

# Product: Enhanced Listing

## Listing Example

Listing Results



**Baby Signs Australia**  
Unit 1, 10 Crosby Rd, Penfolds Centre, Ascot 4007, Queensland  
Ph: 1111 1111

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[View full profile and web link](#)

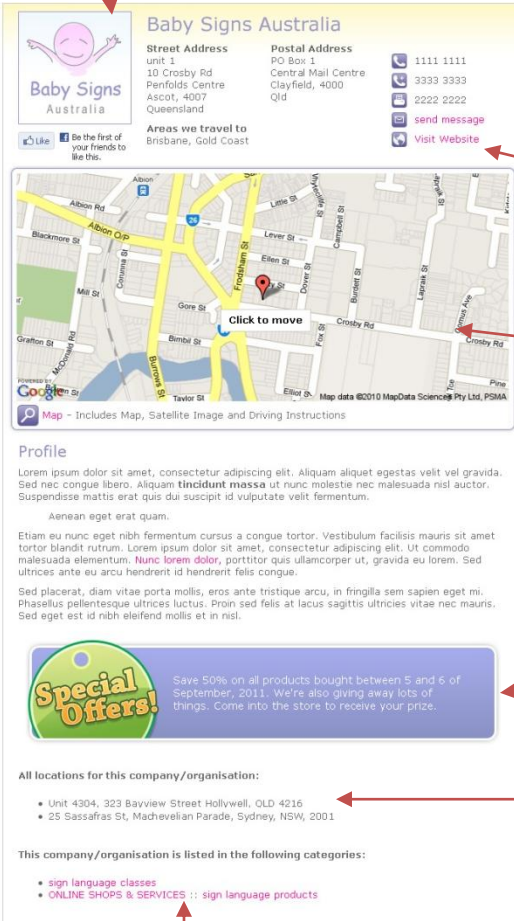
Adrienne & The Misses Bonney  
Shop 131, St Ives Shopping Ctr, St Ives, 2075 ph: (02) 9144 3000

Baby Angels  
Shop 1, 19 Belgrave St, Kogarah, 2217 ph: (02) 9553 9143

### Better Traffic and Exposure

Appears prominently at the top of the listings in chronological order, featuring an image, description, and contact details.

## Profile Example



**Baby Signs Australia**

Street Address: unit 1, 10 Crosby Rd, Penfolds Centre, Ascot, 4007, Queensland  
Postal Address: PO Box 1, Central Mail Centre, Clayfield, 4000, Qld  
Ph: 1111 1111, 3333 3333, 2222 2222  
[send message](#), [Visit Website](#)

Areas we travel to: Brisbane, Gold Coast

Profile  
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**Special Offers!** Save 50% on all products bought between 5 and 6 of September, 2011. We're also giving away lots of things. Come into the store to receive your prize.

All locations for this company/organisation:  

- Unit 4304, 323 Bavview Street Hollywell, QLD 4216
- 25 Sassafraas St, Machevelian Parade, Sydney, NSW, 2001

This company/organisation is listed in the following categories:  

- sign language classes
- ONLINE SHOPS & SERVICES :: sign language products

### Organisation Logo

Brand this page with your logo.

### Organisation Images

Images help viewers understand your products.

### Website Link

Opens your website in a new browser page.

### Map

Jumbo-sized interactive map of your location.

### Plenty of text

All words are indexed with Google and our internal search engine.

### Special Offers

Call attention to a special offer you want to promote

### All locations

Displays all of your organisation addresses

### Automatic SE Submission

To our internal search engine and Google

### Extra categories

Your listing can be in multiple categories

## Enhanced Listing Benefits

This option is designed to provide small businesses with the most cost effective advertising to Bub Hub viewers. Enhanced listings provide a range of discounts on many of the short term advertising options that play a vital part in effective marketing to our viewers.

Enhanced Listings appear at the top of all pages the listing appears on in chronological order, so first in best dressed.

Enhanced Listing Profiles allow additional details such as

- email
- additional phone number and/or a fax number
- 2,000 character description of products and services
- a logo
- 5 product shots
- SEO key phrase

All details in the profile are indexed within the Bub Hub's internal search engine and external search engines such as Google.

Due to effective SEO procedures and the age of the Bub Hub web site it is likely that a company's own profile on Bub Hub will outperform their own website in external search engines!

Bonus feature – Enhanced Listings randomly appear in the right column and in the nav bar on EVERY PAGE of the site, updated every 5 minutes.

Enhanced Listings also provide small businesses with these extra options -

- run competitions in the monthly eNewsletter. Read the competitions requirements
- discounts on the new stuff, sales, discounts and samples ads
- a discount on feature space advertising
- access to exclusive marketing opportunities
- viewer review package (price on application)

To make the most of your advertising spend, we strongly recommend adding high impact options (as outlined above) to your Enhanced spend. Talk to the Bub Hub team about the best way to take advantage of these options.

## How To Get An Enhanced Listing

Instructions are at

<http://www.bubhub.com.au/advertise/enhanced-listing.php>

## Assets You Need to Supply to Us

- Listing details such as title, description, and other text-based information
- Logo (optional) – gif or jpg, 150 x 150 pixels, maximum 35kb, no animation.
- 5 other images to showcase your organisation. The specs must be 200 x 200 pixel, maximum 35kb, gif or jpg, no animation

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## Updating your Profile

Please remember that your profile is updateable 24/7. We strongly encourage enhanced listees to regularly (at least quarterly) check the details in their profile to ensure that the messaging and images are up to date. Please do not hesitate to contact us if you have any issues in this regard.