

Tips to Complete Your Chamber Business Listing & Increase Your SEO!

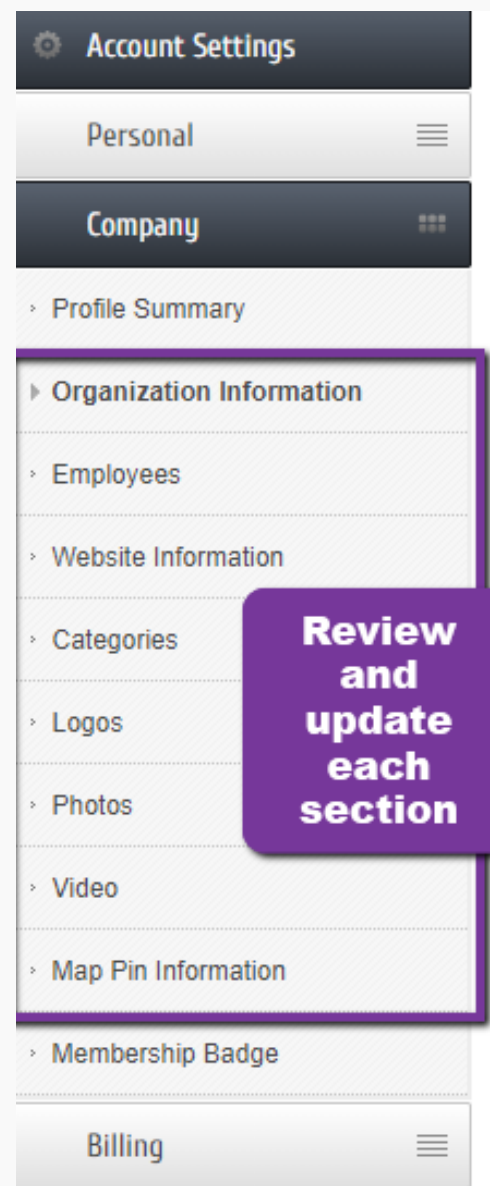
Your membership includes a **FREE** business listing on the Business Directory. Completing your business listing with up-to-date information about your business will increase your SEO and improve your local reach. Plus, add employees to your account so you can maximize membership benefits and the Chamber can stay in touch with your team.

HOW TO UPDATE

1. Go to arvadachamber.org, click Member Login in the black ribbon, and log in to your account. (Email a staff member if you do not know your username.) On the home page, click Company Information on the left menu.
2. Under Company, click each tab to review and update your information.

TOP 9 RECOMMENDED UPDATES

1. **Organization Information tab**
Verify company name, addresses, phone and website. Include a mailing address for Chamber use only. Homebased members: Use "By Appointment Only" or similar for physical address.
2. **Full-Time Employee Count (Organization Information tab)**
This gives the Chamber an increased opportunity to better serve our members by employee size..
3. **Employees tab**
Add an employee and send a link to create a login and utilize the member portal benefits. All listed employees will receive Chamber email updates.



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TOP 9 RECOMMENDED UPDATES (CONT'D)

4. Description (Website Information tab)

Describe the benefits of doing business with your company ~ 1600 characters.

Example: RBS LAW makes estate planning a friendly and approachable topic, not a scary or morbid one. My priority is to make you feel comfortable (not overwhelmed) and to educate and support you from start to finish. I know that proactive estate planning is a selfless act for your family, and it is my goal to help you achieve a greater peace of mind.

I believe that estate planning is essential for people of all ages, regardless of their wealth. It gives you the opportunity to make decisions about many of the most important issues in your life and the people you love--from naming a guardian for your child to appointing someone to carry out your wishes with respect to your health and finances. While it is impossible to control many aspects of your life, it is possible to make your wishes known and make sure your loved ones are protected through an estate plan.

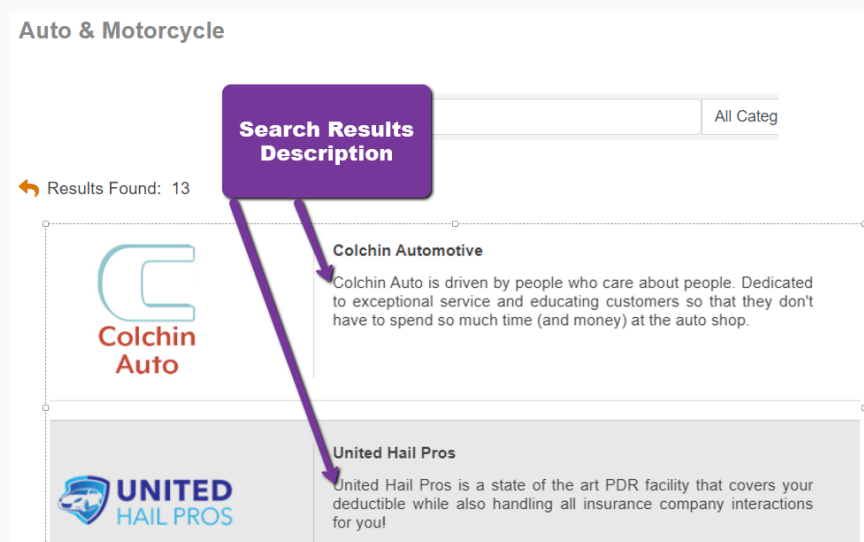
Helping you protect what matters most.

5. Search Results Description (Website Information tab)

This is your pitch statement that conveys Who, What and Why -- 200 characters. It appears on the initial search results page. See example at right.

6. Keywords (Website Information tab)

Help customers find you! List keywords that describe your business. Your listing will appear in predictive search results as the keywords are entered in the search field.



Auto & Motorcycle

Search Results Description

Results Found: 13

Colchin Automotive
Colchin Auto is driven by people who care about people. Dedicated to exceptional service and educating customers so that they don't have to spend so much time (and money) at the auto shop.

United Hail Pros
United Hail Pros is a state of the art PDR facility that covers your deductible while also handling all insurance company interactions for you!

Example: real estate, homes, Arvada houses, first time home buyer, residential real estate, investment property

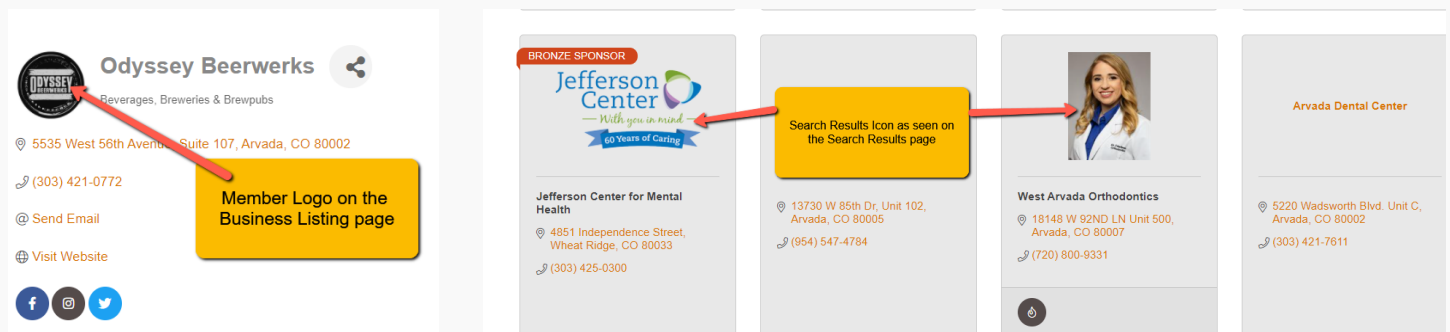
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TOP 9 RECOMMENDED UPDATES (CONT'D)

7. Member Logo AND Search Results Icon (Logos tab)

Make your listing eye-catching. Add a Search Results Icon that appears next to your listing in the initial list of search results. Add a Member Logo that appears at the top of your business listing page. You must update BOTH for the images to appear on the directory.

See examples below.



8. Highlights (Website Information tab)

List benefits, special credentials or professional accolades as bullet points that can be linked to web pages.

Examples:

- Professional Member of Mediation Association of Colorado
- Professional Member Institute for Divorce Financial Analysts
- 5 Star Professional with Thumbtack

9. Photos & Videos (separate tabs)

Add a gallery of photos and a video to illustrate your services and tell your story.

Complete your business listing with these updates to help YOU connect better with the community and add to your digital marketing strategy.

Interested in a 1:1 consultation on how to use the member portal? Go to calendly.com/mollykust to schedule a call with Molly! Select the 30-minute Zoom option, recommended for screen sharing.