EUROPAGES

B2B MARKETING SOLUTIONS

Add technical and marketing content

Buyers use the internet to draw up their shortlist of potential suppliers. They then contact these potential sellers to request quotes or tenders. Buyers who cannot find the information they need from a supplier will go elsewhere. The fact is that buyers pre-select their potential suppliers based on information gathered on the internet.

As well as complete contact details, buyers are looking for all types of technical and sales information: prices, case studies, articles, white papers, product reviews and tests, technical information, certifications, and so on.

If you decide to post images, adding a title will help them to be indexed by search engines. Search engines alone are unable to determine what an image may be. This means that they rely on contextual content associated with it.

You can also publish PDF documents on your E*Page: technical specifications, price lists, catalogues, certifications, press articles, etc. These pages are frequently visited by search engine text bots and are simple for them to index. You can ensure optimal indexation and – therefore - optimal visibility by following these 4 important steps.

Best practice for PDF files

1. Create your documents using word processing software: *use Microsoft Word (Save as PDF) or Adobe Acrobat; text bots can read and index content created with these software packages.*

2. Add links to relevant web pages: *the text bots are able to read links in PDF files. If you place links to relevant pages on your website in your PDF documents, then visitors will be able to go directly to your site from the PDF.*

3. Save the file in PDF format and give it an easy to understand name: *this will also help users to identify the PDF's content if they want to share it with colleagues or save it to read later one.*

4. Fill in the document properties: *open your PDF file in Acrobat and fill in the Document Properties by going to the File menu and selecting Document Properties. Click on the Description tab and fill in the four fields: Title, Author, Subject and Keywords. Type your company name in the Author field. In the Subject field, type a short description of the PDF file in 'user' language. Finally, use three or four phrases to fill in the Keywords field, including the keywords contained in the PDF; use commas to separate each phrase. Remember, it is a good idea to use keywords relating to your business sector as widely as possible on the content posted on your E*Page.*

The EUROPAGES consultants will help you to design your content or handle the entire process after listening to your needs.

E*PAGE YOUR MULTIMEDIA SPACE
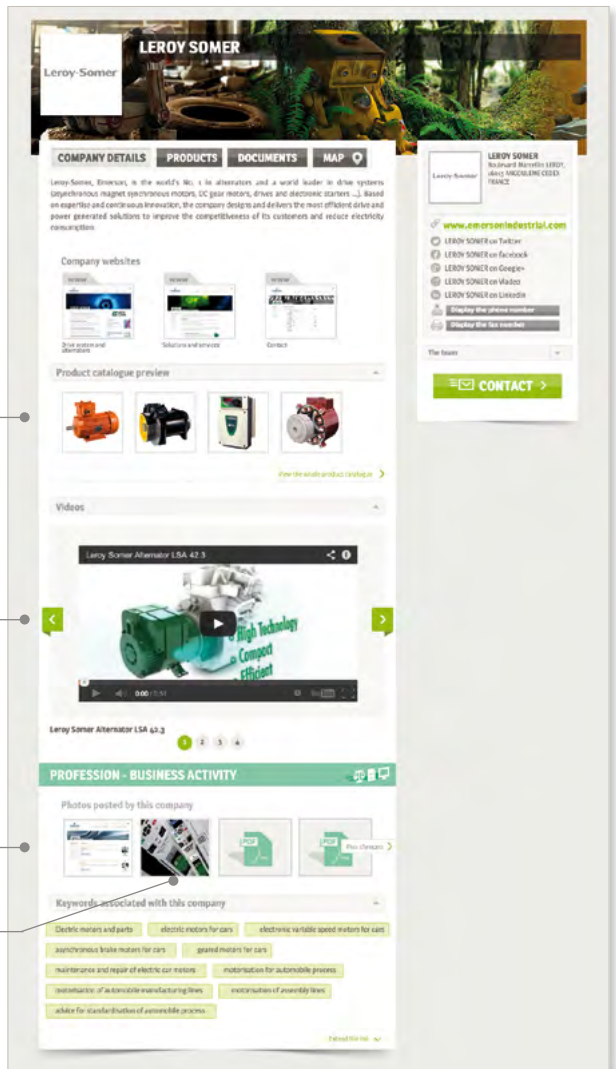
Product catalogues:
Titles & descriptions are indexed

Videos:
Titles & descriptions are indexed

PDF documents:
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