

## User's Guide for Be Well Directory Listings

The **Be Well World** Resource Directory is another resource for our readers, and one that allows them to find you! Besides readers searching for you, the listing offers direct hot-links back to your website. Google and the other search engines see honest links, especially from larger sites, as an endorsement of sorts and this boosts your SEO (Search Engine Optimization). Opened as a free service in 2016 for Holistic Practitioners, this marketing tool should be a no-brainer advertising effort. One you should share with your friends!

Listings are also detailed, allowing you to write up to 1,200 characters for your description (after you've already entered name, address, website, email, and phone). And you're allowed to be listed in up to eight of the 74 searchable categories.

### ENTERING OR EDITING A LISTING

All Listings are entered into an online form. Visit the Find Practitioners page (far right under the Resource Directory menu stack, or [http://www.bewellworld.com/resource\\_directory/find\\_practitioners](http://www.bewellworld.com/resource_directory/find_practitioners)) At the bottom of the page, you will see links to either log in to edit your listing or sign up for a new listing.

-- If you **choose a new listing**, you will be given an ID Number and a Temporary Password - write these down (they'll be the same to start - temporary codes will be replaced later via email). The credentials will sign you into your new listing and click through to enter the listing form.

-- To **edit existing information**, use the ID and Password you obtained previously.

A few notes on entries:

-- Please fill in the fields. Listings with no email address that we can contact will not be turned on live. We need to be able to contact you.

--There is no need to put your name, address, and contact info in the "online description" field - we ask you for that info in other fields at the bottom of the form and they WILL be displayed online in addition to the description text.

-- Note that your listing will not be turned on live on the site until we have a chance to review it. This prevents Craigs List-style funny business. Give us possibly a few days to turn it on. We'll email you when it is live.

--NO ALL CAPS ENTRIES ARE PERMITTED. We kind of think of this as yelling in the house. Please exercise your upper/lowercase capabilities. Thanks.

-- Entries that are not from practicing holistic professionals or legitimate small businesses with an offline presence will be denied. In other words, we aren't here to promote ecommerce businesses with no address.

-- Use the space! 1,200 characters gives you the opportunity to tell people who you are and what you do. We have a powerful search engine that considers every word written in this description when people do a search.

### **Status**

You can take your listing offline at any time by selecting the Inactive radio button. You can return later and turn it back on.

### **Category Check-Boxes**

These are the modality categories under which your listing will appear. Note that you are allowed up to eight categories.

### **Save**

Make sure to click Save changes to this record (and not Abandon changes to this record). Then you may preview your online listing and exit or go back and edit it further.

### **IMPORTANT: Updating Your Listing**

After making changes to your directory listing, it is now OFFLINE, and an email has been sent to us to approve and activate your edits. We will review your ad generally within a few days and activate it when it is approved. We will send you an email with your permanent password.

As always, contact us via email if you have any questions. Thank you for your support and **Be Well!**