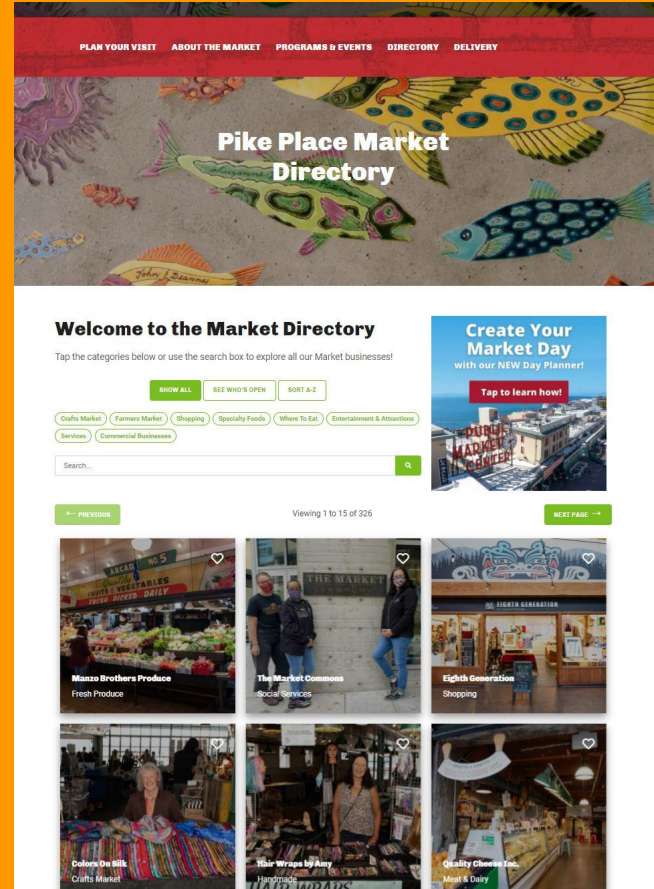


Learn How To Optimize Your Directory Page



A little bit about me!

Tanya Sinkovits

Senior Digital Marketing Specialist

Pike Place Market PDA

Tanya.Sinkovits@PikePlaceMarket.org



What you'll learn today

- Why it's important to keep your Directory page up-to-date
- A quick demonstration of the Market Directory and Market Day Planner
- How to log in to your Directory page
- How to update existing content on your Directory page
- How to add photos galleries, videos, and more to your Directory page
- How to add events to the Market Events Calendar

Why is it important to keep your Directory page up-to-date!

First impressions matter!

- Your Directory page could be the first place a visitor learns about your business
- Your Directory page appears in Google and other search engines
- Add new features to the Market website that highlight Market businesses, social services and Market attractions

570,000 page views
217,000 views to the Market
Directory & Day Planner

60% of visitors
from Washington
State

Alert Message

This is a short message that will appear on the top of your Directory page

Use this tool for:

- Vacations
- Business Closures
- Mask Requirements

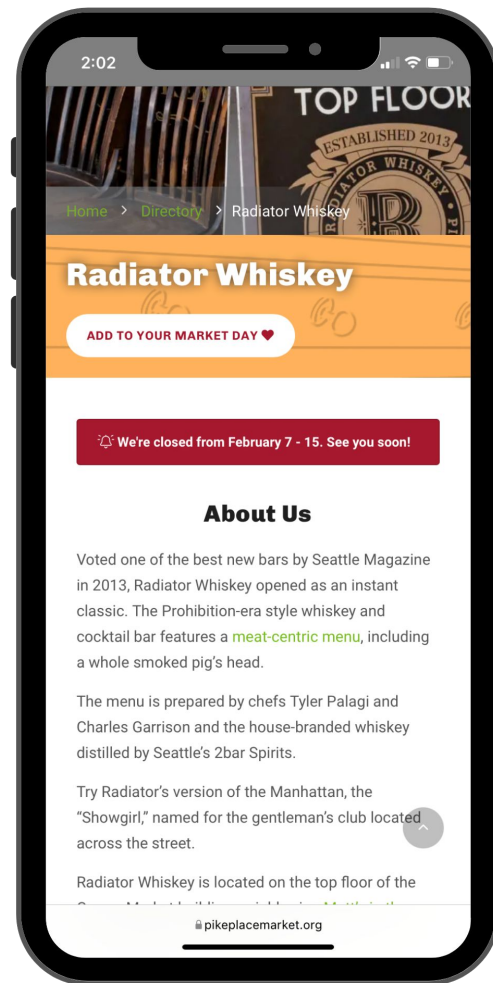


Image Grid

This tool adds a Photo Gallery on your Directory page. You may add up to 6 photos in a single row.

Photos must be 750 pixels x 750 pixels

Use this tool to show:

- Behind the scene images
- Product images
- Food images

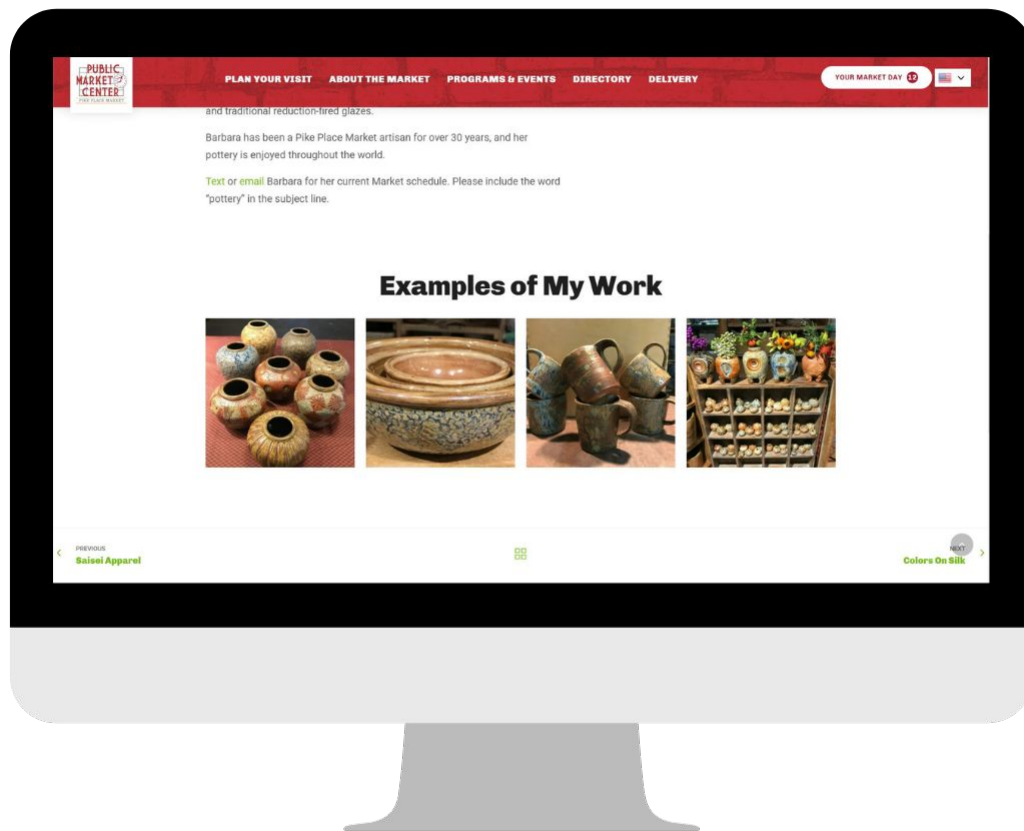
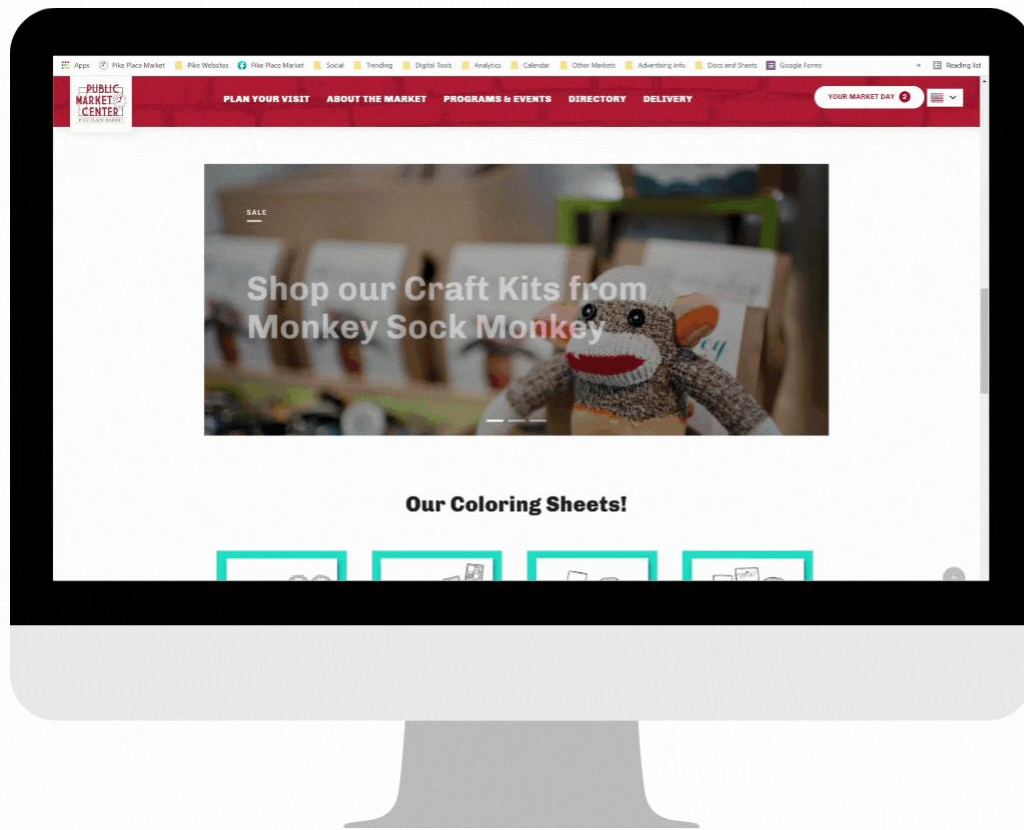


Image Slider

This tool allows for up to three images to slowly rotate in a single frame. Businesses can add captions, calls-to-action, and clickable links.

Use this tool to:

- Promote monthly specials
- Popular products
- About Section

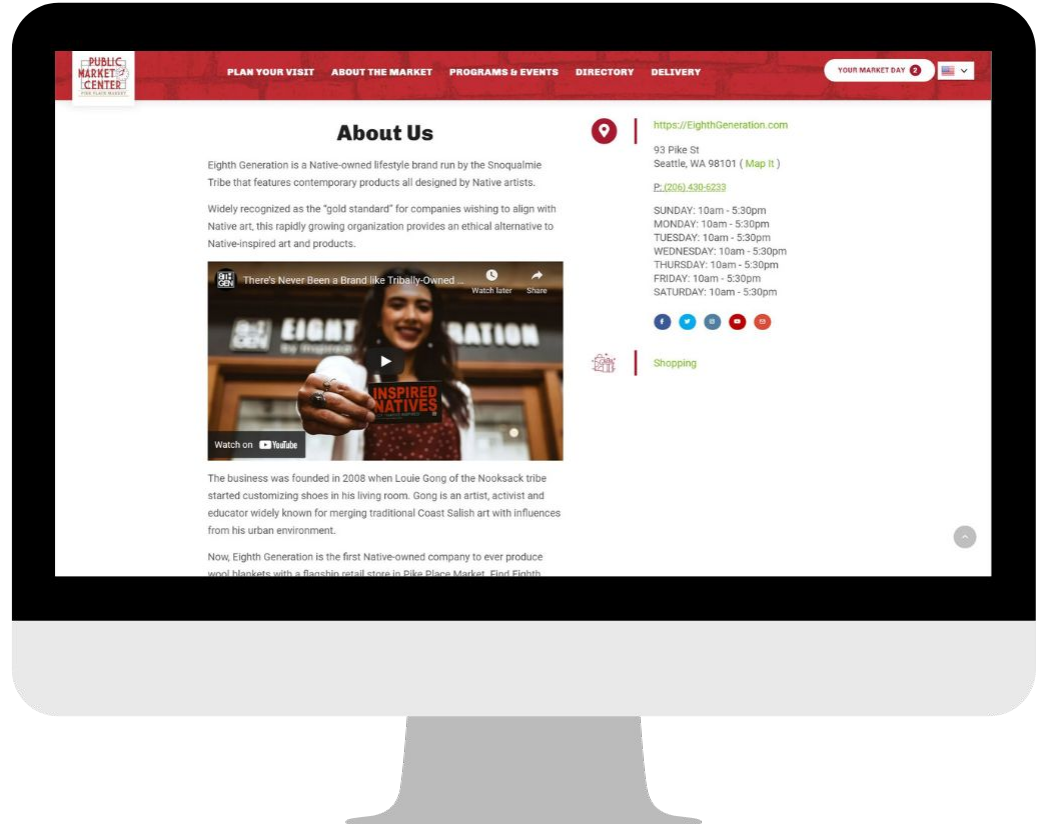


Embed Videos

You can now embed YouTube and Vimeo videos on your Directory page.

Use this tool to:

- Tell your company's story
- Demonstrate how your products are made

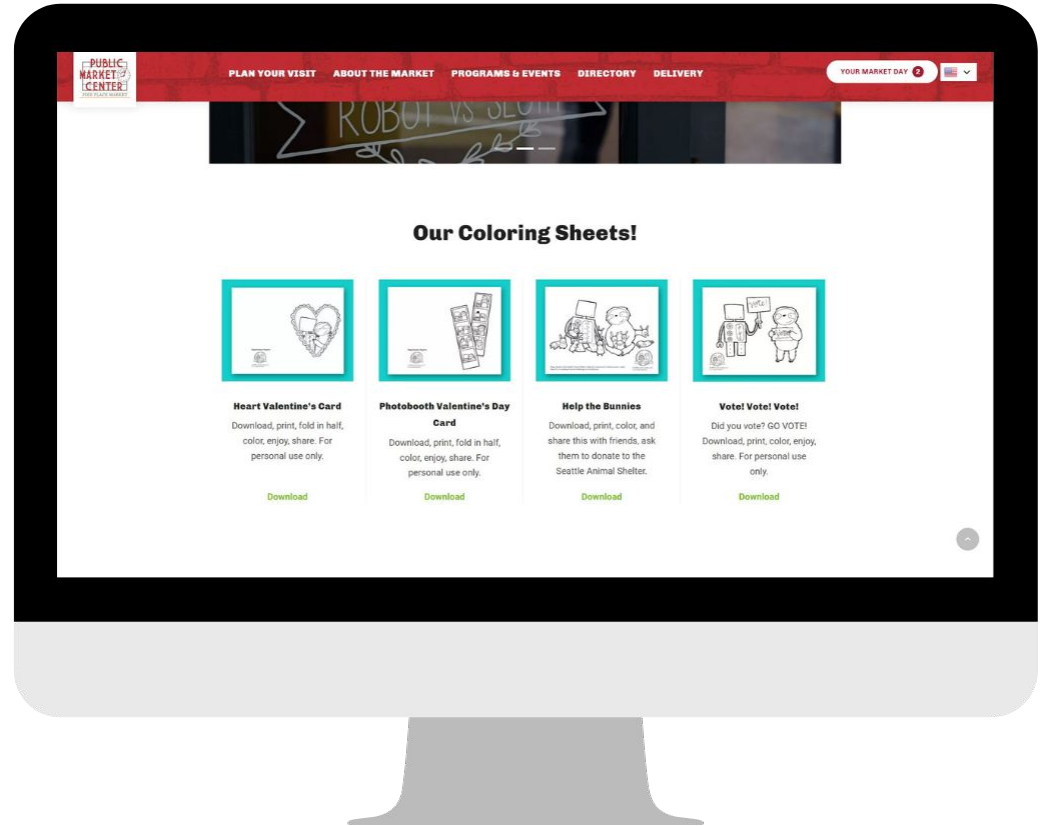


Download Grids

This tool allows you to add downloadable PDFs to your Directory page.

Use this tool to:

- Shipping information
- Class/event forms
- Recipes
- Coloring Sheets

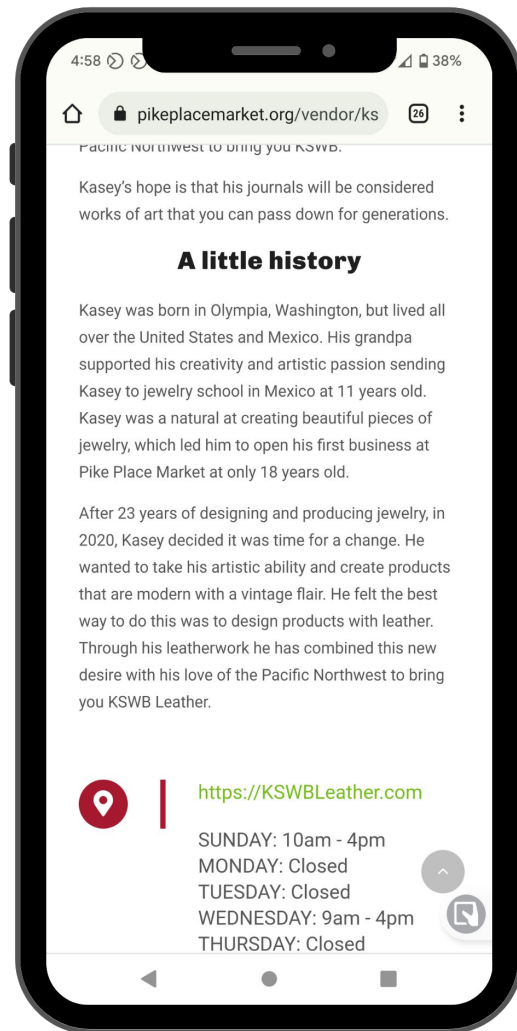


Columns

This tool adds additional text boxes to your Directory page. Use this to tell your businesses story, adding headers, columns and more!

Use this tool to:

- Share your company's history
- Explain your products



Charitable Partner

This NEW tool allows Market businesses to visually show their support for the Pike Place Market Foundation by adding an icon to their Directory page.

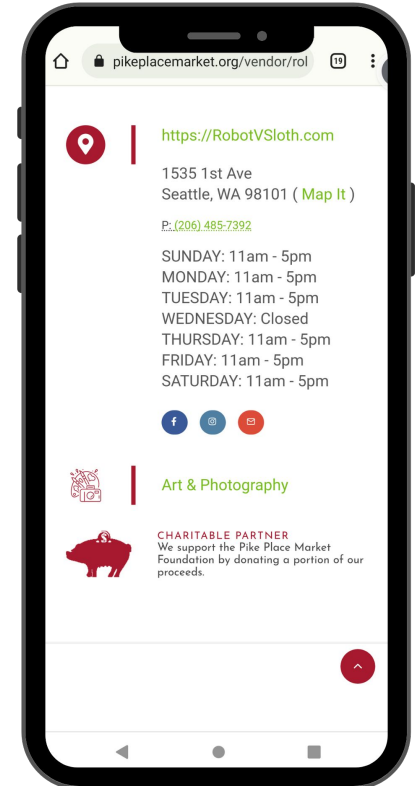
If you are a Foundation Charitable Partner you would click this box.



CHARITABLE PARTNER

We support the Pike Place Market Foundation by donating a portion of our proceeds.

If you are not a Foundation Charitable Partner, reach out to Pike Place Market Foundation Community Relations Manager Patricia Gray, at Patricia.Gray@PikePlaceMarket.org



Market Events Calendar

The New Market Events Calendar not only lists your event alongside all Market events, but it also shows your events at the bottom of your Directory page.

Events include:

- Classes
- Tours
- Shows

