FINANCIAL ADVISORY LAUNCH PROGRAMME · LIST ON THE ADVISER DIRECTORIES

# Directory profile checklist

A profile-optimisation checklist plus a directory cost and return tracker.

## 01 Complete every profile

Completeness and displayed fees are what turn a listing into an enquiry.

**Have you filled in your services, specialism, fees, location and credentials on each directory?**

**Does the name, address and phone match your Business Profile and website exactly?**

## 02 Track cost and return

Directories are a test, so measure what each one brings back.

**Directory name, your monthly or per-enquiry cost, and your profile URL.**

**Enquiries received, and whether each is wired into your CRM.**

**Return so far, and your decision to keep, pause or drop it.**

PREFER THIS DONE FOR YOU?

**Want your directory listings set up and kept consistent?**

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

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