

## **ANA Member Dealer Directory Optimization Checklist**

When a user searches the directory, the software analyzes all listings and provides the most relevant matches to the search term used. So, if a user is looking for “U.S. Coins”, the software will scan every listings’ content for U.S. Coin related keywords, specialties, and other indicators. If the user is looking for U.S Coin dealers in their vicinity, the directory will also take location into consideration.

The ANA’s new Dealer Directory incorporates the most current search technology available to provide the best possible experience to our Member Dealers and their customers. We want your listing to be a success, and encourage you to follow the optimization tips below:

### **Tips for Free and Premium Listings**

#### **❑ Specialty Selection**

Be sure to select a specialty for your listing as it is one of the primary visibility factors for your listing. If you have purchased a premium listing, we encourage you to take advantage of all 14 included specialties or sub-specialties, as long as they are relevant to your business. The more applicable specialties you choose, the more visible your listing will be to potential customers.

#### **❑ Keywords and Keyword Phrases**

Both free and premium listings include the selection of 10 keywords (or keyword phrases). These keywords assist the directory in matching listing results to user queries. We recommend dealers supply all 10 keywords/keyword phrases to maximize their visibility. Keywords might include additional specialties and other terms relevant to your business.

### **Tips for Premium Listings**

By choosing a Premium Listing you significantly increase your businesses’ presence on the directory. In addition to the recommendations outlined above, here are a couple more pointers to ensure your listing is as visible as possible:

#### **❑ Short / Long Business Descriptions**

The words you use in your business descriptions are scanned for keywords whenever a user performs a search, so be sure to include both short and long business descriptions for your listing.

#### **❑ Logo & Other Images**

Be sure to include your businesses’ logo and any other applicable photos. Your logo will be prominently featured in search results and set you apart from the competition.

**Questions?** Please email [dealerdirectory@money.org](mailto:dealerdirectory@money.org) or call (719) 482-9847.