## **BEIA Promotional Website Listings**



All BEIA Members receive a complimentary Standard Website Listing on the BEIA website included as an additional benefit of their membership.

Take the opportunity now to upgrade to an Interactive Listing to enhance your online presence and promote your brand and product.

#### **Standard Website Listing**

#### (Complimentary)

- · Logo and Business Name
- · Capacities Table
- Contact details, link to online email form and link to own website
- Main page features up to four rotating landscape images and up to 300 words of text
- Interactive Google Map
- Ability to include social media symbols and links (Facebook, Twitter, Google Plus, LinkedIn, Flickr, YouTube and Instagram)

#### **Interactive Website Listing**

#### (Optimal Presence)\*

- As per Standard Listing, plus:
- Ability to brand every "page" within the listing, by displaying one branded banner at the top of each page
- One "News and More" page: features up to four rotating images and up to 300 words of text
- One "More Information" page: features up to four rotating images and up to 300 words of text
- One "Services & Facilities" page: features up to four rotating images and up to 300 words of text
- Image Gallery display and caption up to 20 of your images
- Video Page (one YouTube embedded video)
- One PDF brochure/ document placed online for consumer download

### **Website Performance**

Website activity 2018 - 2021		
Calendar Year	Number of Page views	Number of Referrals
2018	185,009	12,396
2019	176,020	10,258
2020*	126,291*	7,316*
2021*	148,518*	5,876*

**Note:** We consider it a referral when the user clicks through to a member website, enquires through their contact form or uses click-to-call.

<sup>\*</sup>An example of an Interactive Listing follows this page.
Please refer to the Rate Card or Booking Contract for pricing.

<sup>\*2020 &</sup>amp; 2021 impacted by COVID-19.

# **Interactive Website Listing**Features & Benefits



