



# ENTRY 15 languages

## ELEMENTS TO ENSURE YOUR VISIBILITY

Your visibility on EUROPAGES is partly determined by your keywords. They ensure that you appear in results for very specific research requests that correspond to your business activity.

The Pack you choose also defines your company's ranking in results pages.

## YOUR CONTENT

A page dedicated to your company published on the 26 EUROPAGES sites. You can use different elements to personalise your E\*Page: a background image that reflects your business activity, a base line (catchphrase) and a logo to illustrate your corporate identity.

You can modify all these elements at any time by logging on to your myEuropages account. We create an account for you, then you receive a user name and password so that you can log on securely whenever you want. This means that your E\*Page reflects your latest company news in real time.

All your text and visual elements are indexed by search engines. This rich content increases visits to your E\*Page.

## 14 KEYWORDS

These elements correspond to the headings included in the nomenclature, structured keywords included in the taxonomy, «free» keywords (not included in the taxonomy) and brand names. Each E\*Page must contain at least one heading for classification purposes.

## SEO (natural indexing)

The content of your E\*Page is structured and optimised so that it is suitable for multilingual indexing on search engines.

## TRANSLATION INTO 15 LANGUAGES

Your text and keywords are translated and published in English, French, Italian, Spanish, German, Dutch, Danish, Swedish, Pouguese, Greek, Russian, simplified Chinese, Polish, Turkish and Arabic.

## PERSONNALISING YOUR PAGE

- **Logo:** format: Jpeg, Png or Gif - size: 100x100px - 10 KB max. Animated images cannot be used.
- **Cover:** format: Jpeg, Png or Gif - size: 990x260 max - 100 KB max. A 60-character base line.
- **10 videos** or animated PowerPoint-style presentations. An 80-character title and a description of up to 200 characters.
- **10 photos**, illustrations or diagrams: format: Jpeg, Png or Gif - maximum size: 700x400 - minimum size: 300x300 - 60 KB max. An 80-character title and a description of up to 200 characters.

## CONTENT UPDATES

- **1,500-character description:** 500 characters translated and published into 14 other languages.
- **30 MB of space for documents:** PDF format. An 80-character title and a description of up to 200 characters for each document.
- **Posts:** present your latest company news in the NEWS tab in the language(s) available with your Pack.
- **Company information:** type of business activity, number of employees, year created, legal status, turnover, languages spoken, terms of delivery, payment methods, etc. This is valuable information for EUROPAGES visitors, since it gives them a better overview of your company.

## CATALOGUE

One of the benefits of registration with EUROPAGES is the product descriptions feature. Depending on your Pack, you can create product pages online or we will put together your catalogue for you.

## 50 PRODUCT PAGES

Each product in your catalogue has a dedicated page with its own URL. Your offer includes one catalogue (with up to 50 pages) in one language, and you can add your own product descriptions in the 26 languages.

## INTERACTION WITH VISITORS

Your contact details serve to generate traffic to your site.

- **8 contact elements:** telephone, mobile, fax, email & Skype. You must always supply at least one valid email address, since sending emails is visitors' preferred contact method.
- **2 weblinks:** to generate visits to your website. The acquisition of external links also boosts your website's popularity and dependability.
- **Social media links**
- **30 messages a day:** the CONTACTS area in myEUROPAGES is where you will find all the messages visitors have sent to your E\*Page, and where you can answer them in a discussion thread.
- **Map:** the Google Maps service allows visitors to locate your company.

## MYSTATS

Using myEUROPAGES, you can view your statistics whenever you want and measure your E\*Page performance. The statistics include figures on visits, clicks, emails, visitors' geographical origins, etc.