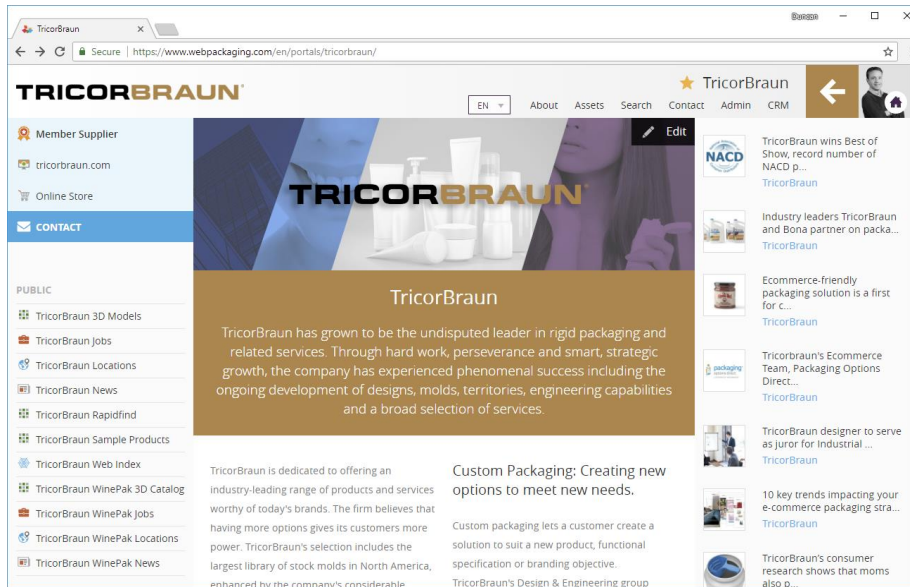


WEBPACKAGING SEARCH
OPTIMIZATION (WSO):

INCREASING VISIBILITY AND
EXPOSURE ON THE WEBPAC
PACK CLOUD

SEARCH OPTIMIZATION OVERVIEW

Optimizing your presence on the Webpac Pack Cloud via www.webpackaging.com is important if you want to improve your ranking and get easily found by brands looking for your products. Optimization can lead to more traffic for your content and ultimately increase lead generation for your company.



WHAT IS A SUPPLIER PORTAL?

A Supplier Portal is a company's presence on the Webpac Pack Cloud. Each portal features an overview of the company, core administrative tools, and storage for all your diverse types of content.

It is important that your Supplier Portal be accurate, up to date, and optimized. Your portal and content will appear in search results and other tools making it easier to learn about your company and products.

Content stored in your Supplier Portal can include company locations, corporate news, product information, brand launches, videos, catalogs, specifications, 3D models, and more. All content should be tagged by Webpac's Packtag technology. Packtags include over 2,000 tags by region, market, component, machine type, materials, services, product characteristics, and others.

CORE SUPPLIER PORTAL SET-UP CHECK LIST

- 1) A key contact should be assigned as the administrator (write to content@webpackaging.com to gain access to your portal and assign an administrator)
 - a. In **Supplier Portal -> Admin -> User**, at least one active person should be assigned as Portal Admin though you may have several people with the same credentials in order to ensure content is updated consistently

- 2) Basic company information should be set-up
 - a. **Supplier Portal -> Admin**
 - i. An e-mail address which will receive contact form submissions
 - ii. Check alternative names and add common spellings
- 3) Portal home page should be set-up
 - a. **Supplier Portal -> Edit**
 - i. Text (both columns)
 - ii. Header image and logo
 - iii. Preferred colour scheme
- 4) Users should be kept tidy (old users deleted, rights assigned)
 - a. **Supplier Portal -> Admin -> Users**
- 5) If the company is a subsidiary, the parent company should be assigned:
 - a. **Supplier Portal -> Admin -> Related Companies**
- 6) Primary map (HQ) location should be set up
 - a. **Supplier Portal -> Admin -> Maps**
- 7) Company Packtags should be assigned
 - a. **Supplier Portal -> Admin -> Packtags**
 - b. The "Auto Set Packtags" button will scan existing content and create tags, which can take a few minutes (make sure you delete non-relevant tags when it's done).
- 8) If your company is a Webpackaging Member, make sure to work with the Content Team to review your package, define it correctly in the database, and set banner adverts:
 - a. **Supplier Portal -> Admin -> Membership**
 - b. **Supplier Portal -> Admin -> Banners**
- 9) Contact form test should be performed. Send a test contact message to the company. Ensure that the message is received by email (as well as being stored in the system).
 - a. **Supplier Portal -> Contact** (for sending)
 - b. **Supplier Portal -> Admin -> Messages** (for checking)
- 10) Statistics should be checked and reviewed:
 - a. **Supplier Portal -> Admin -> Statistics**

SUPPLIER CONTENT SET-UP

To add a content App, from the home page of a supplier portal, choose the sort of content you wish to display. Each App is designed to offer specific formatting and usage. Some are brought into Webpackaging areas automatically, so make sure they're clean and attractive to users.

Apps that portal administrators have access to include:

- Blogs & Forums
- Catalog & Specs
- Document Share
- Image Gallery
- Jobs

- Locations
- News
- Presentations
- Requests
- Video Library
- Visit Reports
- Web Content

YOUR OWN 3D STUDIO

The three types of 3D models on Webpackaging are defined according to their use.

UNIVERSAL MIX-&-MATCH MODELS

These models are designed with very specific aspect ratios such that they can be combined with other items in the 3D universe. They're normally bottles and caps with standard neck sizes, like the ubiquitous 24-410.

STAND-ALONE MODELS

Just about anything can be made into a 3D model, even if it doesn't need to jibe with other parts. Boxes, compacts, jars, airless packs, syringes, tubs – you name it!

PRODUCT CONFIGURATORS

Advanced functions for models can be tailored to create an incredibly immersive experience where products can be matched among themselves, limited to specific colours or combinations, have specific optical properties such as transparency or reflectivity locked, and much more.

SUPPLIER CATALOG & SPECIFICATIONS SET-UP

Each supplier can create a catalog online for a fair cost. The catalog can be as detailed and as replete with data as required. Many customers even use their Webpackaging as the primary data source for their website. That way, they must only maintain one catalog in one place and the structure is optimized specifically for packaging professionals and brands seeking product details.

Creating a catalog can be as involved or as simple as one makes it. For more details, look at our basic catalog editing video. More complex structures should stem from some sort of initial data transfer between existing materials and the Webpackaging format.

SETTING UP A COMPANY PORTAL

Make sure to go through the steps *in order* should you need to create a new company presence on the Webpackaging platform.

1. Check if the Company Portal exists using different spelling and name options. If it doesn't, go to Create Company from your user screen
2. Once you are in the Company Portal click on Edit and add:
 - Company descriptions (left and right columns)

- A high quality Header image in .jpg format (minimum 1400px wide by 400px or so high)
 - Profile descriptions in other languages (if applicable)
3. Go to Admin and add all Social Media profiles, eStore websites, or App links
 4. Go to Admin/Maps to set their primary location and a nice Google street view (some countries don't have Google street view available)
 5. Go to CRM to add additional domains, and import users based on the domain
 6. Go to Admin/Users to add any other users, and set the appropriate contact as Admin, Edit, Messages, Sales contact
 7. Add relevant content and Packtag it
 8. Go to Admin/Packtags and set Packtags for the company
 9. Go to CRM to rank the company and update the sales process

ADDING CONTENT

Different content asset types will need different data points and materials. For most assets, you'll need a simple **title**, a **short description**, the **full text** of the article (if it is an article), at least one fair-sized **image** (we recommend about 800px x 800px), and ancillary **files** should they be required. All assets that go in e-mail alerts display a title, short description, and a thumbnail image.

Use the **Locations** app to define subsidiary locations

Create a **News app** and define articles according to content:

- **Company News** items are for key hires, new factory locations, corporate mergers or purchases, and other things directly related to the company as an entity. These articles appear on the Webpackaging news page.
- **Product info** articles outline details about specific products and specifications. These articles also appear on the Webpackaging news page.
- **Innovations** are about genuinely innovative packaging concepts. This category is reserved for use by Webpackaging editors and may not be selected by site users or company portal admins.
- **Brand Launches** refer to specific packaging items being used by brands on the market. These articles appear on the Webpackaging trends page.

Remember to use folders to categorize content correctly. Don't add news article to the root folder, it gets messy quickly.

Create a **Catalog** app to develop a full, digital product catalog. Be very careful when assigning Packtags, they should be **highly accurate** to guarantee proper search results.

Use an **Image Gallery** app to showcase high quality images of products, latest brand launches, events, etc. Steer clear of catalog-type images, those are best paired with actual product specifications in a catalog. Keep images tidy with subfolders and make sure to Packtag each one with the right tags.

Blogs are excellent for data streams with less information, they are not meant to replace website blogs or full product/company articles in a News app. Use a blog only if your company consistently puts out tweet-sized missives.

Do not rely on the "**Auto Set Packtags**" feature as a definitive action – always double check those results and add/remove tags as required. Always check the tags are relevant to the

primary content. Inclusion of company description text will always bring up tags that are not related to the article.

If you are taking text from a website or a document (PDF, Word doc), always make sure to copy/paste into a plain text editor like Notepad first, clean it up, THEN copy/paste from there into the required text field. If not, odd formatting may occur due to hidden characters and instructions specific to Adobe or Microsoft..

Follow the **title naming conventions** generally used on the Webpackaging website, and give assets good titles, proper short descriptions, etc. On Webpackaging, titles follow a simple “sentence format”, with the first word capitalized and the rest in lowercase.

If you are translating from a language into English, make sure NOT to use Google translate as your primary translation source. Content should be in legible English for the international business market. Internal terms may be acceptable for sales people and clients, but not necessarily understood by the majority of users worldwide. If your company refers to “cruets” and everyone else says “bottles”, then naming your lines using the former term will not yield many contacts as people will not search for it as often. “But WE say this...” is never a good argument in favour of connecting with new clients.

If in any doubt about the quality of the content you are uploading, do not add it. The content team is always willing to help evaluate text, images, documents, and other assets. Just send us a copy at content@webpackaging.com. The Webpackaging community thrives on high quality content which is tagged correctly, is defined as the right object type, offers excellent imagery, and is of genuine value to brands or suppliers.