

## Website Directory Guide

This document will give you an example of how your website listing will be viewed on the directory. All firms irrespective of category will be listed in the same overall format, carrying the company information and contact details. The searches are conducted on a named basis or on a distance parameter to the defined postcode provided.

The only difference being if you are an Adviser firm with multiple advisers possibly on the road or in a central call centre, you have the facility to be able to embed different postcodes pertinent to their location so that the geographical nature of their services is picked up when a consumer searches the database. You can then decide whether you wish to have a public facing contact record for each individual adviser with either a central contact point (i.e. usually the main company record) or indeed contact details specific to them-

To do this - the advisers will need to be listed with a secondary postcode search option to the main firm. please see illustration 3 to see how this works.

Illustration 1 is an example of how your listing will be displayed on the directory:

### 1) Initial page where the consumer can search for the firm via postcode

Company name or individual's name.

Short summary of your company/service



This is the distance from the postcode provided in your website entry form. This can either be to your office address or to the individual adviser's postcode. Please note this does not mean that the adviser's full address will be displayed.

Either your company contact details or an individual's contact details.

- Phone
- Mobile
- Email

If you would like individual pages for advisers, the adviser name will appear first followed by the company name



ABC COMPANY

Contact Details:

✉ info@abccompany.com  
☎ 01234 5678910

Website:

🌐 www.abccompany.com

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ABC COMPANY  
1 Example place  
London  
E1 6RQ  
☎ 01234 5678910



This is the location of your offices; you can also add in multiple branches to your company page. If you would like individual adviser pages, this can either be your head office or the adviser's own address. A telephone number can also be added here.

### 3) Adviser secondary postcode search

Advisers firms - should you have more than one adviser to be listed you can use option A or option B

