Carestar Directory Users Guide

This is a step by step guide to getting you listed on the directory. It is an easy process, just print off this guide and follow these instructions:

1. [Click here](http://www.carehomeentertainers.com) to go to the directory, or type http://www.carehomeentertainers.com into your browser
2. Click on "click here to add your business"
3. Fill in the registration form: these are the details to register with us, none of these details will appear on your listing.

Please note: your username <u>Can Not</u> have any spaces or punctuation.
On "Profile Picture" you don't have to upload a photograph at this point as it won't be seen on your page.

That is you now registered, now for your listing.

Select: 6 or 12 months listing (remember our guarantee "if you don't get enough work to cover the cost of this listing we will give you another 6 month free!")

Select: your Primary Classification then click submit.

This next part is about you.

Title: this is the name of your act.

Friendly URL: just click in it and let the system auto fill this for you.

Categories: highlight your main category.

Short Description: Keep this to maximum 2 lines.
The short description displays on the page where the search results are displayed.

Description: This is the main text that will go within your own full listing. Put as much information on here as you can to sell yourself.

This part is for search engines to find your listing.

Keywords: better thought of as key phrases - one to five word phrases that sum up your business. You only need about 4 or 5 key phrases at most. So for a Singer in a care home it would be things like: care home entertainer, carehome singer, day centre, sheltered housing sing-a-long, singing entertainer, etc…

Meta Description: this is what would normally be displayed in Google as the text in the results. It should be short and concise and should 'hook' the viewer e.g. Musical entertainer for care homes and day centres. A fun time to be had by all!
Meta Keywords: put the same as keywords in here.

More about you

Address: 1st and 2nd part of your business address.

Location: tick one box for you business location.

Town and Postal code: this is the address that will go on your directory listing.

Website: put a link to your own website if you have one.

Email: put your email address in here-you will receive enquiries direct from our system this will let you know enquiry came through this site.

Logo: Important-this is the photo or image that will go on your main listing.-just upload it from your pc. If your image is too large it won't accept it. You can reduce it by doing a Google search for "picture resize" or click www.picresize.com to reduce the size (megabits) of the image.

Name: this is your contact name, if it is the same as your title (part 3) re-enter this name.

Telephone Numbers: enter both landline and or mobile numbers into both boxes.

Operating Areas: Please put the Country ie (England/Ireland/Scotland/Wales) then the counties you want to work in. This is so that you don't get your time wasted by enquiries from outside your area.

Length of Show: put in how long your show runs or put minimum length i.e. from 1hr etc.

Cost: again if you are flexible with how long you perform put from £.
Scroll to the bottom of the bottom of the page and hit "Submit"

That's you!

You can now manage your listing by going to the menu on the left hand side and click on:
*Listings:-*When you are in listings you can **add more pictures**, **upload music, put on special offers** and **view your statistics**.
To get back into the system, just put your username and password in and then click on "Listings" this will take you to your listing where you can edit it.

You can now play about with it till you get it looking the way you want. Good luck and here's to lots of bookings!

Kind regards
Peter Chalmers

Please note: Listings that have images and music uploaded receive more bookings that the ones without. You have the facility to put on as much information as you can to let the customer make an informed decision on who they want to book.