

# Adding your products or services to your listing

Every listing on the Approved Business website is entitled to display 25 of their products / services FREE of Charge and all of which are tracked in the tracking section in your admin console!

Below is a list of instructions to help you get the most of the Product Page feature and the best out of your listing.

Page 2 shows a screenshot of each stage in the client admin area to help you when adding your products.

1. Log on to your Client admin area using your company email address and password – if you are unsure what these details are please contact [admin@approvedbusiness.co.uk](mailto:admin@approvedbusiness.co.uk) who will be delighted to help you.
2. Once in your client admin area click on the product tab which will allow you to start entering the information regarding each of your products.
3. Add your product title – this is a must have as it allows customers to know exactly what they are looking at and search engines to do their thing.
4. Product slug – this is an optional field for those who are keen SEO enthusiasts but for those who aren't this will fill automatically once the product is saved. For those of you wishing to give it a go, we suggest using your product title as ideally that is what you are hoping customers to find you with.
5. Stock code – this is also an optional field. Here you can type a stock code for your product if you have one, if not just leave it blank.
6. Description – this is the bit where you can say more information about your product, adding good keyword rich content to help search engines find your products. There is a 2000 character limit in place.
7. Product Image – here you can add the image of your product. Images are automatically resized but will need to be a jpeg or gif format. If you have no image for this product then we will add an image saying an image is not available at this time.
8. Product URL – this feature is for Standard and Featured Clients only, as it allows visitors to click directly on to your chosen product page on your website via your Approved Business listing. When adding a product URL you must make sure <http://> is placed at the beginning of the URL.
9. Categories – here you will find a list of your categories that you have assigned to your company profile. You can add any number of categories that are listed as long as it is relevant to the product. If you feel that the categories listed aren't suitable for your product please contact us to add any extra as it will need to be added to your profile too.
10. That's it, all you need to do is click on save! It will then appear below in a bar chart which allows you to edit and delete any product or reorder them. The ones highest the top will be the ones appearing higher up on your listing – Please note if you delete any products then they will also lose any tracking information you have for them so it might be worth making a visit to the tracking tab first to see which products are ranking better than others.
11. To view your product tracking, click on the tracking tab where you should see tracking results for your listing and then your products just underneath. Use the calendar function to get a date range of your products and a more detailed insight to how much traffic each of your products is receiving.

**Any questions regarding your product page, please email your Account Manager or [admin@approvedbusiness.co.uk](mailto:admin@approvedbusiness.co.uk)**



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The screenshot shows the 'Products' management interface on the website approvedbusiness.co.uk. The page is titled 'Products' and is part of a larger listing management system. The interface includes a navigation menu at the top with options like 'Details', 'Images', 'Tracking', 'Categories', 'Products', 'Jobs', 'Video', 'Banners', 'Reviews', and 'Social Media'. The 'Products' tab is currently selected. Below the navigation menu, there is a 'Request a review' button. The main content area contains several form fields for adding a new product: 'Product title: \*', 'Product slug:', 'Stock code:', 'Description: \*', 'Product Image' (with a 'Choose file' button), 'Product URL:', and 'Available Categories' (with an 'Add >' button) and 'Assigned Categories' (with a '< Remove' button). At the bottom of the form, there are 'Save' and 'Cancel' buttons. Below the form, there is a summary section showing 'Total Products: 0 out of 25' and a 'Filter products:' section with a search box and 'Filter' and 'Clear' buttons. At the very bottom, there is a table with columns for 'Product Title' and 'Stock Code', and a pagination bar showing 'Page 1 of 0' and '100' records, with a note 'No records to view'.

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Product title: \*

Product slug:

Stock code:

Description: \*

Product Image

Product URL:

Available Categories:

Assigned Categories:

Save Cancel

Total Products: 0 out of 25

To reorder your products, drag and drop them within the list

Filter products:

Products

Product Title Stock Code

Page 1 of 0 100

No records to view

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