negative reviews can sometimes put customers off from using your products and services whilst positive reviews can be the deciding factor between you and your competitor.

Here at Approved Business existing clients are able to leave reviews about your business using a ready-made email template in your admin area. Potential customers are then able to read up on your past customer relationships and make informed decisions based on those reviews.

The Sussex Sign Company Ltd

Norman provides an expert, professional and friendly service for all types of signage getting it spot on every time, always a pleasure to do business with!

By Richard Excell - 22 December 2015

(2) ★★★★★

Tool-Net (Internet Logistical Solutions Ltd)

OK I know they say delivery is 3-5 working days but for £8+ I expect as fast as possible, not one day later than the maximum. This was for a medium sized, not very heavy jiffy bag that went through... read more

By Mr Man - 22 December 2015

(212) ★★★★★



Press Releases & News Articles


Approved Business is different to most other online directories as we take pride in your accomplishments, latest product launches and any special offers you may have – in fact any latest news article from you regarding your company or your products.


Why Publish Press Releases on Approved Business

- ✓ Press release is linked to your company's listing, enhancing your SEO.
- ✓ Each press release will also be linked to relevant product categories and industry sectors.
- ✓ Search engine spiders will pay more attention to your listing every time they cache your page on our site due to new content being added.
- ✓ The more content that your company releases, the higher up on the Approved Business search engine you will appear.
- ✓ Each press release is optimised on all major search engines and can end up in the organic results page of Google, Bing, Yahoo, etc...


In addition each press release we receive is sent to our opted in email database, sharing your news to up to 100,000 email addresses depending on your chosen market area.

You can't see this email?

 **approved business**



Building and Contractor News
December 2015

 **THE BITUCHEM GROUP**

Working at height safely with KAISER+KRAFT

KAISER+KRAFT have a range of products to help you comply with the Work at Height regulations 2005, from ladders and access towers to folding scaffolding and bespoke work platforms.

[More +](#)

Dura Composites Shortlisted for Prestigious Rail Industry Award

rail award 1Dura Composites' innovative composite train station platform known as Dura Platform has been announced as a finalist in the category of Product Innovation at the prestigious UK Rail Industry Awards for 2016.

[More +](#)

Waterproof And Repair Your Roof For Less

A damaged, leaky roof can cause a range of problems for your premises, and can end up being very costly.

[More +](#)

EMKA specialist handles for thick doors

The EMKA series of specialist handles for thick doors are designed to accommodate thermally insulated or sound proofed panels of unusual thickness.

[More +](#)

London College specifies Cygnus Wireless Fire Alarm System during building development

Development at Westminster Kingsway College, a further education college in the heart of central London, has seen the creation of more space and the re-fitting of existing areas in the college.

[More +](#)



Want more presence with Approved Business add-ons

To enhance your presence on our site and on search engines, we also provide you with a range of “add-ons” from flashing banners to recommended positions even our newest features; Product of the Month and Website of the Month both of which show on prominent pages throughout the site.

Banners


Having a banner on Approved Business helps maximize your company exposure, as such we offer banner advertising opportunities throughout a large number of pages on our site. Subject to space, your banner advertisement could appear on our homepage, industry sector homepages, product & service category pages and the search results pages.

Pinpoint Systems - the original and the best for over 20 years!



Recommended Supplier


Also known as TOL or Top of Listing, this add-on allows your company to be placed higher above your competitors, placing you at number 1 position on your chosen categories.



86 related products & services.

Resbuild House, Unit 4, Durham Lane, Armthorpe, Doncaster, South Yorkshire, DN3 3FE, United Kingdom

Resin Building Products (Resbuild), based in Doncaster, South Yorkshire are specialists in resin based building products such as epoxy flooring, floor paint, resin screeds and anti-slip coatings. We also offer unrivalled customer support and advice to help you correctly specify the product you require for your project.



[More Information](#) [Contact Us](#) [View Website](#)

Product of the Month

Product of the Month or POTM allows you to promote your latest products and latest offers to a wide audience. This feature is highlighted on our home page with additional text as well as a flashing / moving banner on more than 25,000 category and search pages throughout the site. Many companies that have advertised in the POTM position have received over ½ million page views during a typical month.



Website of the Month

Website of the Month or WOTM as we like to call it, is similar to the Product of the Month feature, however instead of displaying your products it shows a screenshot of your website, directing traffic straight to your website.



Transform your sales with Web Traffic Revealer

Turn your unknown website visitors
into hot leads for your business

Actionable leads at your fingertips

Identify hot prospects instantly

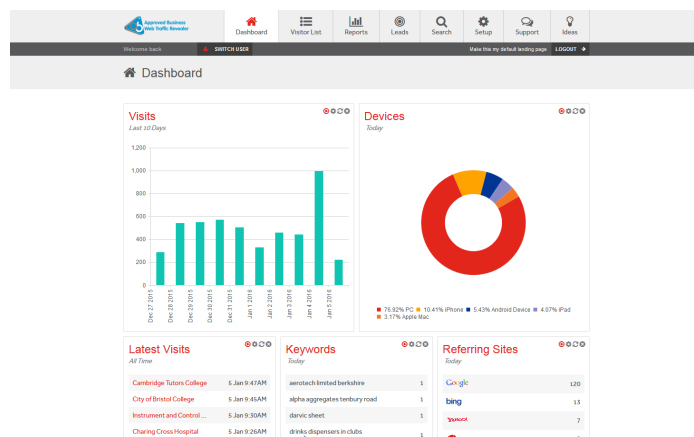
Target Smarter. Convert Faster

All the key data and-insight you need

Know your ripple effect

Maximise your marketing-campaign ROI

Web Traffic Revealer is the UK's number 1 leading website visitor tracking tool that identifies anonymous businesses visiting your website so you can turn them into sales ready leads.



**“We’ve introduced about 1000 leads into our sales team,
which convert at 35% higher average order value”**

Rebecca Pedler, Head of Marketing, Barbour ABI

Access real-time intelligence that shows exactly who your visitors are and what they are looking for. For the companies that are interested in your products and services Web Traffic Revealer will tell you;

- ✓ Business Name
- ✓ Location
- ✓ Website Address
- ✓ Telephone Number
- ✓ Credit Score & Key Financial Information

The Visitor List table displays the following columns: Date, Company, Location, Referrer, PV, Duration, Conversion, and a set of action icons. The data includes:

Date	Company	Location	Referrer	PV	Duration	Conversion	Actions
Jan 4 2016 3:13PM	National Health Service Multi Vals	Peterborough United Kingdom	Google	3	00:00:28	+	🔍 🗑️
Jan 4 2016 3:08PM	Stokis	Portree United Kingdom	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 3:07PM	Crown Oil Ltd	Bury United Kingdom	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 3:02PM	Katy Independent School District	Katy (TX) United States	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 2:54PM	Cascade Technologies Limited	Stirling United Kingdom	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 2:53PM	RSA Academy	Tipton United Kingdom	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 2:53PM	ClassSmithKline Multi Vals	Stewarage United Kingdom	Google	1	Single Page	+	🔍 🗑️
Jan 4 2016 2:53PM	Astell Scientific Limited	Slough United Kingdom	Google	1	Single Page	+	🔍 🗑️

**“ Every morning I used to switch on Google Analytics.
Now I switch on Web Traffic Revealer”**

Sam Silverwood-Cope. Pi Datametrics

