

# Premium Listing

Looking to get more overseas business? Or want to make sure vessels coming to your port know about you? Or just looking to get more local contacts? Whatever your situation, a Premium Listing will raise your profile to the maritime community and connect you with the buyers of your goods and services. Not only that, it can also increase your chances of being found on Google. So win new business in a cost-effective way and sign up for a Premium Listing today.

## Data Sheet: Premium Listing

### Win New Business – The Easy Way

You may have the best products and services in the world, but it won't do you any good if the world's ship owners, managers and shipyards don't know about it.

ShipServ Pages is the world's leading on-line maritime suppliers directory. Every week thousands of maritime purchasers representing thousands of ships and billions of dollars in spending power use Pages to source suppliers of spare parts, stores and services.

Buyers love Pages, not only because it is free to use and is the most comprehensive on-line supplier directory, but also because of its unique relationship with ShipServ TradeNet – the world's most popular maritime e-commerce trading platform. Through TradeNet we have gained a unique insight into who supplies what and where and we are using this knowledge to connect buyers and suppliers in new and exciting ways.

There are over 37,000 suppliers listed on Pages. In order to stand out from the crowd and really get noticed you need to buy a Premium Listing and start winning new business. Extend your reach to a global market place in just a few minutes!

### Straightforward and easy to use

Buyers perform searches on Pages in much the same way as you would on an internet search engine. Pages returns a list of suppliers that matches the Buyer's query but ranks Premium Listings more highly in the results. Buyers can then access the contact details of those suppliers or can send them an enquiry. Simple.

### Enhanced Contact

You can choose to start with a simple "Basic" listing on Pages, but our analysis shows that buyers are 20 times more likely to request the contact details of, or send an enquiry to, a Premium Listing supplier when compared

to those represented by a Basic listing. This is not only because Pages ranks them higher than Basic listings, but also because Premium Listings can link themselves to more categories, brands and ports. This means that your listing is related to a far wider range of search keywords.

Premium Listings are also specially highlighted in the search results page to make sure that prospective customers see your name first.

### Demonstrate credibility

Trust is also an important issue when it comes to sourcing new suppliers, especially in the maritime industry. Use the Pages document attachment feature to upload ISO certificates, testimonials and product brochures to demonstrate your credentials to potential customers. The more information you provide about yourself, the more professional your company will appear.

### Low cost marketing

Pages is especially good for small companies that want a cost effective way to start marketing themselves on the internet. With our significant investments in Search Engine Optimization (SEO), we've also made sure your listing is more easily found on search engines such as Google, generating further opportunity for you as a Pages customer. In fact, over 80% of our visitors come from search engines.

### Subscription

For your subscription you get:

- Priority placement in search results
- Unlimited # of contact details
- Full business summary (1800 characters)
- Company logo
- Link to your website
- Up to 10 product sheets or brochures

- Up to 5 Primary Supply Categories
- Unlimited listing in other supply categories
- List up to 20 ports of presence (physical locations)
- List up to 60 ports served

### About ShipServ & ShipServ Pages

ShipServ is the leading maritime e-marketplace, helping buyers and sellers to find each other easily, connect cost effectively and trade efficiently. Whether a Supplier wants to attract new customers, a Buyer needs to source new Suppliers or existing purchasing relationships require internet-enabling, ShipServ is unique in helping businesses of all sizes in the areas of web based Commerce, Search and Advertising.

ShipServ Pages is the world's leading on-line maritime suppliers directory. Over 120,000 visitors use Pages every month, with a buyer contacting a supplier every 3 minutes, 24 hours a day, 7 days a week. More than 37,000 suppliers are currently listed on Pages, and these represent every type of maritime supply company - from main engine spares to pumps and compressors and from chandlery and provisions to paint.





**Data Sheet: Premium Listing**

## Frequently Asked Questions

### How do I create my Premium Listing?

Once you purchase your Premium Listing, our dedicated 24x7 support team will send you a welcome pack detailing how you can access our easy-to-use online facility to create your listing. Simply log on with the access key we provide and just fill in the online form. Click publish and away you go! You can return at any time and update/change your listing as many times as you like.

### How can I maximise the number of enquiries I receive?

The more information you provide in your listing the more likely you are to win new business. Also, our support team will help you get the most out of your listing.

### How does ShipServ help me on Google?

Once your Premium Listing is set up, we then go through a process of editing and organizing how your webpage is stored. This includes increasing its potential relevance to specific search terms on Google as well as ensuring that external links to the site are correctly titled and in abundance. All of this means you stand a better chance of coming high up in Google search results. So for example if you're a Chandler based in Dubai, there's every chance your Pages details will come at the top of list when someone searches for "Chandlers Dubai" in Google. In fact, we have many suppliers whose Pages listing comes above their very own website.

That's because with over 37,000 suppliers on Pages our site is more popular than any one supplier's site. We effectively have more power to be successful on Google. The process of making sure your webpage has a higher chance of being found by Google is called Search Engine Optimization (or SEO).

### How can I get statistics on how my listing is performing?

As a Premium Listing, you will be allocated a dedicated account manager who will keep you informed on how your listing is performing. We'll tell you how many times your listing was viewed, how many different purchasers have accessed your listing and how many times your contact details were requested.

### What's the difference between a Premium Listing and a Basic Listing?

A Basic Listing is an entry-level listing without the rich capabilities of a Premium Listing. The table below shows an at-a-glance comparison between the two:

Feature	Basic	Premium
Search results ranking	Low	High
Full business summary	No	Yes
Company Logo	No	Yes
Link to your company website	No	Yes
Contact Person Details	None	Unlimited
Document attachments	None	10
Primary supply categories	1	5
Other supply categories	2	Unlimited
Brands covered	3	Unlimited
Ports of presence (physical locations)	1	20
Other ports served	None	60

“ShipServ helps us better manage our orders, letting us focus our resources on serving our customers.”

Hans Henrik Jensen, General Manager, Global Spare Parts, Aalborg Industries

Contact the Global ShipServ Supplier Service Centre

We're open 24 hours a day!

Tel: +44 203 111 9700

Email: info@shipserv.com

www.shipserv.com

