

Tips for adding your content to the TelePlaza.com web site

Before logging in to the Supplier Center, open a word processing document and use this guide to prepare your content / descriptions.

Select your categories (sub-category) from the attached list.

For each Category you will need the following:

1. URL – web site address where you want us to send your traffic.
Link to any page on your site – OR – use tracking URL's.
2. Select Country / Select a Metro Area
3. Industry Selections (up to 3 per listing)
4. Web Site Description
5. Database Description
6. Keywords

A. Web Site Description – Limit of 180 characters

1. Use word count feature in your word processing document to count characters (in a Word.doc "Word Count" is found under "Tools: Word Count")
2. This is the description that will appear in the specific category.
TelePlaza retains the right to modify descriptions on category pages to maximize our Search Engine Optimization program.

B. Database Description – Limit of 600 characters

1. This description is what is displayed when people use the database to search for content.
2. Make sure this description is filled with the keywords that describe your business.

C. Keywords – Limit of 250 characters

1. THINK about what keywords your prospects would be using to locate specific information about your company.
2. Do NOT use words such as call center, contact center or generic industry terms – these people are already at a call center specific site so they will be entering terms like:
Dialers, telesales software, Caribbean, Offshore, DNS, lead generation, medical call center, etc.

Tips - continued

D. Industry Selections:

For EACH category you may select up to 3 Industry selections from the list below. This allows companies to be found based on their specialty.

Select up to three (3) for each Category Selection

- [Accounting / Finance \(10\)](#)
- [Airline \(5\)](#)
- [Automotive \(6\)](#)
- [Banking \(19\)](#)
- [Cable \(3\)](#)
- [Catalog/Publishing \(21\)](#)
- [Collections \(11\)](#)
- [Computer Hardware \(9\)](#)
- [Computer Software \(20\)](#)
- [Consumer Products \(9\)](#)
- [Credit Card \(4\)](#)
- Energy (0)
- [Financial Services - Brokerage \(5\)](#)
- [Financial Services - Mortgage \(10\)](#)
- [Financial Services - Other \(18\)](#)
- [Government \(6\)](#)
- [Health Care \(8\)](#)
- [Help Desk \(14\)](#)
- [Insurance \(7\)](#)
- [Internet/eCommerce \(9\)](#)
- [Manufacturing \(4\)](#)
- Non-Profit (0)
- [Other \(15\)](#)
- [Pharmaceutical/Biotech \(3\)](#)
- [Publishing/Catalog/Media \(11\)](#)
- Real Estate (0)
- [Retail \(4\)](#)
- [Telecommunications \(19\)](#)
- [Transportation \(1\)](#)
- [Travel - Airline \(1\)](#)
- [Travel - Other \(4\)](#)
- [Travel - Reservations \(1\)](#)
- Travel - Travel Agency (0)
- [Utilities \(3\)](#)

E. EVENT LISTINGS:

Adding **EVENTS** to TelePlaza.com you will need:

1. Select Event Type (Press Release, Webinar, White Paper, etc.)
2. Select a Category (Call Center Services, CC Software, etc.)
3. URL – link where we send people on your Web site.
4. Title / Description – 400 characters maximum
5. Upload Logo – 120x120 maximum image size

Each category you purchase entitles you to 1 Event Listing. An Event listing is available to your company for the entire year.

F. Application Section Categories:

(Select up to 3 with EACH Listing on our web site.)

After Hours	Lead Generation
Answering Service	Market Research
Appointment Setting	Medical
At-Home Agents	Mortgage Lead Generation
Automated Voice Broadcast	Off-Shore
B2B	Order Processing
Catalog	Outbound
CRM Services	Outbound – Sales
Collections	Pharmaceutical
College Market	Political Phone Rooms
Consumer Affairs	Political Research
Direct Marketing	Publishing
Direct Response	Sales
Dispatch Services	Telecommunications
Financial Services	Telemarketing List
Health Care	Telemarketing Software
Help Desk	Utilities
Inbound	Voice Mail
Inbound – Order Taking	Web Call Centers
Inbound – Information requests	Other
Interactive Voice Response	

Please call us if you have questions

1.800.422.4932

1.402.932.7467 (Outside the US and Canada)