

# Optimise your listing in the Move to Australia Directory



17 simple tips to help you get the  
most out of your listing



# Optimise your Move to Australia Directory listing

Here are some top tips to get the most out of your listing.

## 1 Be authentic and don't forget to show your face!

Don't hide behind your logo or brand identity. People want to see who is behind the business. If you're happy to show your face, use a close-up image clearly showing your eyes.

Potential customers want to get to know you and it's difficult to do that through a logo. If you want to use a lifestyle brand image for the cover picture in the Move to Australia Directory (which is fine as a lifestyle image can show who you help/how you help them), make sure you include a headshot in your listing page so when people click through they get to see you. (Note: The headshot doesn't necessarily need to be you - you might showcase an important team member but it helps to show a real person).

## 2 Share your values and mission

People want to know what is driving you. Why are you passionate about running this business? What are your values and what is your mission? You can highlight all of this on your own website and socials, and allow it to filter through everything you do including your listing in the Move to Australia Directory.

As Simon Sinek says: 'People don't buy what you do; they buy why you do it and what you do simply proves what you believe. In fact, people will do the things that prove what they believe.' So people will choose you if they align with your beliefs so put your values and mission front and centre!

## 3 Testimonials matter

People want to hear what other people think about your services/product. Customers want to see that your service worked for people like them, so try to showcase a variety of people's experiences. Including testimonials in your Move to Australia Directory listing (as videos, images or text) is really valuable as it makes your listing much more compelling.

## 4 Trust Pilot reviews

Following on from the above, showcasing your reviews shows transparency. You can embed your Trust Pilot reviews into your Move to Australia Directory listing easily by copying and pasting your embed code from Trust Pilot.

If you want to go next level, you can have your Facebook and Google reviews embedded in your listing too (this involves an extra step of signing up to a free app, so email us for instructions [info@smartstepstoaustralia.com](mailto:info@smartstepstoaustralia.com))

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## **5 Make your listing title clear and simple**

Say what you do and who you help concisely with a clear and simple title. If you only serve a particular location, make sure that is in your title too (i.e. Relocation Agent – helping you move to Perth). This will allow people to see you're a great fit as they're scanning the listings.

Keep your character count tight (70 characters and under, ideally) if you can - but play around with it to see how many lines it takes up. Shorter titles make it easier for people to scan. Remember, you control your listing once it has been published so you can change it as often as you like and play around to see what works best.

## **6 Offer something to readers to draw them closer to you**

In your Move to Australia Directory listing text, include a link to download a freebie, sign up to an offer or learn more. You want people who have just discovered you to take the next step. They may not be ready to buy yet – if you get them on your email list you can nurture them and show them how you can help them.

## **7 Social links**

In your Move to Australia Directory listing, include links to social media accounts that you're active on so people can follow you. It's about making it easy for potential customers to find all of the information they need about you so they can make a decision. Sending them over to your socials where they can follow you also helps them stay connected with you so they can reach out when the time is right.

## **8 Clearly show how you help your customers and what benefits you offer**

Don't just focus on sharing your services in your listing – concentrate on how your services/offerings make people's lives better or easier. What makes you different from your competitors? Use your listing to really showcase why you're the best solution for the reader.

## **9 Embed our badge as a sign of approval**

When you're in our Move to Australia Directory, you can embed our badge on your own website as a way of showing our collaboration. This is a signifier that you can be trusted - it's a great way to show social proof.

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## **10 Share your content from our site with your audience**

Make sure you share the content on our website about you. This enhances your reputation as you're being seen in trustworthy places beyond your own website. You can share your Move to Australia Directory listing, or any sponsored blog posts, or podcast interviews associated with your listing.

## **11 Make sure your own website is up to date**

I encourage my readers to do their due diligence before choosing services to help them move to Australia. One of the things I recommend my readers do is click on the brand's website and click around to make sure it feels up-to-date and accurate.

Go through your own website regularly to make sure that anything out of date is removed (including any business registrations that may have lapsed as leaving these on if they've expired can be a red flag for potential clients). refresh content so people can see your information is current and relevant.

## **12 Include special offers**

Including special offers (these could be a discount rate, or an offer of something extra for free) in your Move to Australia Directory listing is a great way to monitor the success of your listing. People don't always tell you where they heard about you, but if they know they can receive a special deal by quoting your listing then they're more likely to tell you. This can also help you stand out amongst a group of listings as it makes your offer more desirable.

## **13 Consider SEO keywords**

You can use keywords in your title and listing. Think about what things people will be searching for when they're looking for your service and include these in the content. Strong keywords will help people find your listing. SmartStepstoAustralia.com has a Domain Authority of 36 -38 which may be higher than your own site's DA. This may make it easier to rank for these keywords in the Directory than on your own website.

## **14 Use quality images**

We mentioned images at the beginning, but it's worth highlighting the importance of high-quality images. Visuals help sell your services. Make sure you include a few in your Move to Australia Directory listing in addition to the cover image as it makes your listing more eye-catching.

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## 15 Request more reviews

Continue to request more reviews from happy customers and update your Directory listing with fresh testimonials. You can date these so people can see they're recent. You can even embed video testimonials.

## 16 Check your listing at least quarterly

While the beauty of your Move to Australia Directory listing is that you can set it up and forget it and it will continue to renew annually and continue driving traffic to your site until you cancel it, it's good to get in the habit of checking your listing at least every qtr. You might think of new things to add, or special offers may need to be removed. It gives you a chance to make tweaks and test things like cover images and your title to keep your listing fresh.

## 17 Consider additional content

To get the most out of your Move to Australia Directory listing, there are a range of additional sponsored content opportunities (sponsored blog posts, Q&A interviews, customer case studies...) These can all add context to your listing and build trust with your potential clients.

Please ask us for our media kit and we can discuss options to help you reach your goals.

## Get started with the Move to Australia Directory!

I created my [Move to Australia Directory](#) as I wanted to make it easier for my readers to choose professional migration and relocation services.

I've been working hard to make my big vision a reality and I'm excited to build this into the ultimate migration resource.

Are you ready to create a winning Move to Australia Directory listing?

**[Click here to create your login & get started now!](#)**

*Wishing you the best of luck with your Move to Australia Directory listing! Please reach out with any questions [karen@smartstepstoaustralia.com](mailto:karen@smartstepstoaustralia.com).*

*I can't wait to share you with my audience!*

*Karen*