

Quick guide on how to advertise your services or products

Step 1. Register:

- Register your interest to provide a service on Somerset Choices, click on the register option and then register as a provider
- Complete some brief details about yourself/business. Read the Terms and Conditions and if you accept these, tick the box and complete the registration.
- Once completed, an e-mail will be sent to the registered e-mail address with a link that will activate your account.

Step 2. Complete the new provider checklist:

- The local authority which covers the area in which you wish to deliver your service will review your application in order to approve it.
- To facilitate this, you must complete the 6 steps, as applicable from the new provider check list. (These are business details, approval, homepage, delivery, Terms and Conditions and catalogue).

Step 3. Manage your account.

- If successful, you will be contacted by the local authority who will inform you that your application has been accepted and your details will now appear on the website.
- You can then add more information, products and services.

Tips for providers:

- Make sure that likely search terms appear in the item description (but don't go overboard!).
- Try and list all the products and services that are relevant.
- Use images – they are more appealing to users.
- Add testimonials to the home page.
- Think of the provider homepage as a brochure and sell the company to the site's users
- Think about the categories for services and products as this will affect how many they appear in searches.
- Rome wasn't built in a day!