



## User guide

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Welcome to the myEUROPAGES user guide!

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If you are connected to myEUROPAGES and are wondering where to begin or what you are doing there, this guide has been written for you. We have designed it to help you use myEUROPAGES.

## **1/ What is myEUROPAGES?**

MyEUROPAGES is a tool for use by EUROPAGES site members to manage their company's presence on the European BtoB search engine.

### **Why use it?**

Membership gives you one or more E\*Pages to showcase your know-how on the EUROPAGES site. Whenever you log into myEUROPAGES, you can update your details or publish content on your E\*Page(s).

If you are a paying member, you can also consult your E\*Pages statistics\* and check the number of page views, clicks to your site, e-mails received via the contact form, etc.

### **Optimise your E\*page**

Every month more than four million decision-makers visit EUROPAGES looking for suppliers, wholesalers or business opportunities. They therefore need accurate details on their potential partners.

The purpose of E\*Pages is to fulfil this need. It's up to you to use myEUROPAGES to post up details such as your key figures, customary Incoterms, import-export zones.

### **Generate traffic to your own website**

EUROPAGES is very well indexed on the main search engines, so you should think of your E\*Page as a landing page for visitors arriving from search engines.

If you make full use of your E\*Page's potential, it can provide you with qualified leads and generate traffic to your own website!

Log into myEUROPAGES at any time and improve your E\*Page in a trice. Have you brought out a new product? Add a product shot to your E\*Page\*. Have you got a new regular customer? Add a link to his customer testimonial on your site. All these updates are FREE.

\*Exclusively for paying members

## 2/ How to create a myEUROPAGES account

### Free members

You must register your company on the EUROPAGES B2B search engine before you can create an account. Go to <http://promote-your-business.europages.com/EN/> and follow the steps to create your E\*Page.

It will be published on line on the EUROPAGES site within 48 hours. You will receive your login and myEUROPAGES password by e-mail as soon as your E\*Page goes online.

### Paying members

Your account is included in the purchase of your pack. Once your E\*Page is online on EUROPAGES, you will automatically receive the myEUROPAGES login and password by e-mail.

### Customise your password

Our system automatically generates the password sent to you by e-mail. We advise you to change it. Log into myEUROPAGES, go to “YOUR ACCOUNT” and enter a new password.

The screenshot displays the myEUROPAGES user interface. At the top left is the myEUROPAGES logo. To its right, it says "Welcome Siraj Khamis" with a "Logout" link. Further right, there is a language selection dropdown and a link to "www.europages.com". Below this is a navigation bar with "HOME", "YOUR ACCOUNT" (highlighted), "YOUR E\*PAGE", and "YOUR STATS". On the left, a sidebar shows "Your account" with a sub-link for "Your profile". The main content area is titled "Your profile" and contains a "Login/Password" section with input fields for "Your email address (login):" (containing "info@europages.com") and "Your password:". Below this is a "Do you want to change your password?" section with input fields for "Choose a new password" and "Confirm your new password".

### 3/ Modifying your login

You can modify your login at any time by modifying your e-mail address. Go to “Profile” and enter a new e-mail address. Click “Confirm” to validate this new e-mail address.

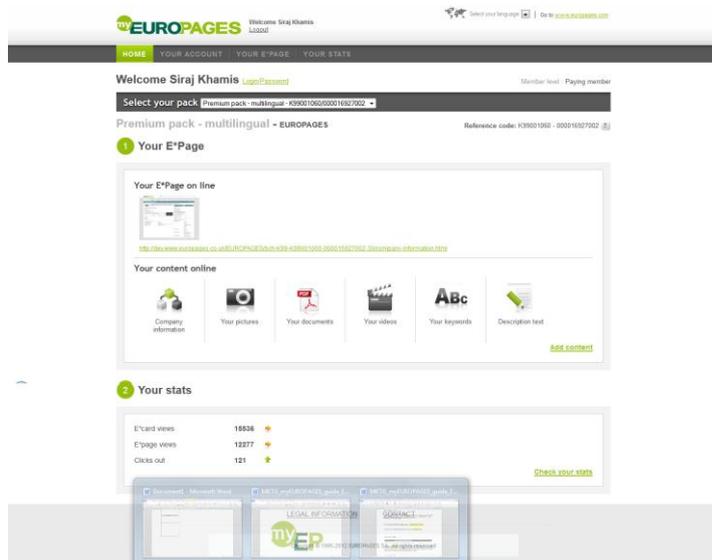
An e-mail will be sent to the new address you entered to check that it is valid. So open your mailbox and confirm the modification by clicking the embedded link in the validation e-mail.

#### Having difficulty changing your login?

[Contact Customer Service](#) if you don’t get a confirmatory e-mail so that they make the modification for you. You will be able to log into your myEUROPAGES space using your new chosen login.

### 4/ myEUROPAGES home page - your dashboard

Log into your myEUROPAGES space to access your dashboard.



#### Select your E\*Page

Select your pack Premium pack - multilingual - K99001060/000016927002

Premium pack - multilingual - EUROPAGES

Reference code: K99001060 - 000016927002 ?

If you have a number of online E\*Pages on the EUROPAGES site, you can select the specific E\*Page you want to update from the drop-down list. The list displays the company names linked to your E\*Pages along with their UIDs to help you recognise each E\*Page. The UID is your E\*Page reference number.

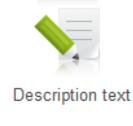
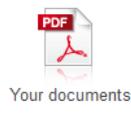


If you are unsure, you can check your E\*Page online on the EUROPAGES site using the clickable URL and thumbnail image.

## Content publishing

<http://dev.www.europages.co.uk/EUROPAGES/bch-K99-K99001060-000016927002-30/company-information.html>

### Your content online



[Add content](#)

A chart displays a number of clickable icons. They are the shortcuts to the modifiable elements of your E\*Page - namely your logo, images\*, videos\*, documents, description text or keywords.

Use the “Add content” link to go directly to the content root of your E\*Page.

## Monitoring your stats

### 2 Your stats

E*card views	15536	↗
E*page views	12277	↗
Clicks out	121	↕

[Check your stats](#)

You can monitor the effectiveness of your E\*Page by previewing the main indicators (E\*Page views and E\*Card views). You can also consult more detailed reports by clicking “Monitor your stats”.

## 5/ Enhance the appeal of your E\*Page with myEUROPAGES

### 5.1 Check your company identity and address details

Click “YOUR E\*PAGE” in the menu to modify all these details, then the “Your company identity and address” link.

The image shows a navigation menu on the left and a main content area on the right. The menu is titled "Optimise your E\*Page" and includes sections for "Company information" and "Visibility and ranking". Under "Company information", there are links for "Company profile", "Company ID and address", "Company organization", "Key figures", "Websites", "Contact elements", "Videos and pictures", "Business & development", and "Your documents". Under "Visibility and ranking", there are links for "Your keywords" and "Your description". The main content area shows the "Identité de l'entreprise et adresse" form, which includes fields for "Logo", "Adresse de l'entreprise et localisation", and "Informations légales".

### Is your logo on your E\*Page?

The image shows a form for uploading a logo. It includes a text box for the logo, a "100" x "100" size indicator, and "Edit" and "Delete" buttons. The text above the form says: "Logo Upload your logo. It will be displayed on your listing. It will also be displayed when your E\*Card appears on the results page."

If it isn't, prepare your logo image file.

The only valid file formats are: .gif, .jpeg or .png and they must not exceed 10 KB.

Opt for a square logo for the best effect on your E\*Page and E\*Card.

## Is the company name on your E\*Page correctly spelt?

**Company address and location**  
Tell us where you are located, EUROPAGES users may locate you on a map.

Your company name \*

Country \*

Address line 1 \*

Address line 2

Town \*

Check it properly as it appears on both your E\*Page and your E\*Card in the search results. It is also displayed in the “title” tag of your E\*Page, so that is how your company name will be spelt in the search engine results.

**While you are at it, check your company address.**

If these details are wrong, it will be impossible to locate your company on a map.

Your company name \*

Country \*

Address line 1 \*

Address line 2

Town \*

Post code \*

EU VAT number

## 5.2 Organisation, key figures

These details are advanced search criteria. If you don’t fill them in, your company is unlikely to appear in the search results.

**Company organization**

**Year the company was established**  
Add your foundation date, an indicator of your company's stability.

**Type of establishment**

**Main activity**  
Enter your main activity to enhance your visibility. This information is a filter we offer EUROPAGES users to refine their search results.

<input type="radio"/> Manufacturer/producer	<input type="radio"/> Wholesaler
<input type="radio"/> Distributor	<input checked="" type="radio"/> Service Provider
<input type="radio"/> Multi-Category	<input type="radio"/> Retailer
<input type="radio"/> Agent/Representative	<input type="radio"/> Subcontractor

**Secondary activity**  
If you have several activities, specify your secondary activities.

<input type="checkbox"/> Manufacturer/producer	<input type="checkbox"/> Wholesaler
<input type="checkbox"/> Distributor	<input type="checkbox"/> Service Provider
<input type="checkbox"/> Multi-Category	<input type="checkbox"/> Retailer
<input type="checkbox"/> Agent/Representative	<input type="checkbox"/> Subcontractor

### Key figures

These details are advanced search criteria. You will give your company a better chance of being found if you supply them.

Workforce number *	<input type="text" value="51 - 100"/>	▼
Turnover	<input type="text" value="Do not know"/>	▼
No. of sales staff	<input type="text" value="11 - 50"/>	▼
Percentage of turnover accounted for by exports	<input type="text" value="0"/> %	

[Cancel](#) [Save and publish](#)

Indicate, for example, whether your company is a wholesaler or retailer, give the size of your company. These details will enhance your company's visibility on EUROPAGES.

## 5.3 Websites - Get more clicks to your own website

Add your website urls in myEUROPAGES, they will be displayed as thumbnails on your E\*Page. As your E\*page is published on the 26 EUROPAGES sites, you multiply the chance of getting visits to your website.

### Did you know?

EUROPAGES is an excellent traffic source for our clients. On average, visitors from EUROPAGES stay on our clients' websites longer than visitors from other sources. Your company benefits from a qualified audience as our website attracts millions of professionals each month.

### Sites web

#### Liens vers les sites web

Vous pouvez ajouter 3 liens vers vos sites web. Ils apparaîtront sous la forme de vignettes sur votre E\*Page.

Site web N°1	<input type="text" value="http://www.google.fr"/>	<input type="text" value="Site principal"/>	▼
Site web N°2	<input type="text" value="http://www.levideindustriel.com/page"/>	<input type="text" value="Site catalogue"/>	▼
Site web N°3	<input type="text" value="http://www.youtube.com"/>	<input type="text" value="Site principal"/>	▼

Go to the "YOUR E\*PAGE" section and click the "YOUR WEBSITES" link.

The number of links is governed by your pack. Make sure all the fields have been filled in myEUROPAGES.

Indicate what type of site it is to your visitors. Pick it from the drop-down list: blog, catalogue site, etc. If the type of site you want to post is not featured in the list, select “Other” and describe its type in English.

Site web N°1  Autre Précisez en anglais

## 5.4 Contact details - how can your company be contacted?

How can visitors to your E\*Page contact your company... by e-mail, phone or fax?

**Contact elements**

Number of contact elements included in your pack: 20  
Add e-mail addresses, telephone and mobile numbers and give your potential customers a choice in how they contact your company.

Contact element N°1  
Company email address \*  
Department

Contact element N°2  
Company telephone number \*  
Country \*  
Department

Contact element N°3  
Company email address \*  
Department

Contact element N°4  
Company email address \*  
Department

Contact element N°5  
Company telephone number \*  
Country code  
Department

Contact element N°6  
Company telephone number \*  
Country code  
Department

Contact element N°7  
Company telephone number \*  
Country code  
Department

Contact element N°8  
Company telephone number \*  
Country code  
Department

Contact element N°9  
Phone number

Contact element N°10  
Phone number

Contact element N°11  
Phone number

Contact element N°12  
Phone number

Contact element N°13  
Phone number

Contact element N°14  
Phone number

Contact element N°15  
Phone number

Contact element N°16  
Phone number

Contact element N°17  
Phone number

Contact element N°18  
Phone number

Contact element N°19  
Phone number

Contact element N°20  
Phone number

Cancel Save and publish

Be sure you provide the exact contact details.

Give the phone number of your Purchasing Dept. if you want to position your E\*Page as part of your sourcing strategy.

Give the e-mail address of your Sales Dept. if you want visitors to send requests for quotes.

Indicate the e-mail address of your HR Dept. if you are interested in hearing from job applicants...

Go to the “Contact details” section.

**Élément de contact N°1** Sélectionnez

- Sélectionnez
- Téléphone de l'entreprise
- Fax de l'entreprise
- Mobile de l'entreprise
- Email de l'entreprise

Choose the contact detail you want to feature from the list (e-mail, landline, fax or cell-phone). The details you need to enter will vary in accordance with the selected contact type.

Elément de contact N°10 Téléphone de l'entreprise ▼

Pays \* Sélectionnez ▼

Téléphone de l'entreprise \* +

Indicatif international

Service Sélectionnez ▼

*Landline number field*

Elément de contact N°10 Email de l'entreprise ▼

Email de l'entreprise \*

Service Sélectionnez ▼

*E-mail address field*

Fill them in and pick the relevant department from the drop-down list.

If you can't find the relevant department, select "Other" from the list. It will return a blank text field that you can use to input the relevant department (type in English, because it will be displayed in all the language versions of your E\*Page).

Department Other ▼

**Note:** the number of contact details is governed by your pack. The higher its ranking, the more elements can be included. Make sure you fill in all the fields to create as many contact opportunities as you can. The additional contacts will also be featured in myEUROPAGES.

## 5.5 Videos (Section exclusively for paying members)

If you see your E\*Page as a landing page, a video is particularly effective in giving your visitors a preview of your business and boosting your company's credibility.

Present your company through interviews, events, institutional videos, presentations of your services, manufacturing processes, etc.

## Adding or modifying a video

Click “YOUR VIDEOS” in the menu in the “Videos and images” section.

Optimise your E\*Page  
D4D  
ref FRA808483-000015559001

You are here:  
Your E\*Page < Company information < Videos and pictures < Your videos  
Last edited on 2012-01-03

### Your videos

Number of videos included in your pack: 10

- 1 Upload your video on YouTube, Dailymotion...
- 2 Embed your video in myEUROPAGES
- 3 Your video appears on your E\*Page

Add a video

*Video home page when there have been no videos created*

You can add up to 10 videos.

If you haven't any videos as yet, the process is explained in the above visual. Click “Add a video” to open the creation form.

**Optimise your E\*Page**  
D4D  
ref FRA808483-000915559001

You are here:  
Your E\*Page < Company information < Videos and pictures < Your videos  
Last edited on 2012-01-03

**Your videos**

Embed your video

Your video is hosted on YouTube, Dailymotion... Paste the embed code in the text field below

Copy/paste your video's embed code

**Description of the video**

**Title**  
(max 80 characters)

**Description text**  
  
(max 200 characters) 0

[Back to the list](#)

**Video creation form**

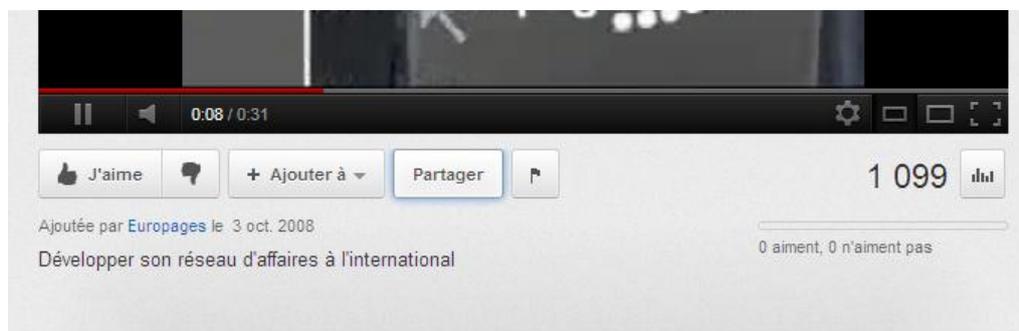
## Embedding a video by description text ing/pasting the “Embed” code from site

To embed a video hosted on another site such as YouTube, Dailymotion, Vimeo or Slideshare, just description text /paste the code generated by the host site of your video (the embed code).

### Example: embedding a video hosted on the YouTube site

Go to the [www.youtube.com](http://www.youtube.com) site page where your video is stored. You will find a row of buttons under the video screen.

- Click the “Share” button...



- Then “Embed”



- A field appears, description text the “Embed” code

```
<iframe width="420" height="315"
src="http://www.youtube.com/embed/jGhqKMj78AU"
frameborder="0" allowfullscreen></iframe>
```

- Paste the “Embed” code into the field provided by myEUROPAGES.

The screenshot shows a user interface with two tabs: "Embed your video" and "Add a link to your video". The "Add a link to your video" tab is active. Below the tabs, there is a text area with the instruction: "Your video is hosted on YouTube, Dailymotion... Paste the embed code in the text field below". Below this instruction is a large, empty text input field with the placeholder text "Copy/paste your video's embed code".

## Adding a link to a video

You can also display the links to the pages on your site where the videos are stored if you want more visibility.

Click the “Add a link to your video” tab. Enter the URL of your video, the link will appear on your E\*Page.

This screenshot shows the same interface as the previous one, but with the "Add a link to your video" tab selected. The text area now contains the instruction: "Give visibility to the videos hosted on your site". Below this is a text input field with the placeholder text "Enter the url of the page that hosts your video".

## Title and description

The next step is to add a 50-character title and a 200-character description, preferably in English (these elements will not be translated but will appear on all the language versions of your E\*Page).

The screenshot shows a form titled "Description of the video". It contains two input fields: "Title" with a character count of "(max 80 characters)" and "Description text" with a character count of "(max 200 characters)". The "Title" field has the placeholder text "Enter the title in English" and the "Description text" field has the placeholder text "Describe the video in English". At the bottom right of the form, there is a character count "0".

[Back to the list](#)

[Cancel](#) [Save and publish](#)

Click “Save and publish” to publish video on line.

Has your video been published but can’t be viewed on your E\*Page? Don’t worry, it may take a few hours for your E\*Page cache to refresh.

### Your video list

Once your videos have been created (by embed codes or links), they are listed. You can delete or change them at your leisure.

**Your videos**

4/10 video(s)

Posted on: 2012-08-09  
**EUROPAGES Sales Brochure 2012 - english**  
The EUROPAGES company directory lists 2.3 million European companies from all sectors.

[Edit](#)  
[Delete](#)

Posted on: 2012-08-09  
**EUROPAGES Premium Membership**

[Edit](#)  
[Delete](#)

Posted on: 2012-08-10  
**EUROPAGES Brochure de Vente 2012 - français**

[Edit](#)  
[Delete](#)

Posted on: 2012-08-10  
**EUROPAGES - Salon Planète Pme**  
Thierry Moreno - EUROPAGES : On favorise la visibilité des PME sur Internet

[Edit](#)  
[Delete](#)

[Add a video](#)

[Edit](#)

[Delete](#)

## 5.6 Images (Section exclusively for paying members)

Create your image bank on your E\*Page. You can add up to 10 images in myEUROPAGES, they will be published on your E\*Page. To do that, go to the “YOUR IMAGES” section.

**Optimise your E\*Page**  
BERLAINE  
ref 00000003859463-158349001

**Company information**

- ▶ Company profile
- ▶ Contact elements
- ▲ Videos and pictures
  - Your videos
  - ▶ **Your pictures**
- ▶ Business & development
- ▶ Your documents

**Visibility and ranking**

- ▶ Your keywords
- ▶ Your description

You are here: [Your E\\*Page](#) < [Company information](#) < [Videos and pictures](#) < [Your pictures](#)

Last edited on 2012-08-15

### Your pictures

**Number of pictures included in your pack: 10**



**1** Choose your pictures



**2** Upload them to myEUROPAGES



**3** They appear on your E\*Page

Need assistance?  
[Which pictures should I choose ?](#)

[Add a picture](#)

### Uploading an image

Create/Modify your image

**Upload a picture**  
You can upload images up to 50 kB max.

Select a JPG/GIF or PNG file.  
(Max size 420x420 px / weight: 10 Kb).

[Browse...](#)

**Description of your picture**

**Title**  
(max 80 characters)

**Description text**  
  
(max 200 characters) 0

[Back to the list](#)

[Cancel](#)
[Save and publish](#)

Note, your image files must be of the .gif, .png or .jpeg type and must not exceed 50 KB. Opt for square images. Optimal display on your E\*Page is achieved with an image size of 420 x 420 pixels.

Click “Browse” to select the image file.



Sélectionnez un fichier JPG/GIF ou PNG.  
C:\Documents and Settings\ [Parcourir...]

A thumbnail image appears.

### Add a title and a description

Don't forget to add a title and description to each image. You will make your image more meaningful to EUROPAGES visitors (and search engines!) by describing it. We recommend you write the title and description in English.

**Description of your picture**

Title (max 80 characters)

Description text (max 200 characters)

[Back to the list](#)

### Defining the image display order

You can also set the order in which your images appear on your E\*Page by clicking "Organise". Reverse the image order by clicking "Reverse the order", if you want to an image to be in a particular place, simply drag and drop it.

**Your pictures** *Before*

Publication settings  
Drag & drop photos to rearrange them. When you have finished, press "Save".

[Reverse the order](#)


[Back to the list](#)

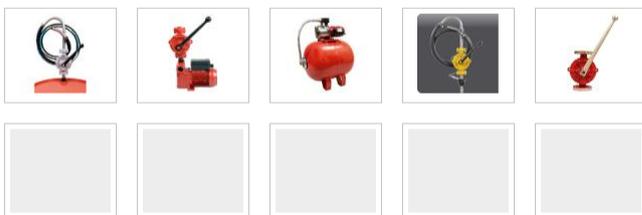
Your pictures

After

Publication settings

Drag & drop photos to rearrange them. When you have finished, press "Save".

[Reverse the order](#)



[Back to the list](#)

[Cancel](#) [Save and publish](#)

### Which images should you choose?

The images you will publish on your E\*Page will depend on your line of business and sector.

For example, you can present a photo of your exhibition stand, a picture of your new fully-automated production line, a shot of your R&D centre, a portrait of your Call Centre Manager... It all depends on what the businesses in your sector expect when they are selecting a supplier.

## 5.7 Business and development

**Markets and trade zones**

**Language(s) spoken**  
Specify all the languages spoken in your company.

<input type="checkbox"/> Arabic	<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Czech	<input checked="" type="checkbox"/> German
<input type="checkbox"/> Danish	<input checked="" type="checkbox"/> English	<input type="checkbox"/> Estonian	<input type="checkbox"/> Estonian
<input type="checkbox"/> Finnish	<input checked="" type="checkbox"/> French	<input type="checkbox"/> Greek	<input type="checkbox"/> Hungarian
<input type="checkbox"/> Italian	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Latvian	<input type="checkbox"/> Dutch
<input type="checkbox"/> Norwegian	<input type="checkbox"/> Polish	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Romanian
<input type="checkbox"/> Russian	<input type="checkbox"/> Swedish	<input type="checkbox"/> Slovenian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Chinese traditional	<input type="checkbox"/> Chinese simplified		

**Trading zone(s)**  
Specify the geographic zone in which your company operates/trades

Local  
 Regional  
 National  
 European  
 International

**Export zone(s)**  
Specify the geographic zones to which your company exports

European Union  
+ Specify the countries

Countries: Belgium, Germany, Czech, Denmark, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Poland, Portugal, Romania, Slovakia, Spain, Sweden, United Kingdom

Other European countries  
+ Specify the countries

Countries: Switzerland, Russia/Federated

Americas  
+ Specify the countries

Countries: Canada, United States

Asia, Near and Middle East  
+ Specify the countries

Countries: Lebanon

Africa and the Maghreb  
+ Specify the countries

Countries: Cameroon, Egypt

Australia, Oceania and rest of the world  
+ Specify the countries

Countries: Australia, New Zealand

**Import zone(s)**  
Specify the geographic zones from which your company imports.

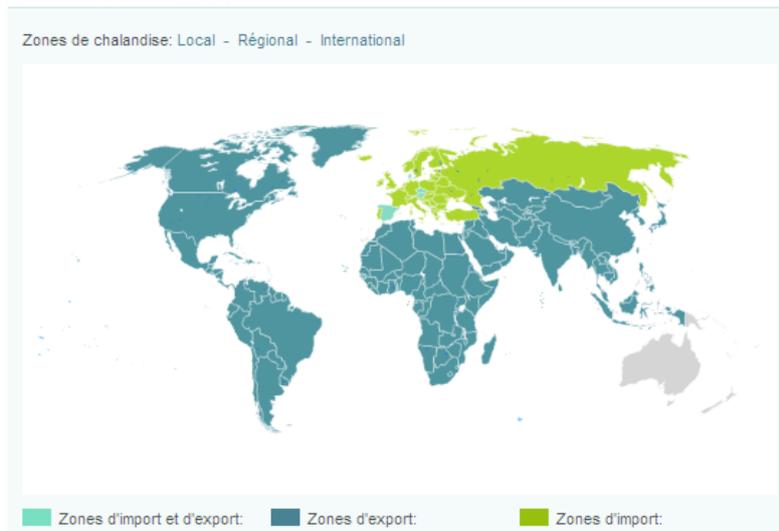
European Union  
 Other European countries  
 Americas  
 Asia, Near and Middle East  
 Africa and the Maghreb  
 Australia, Oceania and rest of the world

When a company selects a supplier, it needs to find out about its trade practices. Which languages does it speak? Which Incoterm(s) does it use? Has the company got exporting experience? To which countries?

Use myEUROPAGES to fill in these details. State your working languages, your trading area. List your export destination countries, your import sourcing countries. They will appear on a map on your E\*Page.

In myEUROPAGES

## Marchés et zones d'échange



*On your E\*Page*

You can also mention your banks and payment terms. They are the type of details that will boost your company's credibility in your E\*Page visitors' minds.

## 5.8 Documents (Section exclusively for paying members)

Use the "YOUR DOCUMENTS" section to publish .PDF files or add links to documents available on line.

### Which documents are suitable for your E\*Page?

Your business and the message you want to convey to visitors to your E\*Page are what matter, in the same way as they do for images. Here are a few examples to draw on.

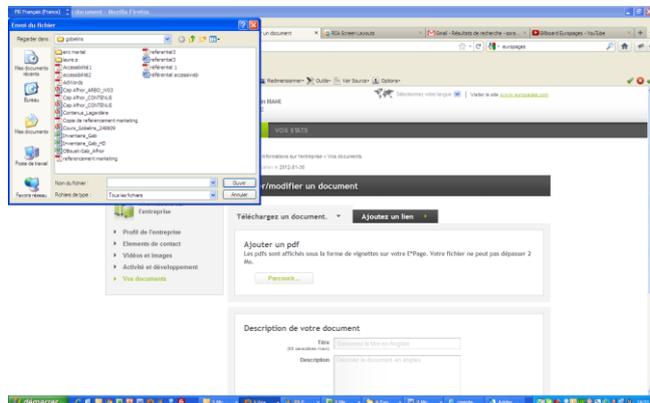
If you sell industrial components, you may well wish to publish: a product file in .PDF format, an instruction guide, your manufacturing chain or factory quality certificates, a list of your country sites abroad.

If you sell software, you may choose to publish: a .PDF document to describe and compare the various models available, a FAQ or online help document. You could also publish customer testimonials, a press release or the training seminar schedule.

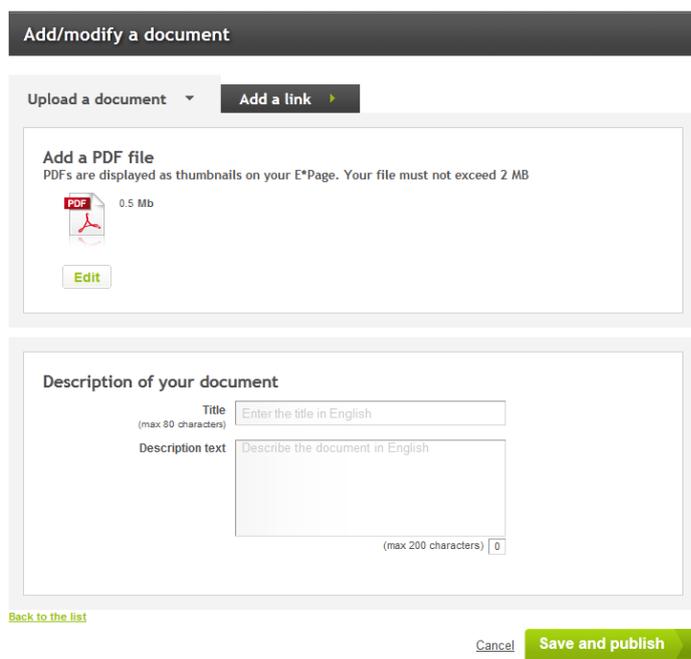
If you are a translation business, you could publish a list of your specialist fields, an excerpt from a translation, and so on.

## Publishing a .PDF document

If you wish to publish a .PDF document, make sure it does not exceed 2 MB. Click “Browse” to select your .PDF file.



*A file selection window will open.*



*A PDF icon will appear with the document size*

Add a title no longer than 80 characters and a description of no more than 200 characters (preferably in English). These details may encourage visitors to your E\*Page to open your PDF.

## Tip

When you feature .PDF documents on your E\*Page, they are indexed by search engines. The search engines index the text found in your .PDF.

Your documents will thus appear in the search results for very specific words that are used in your line of business.

Visitors who have entered these words will thus be able to read your .PDF, but how will they contact you? Before you upload your document into myEUROPAGES, make sure you embed a link with your E\*Page URL.

## Adding links to your online documents or web pages

The screenshot shows the 'Add/modify a document' interface. At the top, there is a dark header with the text 'Add/modify a document'. Below this, there are two tabs: 'Upload a document' (selected) and 'Add a link'. The 'Add a link' tab is active, showing a form with the following sections:

- Add a link**: A sub-header with the text 'Optimise the visibility of documents hosted on your website'. Below it is a text input field labeled 'Add a link'.
- Description of your document**: A sub-header with two input fields:
  - Title**: Labeled 'Enter the title in English' with a character count '(max 80 characters)'.
  - Description text**: Labeled 'Describe the document in English' with a character count '(max 200 characters)'.

At the bottom left, there is a link 'Back to the list'. At the bottom right, there are two buttons: 'Cancel' and 'Save and publish'.

You can add backlinks to your site in the “Documents” section of your E\*Page.

This screenshot is identical to the one above, showing the 'Add/modify a document' interface with the 'Add a link' tab selected. It displays the same form sections: 'Add a link' (with a text input field) and 'Description of your document' (with 'Title' and 'Description text' input fields). The 'Back to the list' link and 'Cancel'/'Save and publish' buttons are also present at the bottom.

Enter the document or page URL, it will be displayed in the form of a clickable thumbnail on your E\*Page.

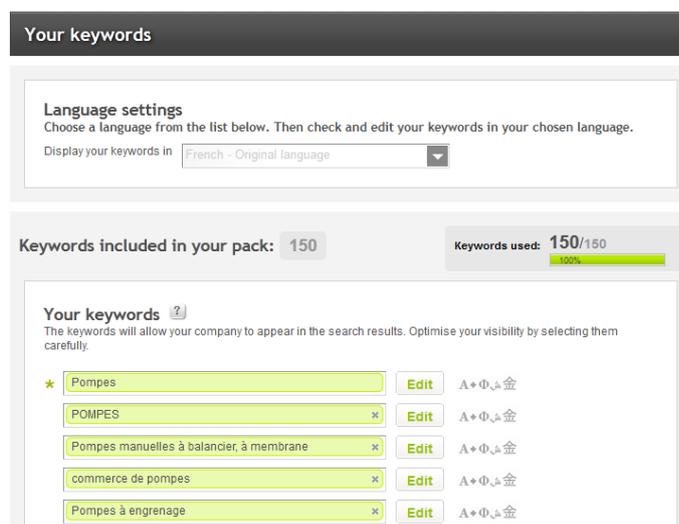
Add a title and description preferably in English to encourage visitors to click on the link.

## 6/ Manage your keywords, your ranking elements

Keywords are an example of the elements that determine where your company is ranked in the EUROPAGES (and search engine) search results.

The number of keywords is governed by your pack. Premium members, for example, have the highest number of keywords of all the packs. Additional keywords may be purchased whichever pack you have.

With myEUROPAGES, you have access to your keywords to modify them if necessary and add more. You can also edit your additional keywords.

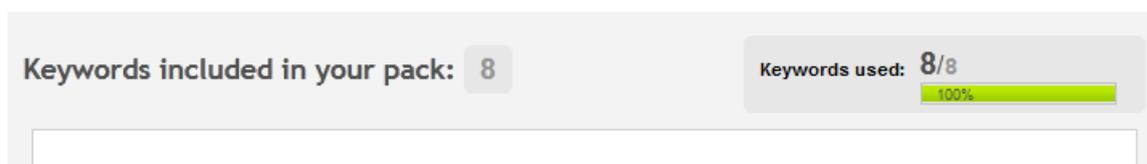


The “Keywords” section in myEUROPAGES

### 6.1 Check your completion indicator

Make sure you use all the keywords included in your pack.

Go to the “YOUR E\*PAGE” heading then click the “Your keywords” link. Check your completion indicator. Make sure you enter as many keywords as are allowed for in your offer to reach 100%.



An indicator, the completion indicator, displays the number of keywords used out of those included in your offer. In this example, the company has only used 91% of its possible keywords.

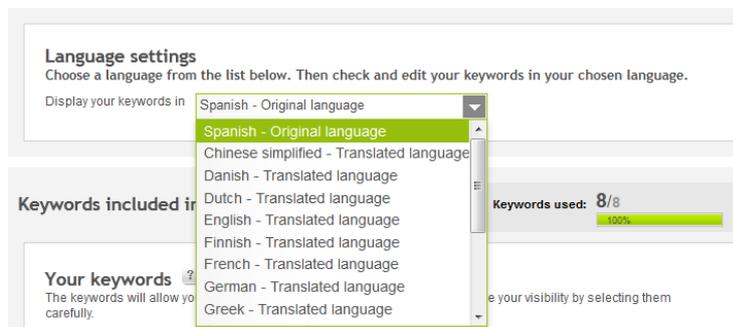
**Note:** you can improve your positioning in the search results further still by purchasing additional keywords or priority keywords. If you want to do this, [contact Customer Service](#).

## 6.2 Do you want to edit/enter a keyword?

### 6.2.1 Linguistic and auto-suggestion input parameters

#### - Multilingual customers

Your E\*Page is translated into 15 languages. You can select your keyword input language.



When you choose that language from the drop-down list, your keywords will be displayed in that chosen language.

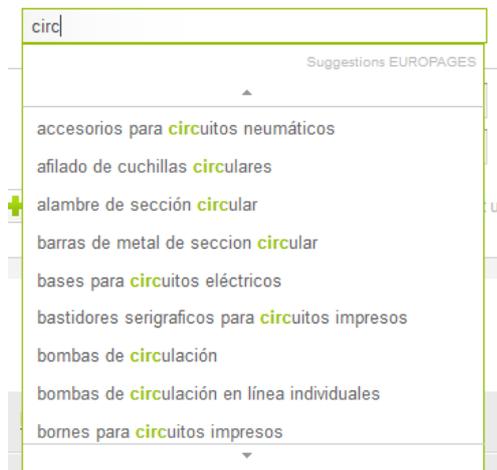
**Example:** you have chosen Spanish as your keyword input language. The keywords are displayed in Spanish. You modify them in Spanish and the auto-suggestion list comes up in Spanish.

#### Your keywords ?

The keywords will allow your company to appear in the search results. Optimise your visibility by selecting them carefully.

★	<input type="text" value="Chimeneas industriales"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="TUBO"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="CALEFACCIÓN"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="Hornos y chimeneas industriales"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="Conductos de ventilación"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="Conductos de chimeneas de acero inoxidable"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="CALDERAS"/>	<input type="button" value="Edit"/>	A+Φ🔍🏆
	<input type="text" value="in Spanish please"/>		

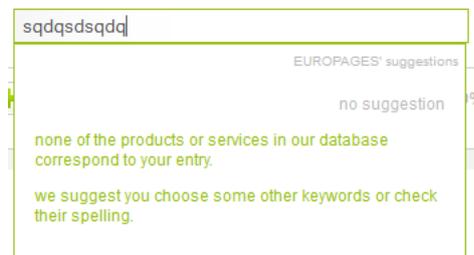
[+ Add more](#) [+ Add a brand name to bring you up to 100% and enhance visibility.](#)



**Note:** Use our auto-suggestion tool in the chosen language to input or modify a keyword. It has been devised to help you find the most appropriate word used in your line of business. The word has already been translated and thus is automatically displayed in the 15 languages of your E\*Page.

### What if your word is not in the list?

You input a word and a message pops up informing you there is no word match.



A keyword that is not in our database is a “free” keyword. It is specific to you and is translated into 15 languages by our translation network. [Contact Customer Service](#) to create a free keyword on your E\*page if none of our suggestions suits you.

### Keywords in translation

When keywords are in translation, they cannot be modified. They are distinguished in the list of your keywords by a red radio button.



## - Customers with monolingual packs

The output language is the same as the original version of your E\*Page - usually your mother tongue. EUROPAGES bases it on your country.



Thus your keywords are displayed in that language by default.

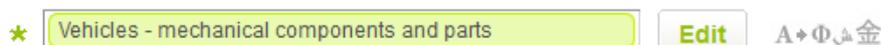
You use that language to input and modify your keywords. You have two options available to you - either you input your own keyword, or you use our auto-suggestion tool and use the words that are already in our EUROPAGES database.

You confirm your input and your keywords are sent to publication.

### 6.2.2 Main heading, the compulsory element

A main heading (one of the EUROPAGES classification labels) was attributed to your company when your E\*Page was created and is used to classify it in the EUROPAGES search engine.

It is the first keyword on the list. This information is mandatory.



If you want to modify this heading, click “Edit”.



Two options are available to you:

- Input a keyword or choose a suggestion from the list

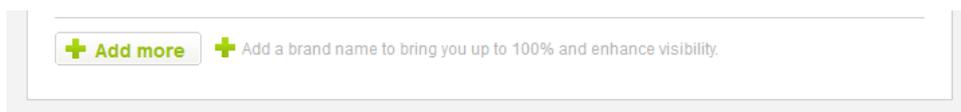


- Browse the EUROPAGES nomenclature to choose a heading



### 6.2.3 How about adding a brand name?

You can also include brand names in your keywords. Brand names are separated from your keywords in the myEUROPAGES interface. They are placed at the bottom of the page.



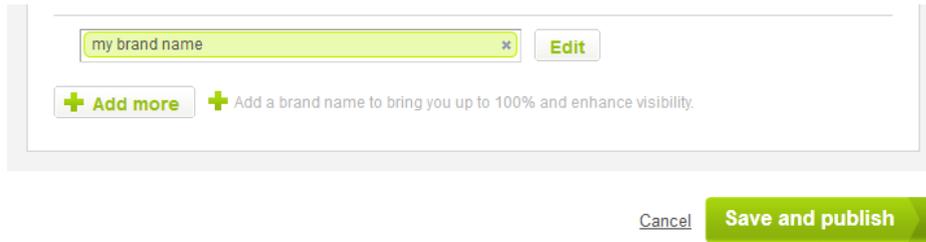
[Cancel](#) [Save and publish](#)

To add a brand name, click the “Add” button. A blank text field will open for you to input the brand name.



[Cancel](#) [Save and publish](#)

You enter the brand name and it appears on the interface.



You can add other brand names clicking “Add” at will until the uptake indicator flags 100%.

If you want to add additional brand names thereafter, you will have to [contact Customer Service](#).

### 6.3 How to check the translations

If you have purchased a multilingual pack, you may want to monitor the translations of your keywords.

To do so, click the button to the far right of each word. A window will open with the translations of the word in the 15 languages.



A window pops up with the 15 language versions and the source-language keyword.

Translation of Vehicles - mechanical components and parts
✕

Languages	Translations	Source
Chinese simplified	车辆—组件和机械部件	EUROPAGES TRANSLATION NETWORK
Danish	Køretøjer - mekaniske komponenter og dele	EUROPAGES TRANSLATION NETWORK
Dutch	Voertuigen - mechanische onderdelen	EUROPAGES TRANSLATION NETWORK
Finnish	Ajoneuvot - mekaaniset komponentit ja osat	EUROPAGES TRANSLATION NETWORK
French	Véhicules - composants et pièces mécaniques	YOU
German	Fahrzeugteile und Ersatzteile, mechanisch	EUROPAGES TRANSLATION NETWORK
Greek	Οχήματα- μηχανικά εξαρτήματα και ανταλλακτικά	EUROPAGES TRANSLATION NETWORK
Italian	Veicoli - Componenti e ricambi meccanici	EUROPAGES TRANSLATION NETWORK
Polish	Pojazdy - części mechaniczne i zamienne	EUROPAGES TRANSLATION NETWORK
Portuguese	Veículos - componentes e peças mecânicos	EUROPAGES TRANSLATION NETWORK
Russian	Транспортные средства - комплектующие и запчасти	EUROPAGES TRANSLATION NETWORK
Spanish	Vehículos: componentes y piezas mecánicas	EUROPAGES TRANSLATION NETWORK
Swedish	Fordon - Mekaniska komponenter och reservdelar	EUROPAGES TRANSLATION NETWORK
Turkish	Taşıtlar - Mekanik komponentler ve yedek parçaları	EUROPAGES TRANSLATION NETWORK

OK

## 7/ Description text ... put your know-how on record

The purchasing cycle is founded on searching for information to identify and select suppliers.

Keep the behaviour of your potential customers in mind. They will draw up short lists to select suppliers. Give them the details they are looking for through your description text.

### Check your description text

**Make sure you are accurate in describing your line of business along with your product and service features.**

The description text is responsive to searching and will thus determine where your company appears in the EUROPAGES search results. Capitalise on the 1 000 characters you have to use! Make sure that the character counter is at its highest.



Dynamics for Display: D4D ist europäischer Marktführer für animierte POS, spezialisiert auf elektronische Schaltkreise für Animation und LED-Beleuchtung, Voicemail-Boxen und Detektoren, Motoren und Drehtische mit Batterie- oder Netzstrombetrieb, Elektronik für Spiele, zur professionellen Verwendung von POS- Material und Direktmarketing.

338/500 [Modifier ce texte](#)

*The above example shows that the description text is only 338 characters long.*

Opt for the specific terms and expressions used in your trade. You will increase your chances of being found by the companies in your sector if you use the same vocabulary as your potential customers.

Identify your potential customers' selection criteria. Demonstrate your know-how and describe the specific features that set you apart from your competitors.

Write whole sentences, not just lists of words. Make sure that your keywords also crop up in the description text, but make sure you don't repeat them too often. Apart from the fact that your description text will become unintelligible for your E\*Page visitors, the search engines object strongly to that!

Start by using your company name instead of “We...” or “The company...”.

Check out the online help for more information on the do's and don'ts.

## 7.1 Display your description text

### 7.1.2 Original version of your E\*Page – 1000-character text

Please supply a 1000-character text when you create your E\*Page in a language, whichever pack you have purchased.

Click the “Your description description text” menu to check your 1000-character text.

Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: English

**TEXT PROVIDED BY: EUROPAGES Translation Network**

Collinet Grès & Béton is your specialist in ceramic and concrete products. We manufacture prestressed concrete products and provide you with a choice of terracotta covered pre-lintels.

**PUBLISHING STATUS:**  
● Online - Visible on your E\*Page

184/500 [Edit this text](#)

This text was provided by EUROPAGES. You can modify it and write your own text. The translator's text is saved so you can change your mind and retrieve it whenever you want.

Do you want another translation for this text? [Contact the Customer Service](#)

*The original version is in French. It is displayed by default in myEUROPAGES.*

## 7.1.2 Languages translated – 500-character texts (multilingual packs)

Use the drop-down list at the top of the page to display the various translations of your description text.

### Your description [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure you use the 1000 characters included in your offer.

Display your text in: English

- Display your text in: French
- Display your text in: Chinese simplified
- Display your text in: Danish
- Display your text in: Dutch
- Display your text in: English
- Display your text in: Finnish
- Display your text in: German
- Display your text in: Greek
- Display your text in: Italian

tion Network

mic and concrete products. ts and provide you with a

**PUBLISHING**  
● Online - Visible

Number of language versions included in your pack: 15

**Your description [Tips](#)**

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: German

**TEXT PROVIDED BY: EUROPAGES Translation Network**

Collinet Grès & Béton - Ihr Spezialist für Keramik- und Betonprodukte. Wir fertigen vorgespannte Betonprodukte. Wählen Sie aus unserer Sturzreihe mit Terrakotta-Hülle.

**PUBLISHING STATUS:**  
● Online - Visible on your E\*Page

167/500 [Edit this text](#)

This text was provided by EUROPAGES. You can modify it and write your own text. The translator's text is saved so you can change your mind and retrieve it whenever you want.

Do you want another translation for this text? Contact [the Customer Service](#)

The user has selected German from the drop-down list; his description text is displayed in German.

### Note

It may take some time to translate into the 15 languages provided for in your pack. When you select a language from the list, a message will pop up to warn you if the translation is not yet available.

Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: English

**TEXT PROVIDED BY: EUROPAGES Translation Network**

Translation in progress - No text available for this language.

**PUBLISHING STATUS:**  
 Text not available - No text online for this language

*The translation of the English version is not ready. A red radio button indicates that the text is not available and thus cannot be modified.*

## 7.2 Editing your description text

Click the “Modify this description text” button under the text to modify it.

Your interface will change to “editing” mode. You can then modify your description text at your leisure. You can empty the text input field by clicking “Erase this description text”. Click “Cancel” to return to your description text as it was before you started editing.

Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: French

Edit this text in Display your text in: French

La société SECUROAD est spécialisée dans les airbags, ceintures de sécurité, ceintures techniques, sangles d'arrimage, sangles de remorquage, sangles high tech, ceintures pour l'automobile. En tant qu'entreprise, nous nous sentons dans l'obligation vis-à-vis de nos clients de parfaitement comprendre leurs attentes, de développer des nouveaux produits en fonction de ces attentes, de veiller à la qualité, au caractère non polluant, à la rentabilité, à la sécurité et au respect des délais de notre production, d'observer les prescriptions légales en matière d'environnement. Qualité et perfection à toutes les étapes de la production garantissent la sécurité de nos produits : en effet, sangles et ceintures sont aujourd'hui utilisées dans des secteurs pour lesquels la sécurité est un sujet crucial, nous leur assurons donc protection et confiance ! Pour cela, notre entreprise SECUROAD est certifiée selon DIN EN ISO 9001:2008, ainsi que notre système de management environnemental 14001:2004.

**PUBLISHING STATUS:**

Offline - Not visible on your E\*Page

998/1000

[Clear this text](#)

[Cancel](#)

**Save and publish**

The interface in editing mode - you can erase the text by clicking the link or modify it by clicking the text input field

Click the “Save and publish” button to publish your new description text on your E\*page. Your E\*Page will be updated within 48 hours at the most.

### Publishing your description text

When you save your description text, it is sent for publication. The E\*Page publishing process is automatically handled every night. An indicator tells you whether your description text is online (visible on your E\*Page), offline (not visible) or being published (not visible).

**PUBLISHING STATUS:**

Online - Visible on your E\*Page

Offline - Not visible on your E\*Page

**PUBLISHING STATUS:**

Publication in progress - Not visible on your E\*Page

This text is saved but not yet visible on your E\*Page. It will be visible on your E\*Page within 48 hours.

## Translated texts

You can, if you wish, modify the texts translated by the EUROPAGES network and input up to 1000 characters.

You can view the description text that you have input on your interface (which is still in the publication process) and that of the translator which is still online. You can go back to your description text and change it as often as you need to.

Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: Dutch

**TEXT PROVIDED BY: EUROPAGES Translation Network**

DEVOPLAST SA is een Frans bedrijf dat sinds 1955 in Parijs is gevestigd. Met zijn omzet van meer dan 15 miljoen euro - en dan alleen in Frankrijk - kan DEVOPLAST SA tot de grootste bedrijven uit zijn sector worden gerekend. DEVOPLASTO SA staat vandaag de dag aan het hoofd van 4 vestigingen in Europa. DEVOPLAST SA biedt soepele, harde producten van grote kwaliteit: folie voor levensmiddelen «Alimentastique» (het grootste merk van DEVOPLAST SA) alsook platen van PVC «DEVOPLAST».

**PUBLISHING STATUS:**  
● Publication in progress - Not visible on your E\*Page

482/500 [Edit this text](#)

This text was provided by EUROPAGES. You can modify it and write your own text. The translator's text is saved so you can change your mind and retrieve it whenever you want.

Do you want another translation for this text? [Contact the Customer Service](#)

You can return to the description text translated by the EUROPAGES translation network at any time.

- To do so, check the “Yes I want this description text on my E\*Page” box.

482/500 **Publish this text on your E\*Page?**  
 Yes, I want this text on my E\*Page

**Do you have a question?** [Contact the Customer Service](#)

- A submit button then appears for you to confirm your choice.

**Publish this text on your E\*Page?**

Yes, I want this text on my E\*Page

Save and publish

(The text online will be deleted)

- If you click the button, the translator's description text is sent for publication and your own description text will be deleted (but you can always repeat the process to input new description text).

Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check it carefully and make sure that you use the 1000 characters included in your offer.

Display your text in: Dutch

**TEXT PROVIDED BY: EUROPAGES Translation Network**

DEVOPLAST SA is een Frans bedrijf dat sinds 1955 in Parijs is gevestigd. Met zijn omzet van meer dan 15 miljoen euro - en dan alleen in Frankrijk - kan DEVOPLAST SA tot de grootste bedrijven uit zijn sector worden gerekend. DEVOPLASTO SA staat vandaag de dag aan het hoofd van 4 vestigingen in Europa. DEVOPLAST SA biedt soepele, harde producten van grote kwaliteit: folie voor levensmiddelen «Alimentastique» (het grootste merk van DEVOPLAST SA) alsook platen van PVC «DEVOPLAST».

**PUBLISHING STATUS:**  
● Publication in progress - Not visible on your E\*Page

482/500 [Edit this text](#)

This text was provided by EUROPAGES. You can modify it and write your own text. The translator's text is saved so you can change your mind and retrieve it whenever you want.

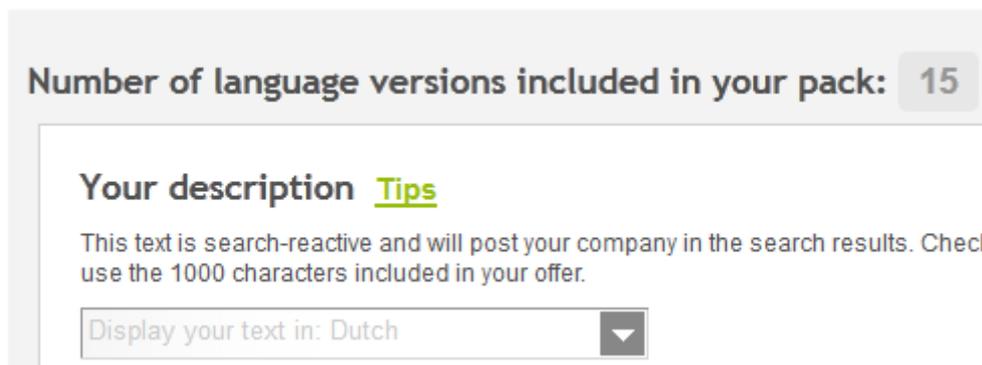
Do you want another translation for this text? [Contact the Customer Service](#)

*The user decided to republish the Dutch translator's version. It is now in publication.*

## 7.3 Looking up the guidelines on description text writing

If you would like to improve your descriptive description text but don't know where to start, myEUROPAGES has an "advice" section.

Click the "Tips" link:



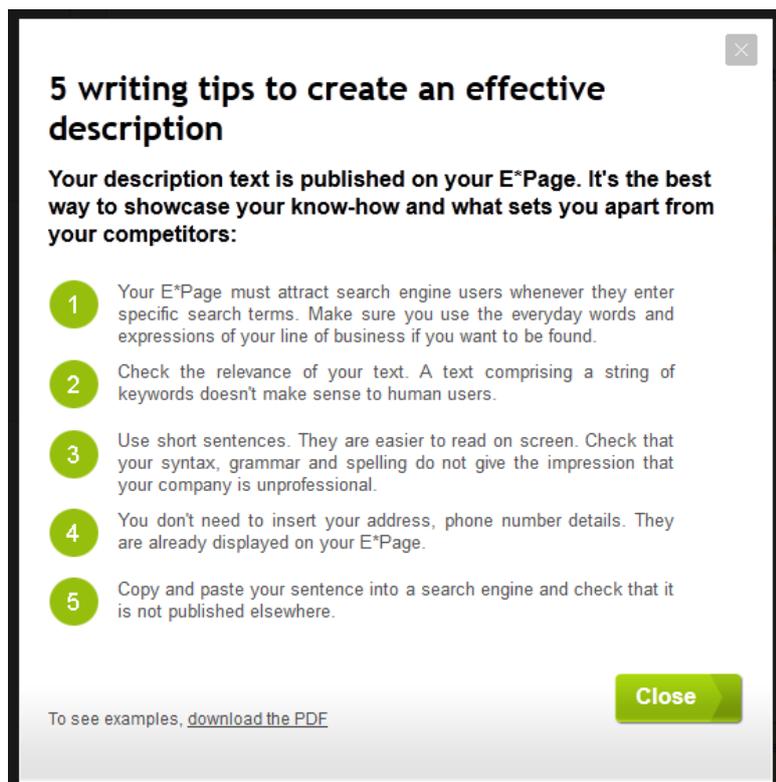
Number of language versions included in your pack: 15

**Your description** [Tips](#)

This text is search-reactive and will post your company in the search results. Check use the 1000 characters included in your offer.

Display your text in: Dutch

A window opens displaying an advertising description text checklist:



**5 writing tips to create an effective description**

Your description text is published on your E\*Page. It's the best way to showcase your know-how and what sets you apart from your competitors:

- 1 Your E\*Page must attract search engine users whenever they enter specific search terms. Make sure you use the everyday words and expressions of your line of business if you want to be found.
- 2 Check the relevance of your text. A text comprising a string of keywords doesn't make sense to human users.
- 3 Use short sentences. They are easier to read on screen. Check that your syntax, grammar and spelling do not give the impression that your company is unprofessional.
- 4 You don't need to insert your address, phone number details. They are already displayed on your E\*Page.
- 5 Copy and paste your sentence into a search engine and check that it is not published elsewhere.

To see examples, [download the PDF](#)

Close

You can also look at precise examples of what you should and shouldn't do in a downloadable PDF document.

## 8/ Monitor your statistics whenever you like\*

Monitor your statistics whenever you like to gauge the effectiveness of your E\*Page. Detailed reports are included in your pack\*.



These reports detail the key indicators, namely E\*Card views (the number of times your company has appeared in the results pages), E\*Page views (the number of times your E\*Page has been viewed), clicks-out (clicks to your own website).

You can also look at the e-mail addresses of the EUROPAGES users who have contacted your company via your E\*Page contact form... another way to make business contacts through EUROPAGES.