Creating Your Finder.pm Mini Website

To create a mini website you need to have a user id and password. If you are on this page having linked from the "Create Mini Website" page you are OK. Otherwise, use the "Create New Account" link in the footer of the homepage.

(If you have already created your Mini Website and want to edit it, go to your unique web address, go to the bottom of the page to log in, then scroll back up the page and click the Edit tab below the title).

Right, let's make a Mini Website …

The Mini Website is your public page on Finder.pm. Successful searches will show this page, so it's important that the right information is shown here. The success of your Mini Website is very much dependent on what you write here, so take a few minutes to make sure you get it right.

Think about how people will search for you. Do you have an established reputation so that people will search for you by name? Are there certain keywords that people might use when searching for you?
To find out what keywords people are searching for, use the Google Keyword Planner (search Google Keyword Planner).

Only three fields require mandatory entries: Name, Metadescription and Description. You should also ensure that you set the URL Path Setting.

URL (Uniform Resource Locator) is mentioned several times in this page. A URL is the unique address of a page, image or video on the web. This will be in the format http://www.yourwebsite.com/anyfilename.extn
Sometimes https is used instead of http
The following are all examples of URL:
https://www.instagram.com/natgeo/
http://www.bbc.co.uk/news
http://www.metcheck.com/UK/
The URL of a page appears in the address bar of the browser when displaying that page. When asked to provide a social media URL, just highlight and copy it from the address bar.

If you leave a field empty, neither it nor it's label will be shown.

Working through the fields in order …

1. Name – enter the name of the business as it's generally known. So use your "trading as" alias if you have one or the name you advertise.

This is one of the most important entries in the Mini Website. It is one of the three items of information that appears in the search results from Google, Bing, etc. Results will appear in the format:

Name – from the Name entry
Web address / URL – from the URL path settings entry
Metadescription – from the Metadescription entry

So if you are Dave Jones, a plumber in Liverpool and you want your search result to look like:

Dave Jones Liverpool Plumber
finder.pm/davejonesliverpoolplumber
Dave Jones is a Liverpool based plumber with full Gas Safe certification and 10 years experience. Call me for a free quotation on a new bathroom

then enter Dave Jones Liverpool Plumber in the Name field.

The web address and metadescription are set in other fields in this form.

An entry must be made in the Name field because otherwise no one will know who you are!

2. Image – Adding a header image greatly improves the appearance of your Mini Website.

The image you intend to use should be accessible from the computer you are using to create the Mini Website. It should be on a local drive or an attached device. The image should between 200 pixels and 855 pixels high and between 300 pixels and 1140 pixels wide. This range of sizes covers a logo to a large header image. A panorama or "letter box" shape image works best. Images can be resized using the software supplied with a digital camera, Photoshop (paid product) or freely downloadable image manipulation software like GIMP2. Refer to software help to learn how to achieve the resizing.

Then use the browse button to capture the image, then Upload to upload the image to Finder.pm.

When the image is uploaded, it will be previewed in the page. Be sure to enter Alternative text in the field provided. We suggest you use the same text as your Name (paragraph 1) as this will help the search engine rankings for your Mini Website page.

Also make an entry in the Image Title field. This can be the same text as the Alternative text or text which describes the image. The Image Title shows when the mouse is hovered over the image.

3. Metadescription – this is one of the critical fields that contribute to the search engine result display.

The Metadescription is a short (no more than 150 characters) description of your business. Using the Dave Jones example from above, a suitable metadescription might be:

Dave Jones is a Liverpool based plumber with full Gas Safe certification and 10 years experience. Call me for a free quotation on a new bathroom

This is 144 characters. By using this metadescription, the search engine result would be:

Dave Jones Liverpool Plumber
finder.pm/davejonesliverpoolplumber
Dave Jones is a Liverpool based plumber with full Gas Safe certification and 10 years experience. Call me for a free quotation on a new bathroom

The metadescription should ideally repeat the text of the Title and expand it into a fuller description of your business.

An entry must be made in the Metadescription field to control the information shown about you in search engine results.

4. Telephone number – enter a phone number that can receive enquiries about your business.

If you are not anticipating calls from other countries, enter the phone number in the full national dialling format. e.g. UK numbers in the format 01234 567890

If you do expect calls from other countries, use the international format. e.g UK numbers will be formatted +441234 567890

When a user displays your Mini Website on a smartphone they can call your number just by clicking on the phone number.

A telephone number is not required, but make sure that your Mini Website has at least one way of potential customers contacting you.

5. Email address – enter and email address that can receive enquiries about your business.

Be sure to spell the address correctly. Visitors to your Mini Website can send you an email just by clicking on the email address as displayed on the page.

An email address is not required, but make sure that your Mini Website has at least one way of potential customers contacting you.

6. Website – if you have a website, you can include a link to it.

In the website Title field, enter the name of your website. This should be the same as the text that appears on the browser tab when your website is being displayed.

In the website URL field, enter the web address of your website in the format http://www.yourwebsite.com

Your Mini Website will show your website Title text as a link to your website.

7. Skype ID – enter your ID if you have one and want to use it as a means for people to contact you

8. About – here you can enter a free text description of what your business does. You can include information about your services, prices, locations, business history and more.

The Description editor uses a Rich Text format, so you can add additional elements like styled text, images or bullet points. Just type into the editor area just as if you were creating a Word document or an email. The icons in the toolbar give access to special controls like Bold or Bullet Points.

You can include images in the Description field in three ways.
   a)   images that are hosted elsewhere on the web. If the URL of the image is known, this can be pasted into the Image tool in the toolbar
   b)   upload your images. Click the Image tool and then Browse server. Use the browser window to upload and select your images.
        Click Upload, then browse to your image in the pop up.
        Click Upload in the pop up and your image will be previewed.
        Click Insert File on the toolbar.
        Click OK on the Image Properties pop up.
   c)   Images hosted on Flickr – display the image and then click the share icon and select the HTML Embed option. Copy the code. Go back to the Profile page editor, click the source button to expose the HTML code and insert the Flickr code at the point the image should appear. Some knowledge of HTML is required.

The description area is 1140 pixels wide. If you insert an image larger than that, it will resize to fit on the page. Beware that images from even basic cameras or smartphones can be much larger than this. Larger images will resize but might cause the page to take much longer to load. Images smaller than 1140 pixels wide will display at full size.
An entry must be made in the Description field so that visitors know what you do.

9. Video – if you have a promotional video hosted on YouTube or Vimeo you can enter the URL here and the video will be displayed embedded in the page. Use the URL provided by the Share option on the video page.

You now have the opportunity to create links to your social media accounts. If no entry is made, no reference to an account will be displayed. Where an entry is made a link to the social page will be shown.

10. Twitter User Name – if you have a Twitter account, enter your username without the @. So if your username is @davejones just enter davejones.

11. Facebook page – if you have a Facebook page for your business, enter the URL here.

12. YouTube channel – if you have a YouTube channel, enter the URL here. Do not link to an individual video.

13. Google+ page – a Google+ page linked to your website or Finder.pm page can help your search engine results. Enter the Google+ URL if you have an account.

14. Instagram page - if you have an Instagram page for your business, enter the URL here.

15. Yelp page – if your business serves a distinct area, a Yelp page can help with promotion. Enter your Yelp URL if you have one.

16. Pinterest page - if you have a Pinterest page for your business, enter the URL here.

17. Tumblr page - if you have a Tumblr page for your business, enter the URL here.

18. Flickr page - if you have a Flickr page for your business, enter the URL here.

19. Tripadvisor - if you have a Tripadvisor page for your business, enter the URL here.

20. Blog – if you have a blog on a website like blogspot.com or wordpress.com, enter the URL here.

21. LinkedIn – is a great way to make contact with fellow professional people. Enter the URL of your LinkedIn profile.

22. Area – if your business serves a geographical area, then make an entry here. This could be a single city, a list of towns, a county or a region. It's up to you.

23. Address – if people need to visit you to do business (restaurant, shop, gym, etc) then enter your address here The Post Code is especially important.

24. Further Content – this is a further Rich Text area which works in the same way as About in paragraph 8. You can add blog type entries, latest news or leave blank.

25. Configure URL - in the URL Path settings field you can define the unique web address of your Mini Website. Your page will have an address in the format "finder.pm/youraddress" and the "youraddress" part is configured here.

Ideally your unique address should be very similar to the Name entry at paragraph 1. So if your business name is "Dave Jones Plumber", enter davejonesplumber in the URL Path settings field.

When you save the page, if the unique address is available, the page will save successfully. If the address is already taken, an error will be shown. Amend the address to something unique. Using the Dave Jones example, if you are based in Liverpool, try davejonesplumberliverpool. Keep the address as short as possible.

Once your Mini Website page has saved successfully, it will be shown to you in preview. Make sure you note the address. You can now use the address for publicity purposes. Using Dave Jones again, his full web address would be finder.pm/ plus whatever unique address he saved e.g. finder.pm/davejonesplumber