

RBDOnlineDirectory

INTRODUCING OUR BUSINESS DIRECTORY

Our railbusinessdaily.com directory has been revamped for 2020.

These upgrades capitalise on the two million visitors to our website every year - giving you the strongest platform to create a strong first impression and drive people to your website.

Why is this important? Well, it makes your business more visible. From our analytics, we can see that businesses use the directory on a regular basis - so it's important to create a good first impression. Our page includes options for inputting the right key messages; your most important clients (to demonstrate credibility in the industry); your railbusinessdaily.com news; a download centre - great for case studies and sales brochures, and a contact form going directly to the email of your choice.

One of the most important features is the fact that we can create links back to your website. This has multiple benefits. As well as driving people back to where you want them to go on your website, it also creates links which help boost your visibility on search engine results. Google, Bing and Yahoo all favour websites which have links from other sites referring users to that site - so by using the directory, you'll contribute towards boosting your Search Engine Optimisation (SEO) and taking advantage of an audience who may not have come across your company before.

RAISE AWARENESS

For one year, your directory listing will feature:

- // Key information about your business
- // Links back through to key parts of your website
- // Your important clients to showcase where you have worked in the past
- // Your railbusinessdaily.com news - to give more prominence to your posts
- // A download centre for your brochures, or case studies (up to three documents)
- // A contact form that sends through to an email address of your choice, to directly drive enquiries from our site
- // Contact details, website addresses and phone numbers



One year listing for **£500**

WHERE THIS MAKES A DIFFERENCE

There are a lot of ways that a directory listing with railbusinessdaily.com will make a difference to your business

- // Make the most of the 2,000,000 visits railbusinessdaily.com receives every year
- // Create links back to your website, boosting SEO for your site so that you rank better on search engines
- // Change content at any time - just get in touch, it's your space!
- // Cheaper than one advert in one edition of a printed magazine
- // Give longevity to your news stories - your railbusinessdaily.com stories are added to your directory listing
- // Let it do the work for you - once populated, it's a shop window that you don't need to change unless you want to!

The directory is also free to browse - unlike other directories, we don't charge to get access to it - so your exposure is far greater.

There's no print runs, so no limitations to how many people can see your page.

You can also receive statistics on demand to see how your listing is performing - allowing you to refine your messages and capitalise on opportunities.

This is available at an affordable yearly fee - it's less than the cost of one advert in one edition of one magazine.

12 months for £500

