

Getting Started with the Womb to Bloom Directory!

Congratulations on your decision to participate in the Womb to Bloom Directory. We're certain you'll find it worthwhile and rewarding as our community continues to grow. Your involvement is greatly appreciated.

Adding your business to the Womb to Bloom directory is quick and easy. Simply register with our website and then select the "Add Your Business" option on the Provider Directory landing page. We have tried to make the process self-explanatory but do provide a [Step-by-Step Video Tutorial](#) that you can follow as you create your business profile.

The screenshot shows the Womb to Bloom website interface. On the left, there is a 'Login or Register' section with fields for Username and Password, and a 'Not Yet Registered?' link circled in red. A callout bubble labeled 'STEP ONE: REGISTER!' points to this link. In the center, a navigation menu for the 'PROVIDER DIRECTORY' is shown, with 'Add Your Business' highlighted in green and circled. A callout bubble labeled 'STEP TWO: ADD YOUR LISTING!' points to this option. Below the menu, there is a search form for 'Maternity & Baby Services Directory' with a dropdown for 'Maternity-Baby Photography', a 'State' dropdown, and a search radius of 10 miles. The website header includes the Womb to Bloom logo and navigation links like 'HOME', 'OUR COMMUNITY', 'FORUMS', 'BABY SHOWCASES', 'PROVIDER DIRECTORY', 'FEATURED ARTICLES', 'BLOGGIN'', and 'FIT MOM, FIT BABY'.

Depending on how much information you want on your profile, it should only take 15-20 minutes to create your listing. It's a small investment of time that will pay big dividends as our community grows. Keep in mind that you can edit and enhance your listing **at any time** and our [support team](#) is here to assist should you get stuck or need clarification.

Short on Time? You can also opt to use our custom design services whereby we'll create your business listing and handle your profile design for only \$35. More details are available at <http://www.wombtobloom.com/vendors.html> or you can [click here to purchase this option](#). Within 12-24 hours, your business will have a beautiful listing on Womb to Bloom!

Making the Most of Your Listing

Because we provide more than a basic directory listing, you'll want to take some time to create a listing profile that will impress those who see it. Your listing will help shape a visitor's perception of your business so it's vitally important that they're left with a positive impression.

Let's look at each of the components of a directory listing and the things you can do to make sure you deliver the strongest impact possible. Remember, if you're worried about making the best impression, you can always bring on our design team and we'll handle all of the following for you.



Business Snapshot in Search Results

The search results that new moms see after conducting a search will display your icon image, address, and your tagline.

Search Results

Found 1 results while searching for



Mamarazzi Photography Studio

350 5th Avenue - New York, New York 10018

The best photography studio for the best moms in Manhattan and beyond!

[Read More](#) [Customer Reviews](#) [View Photos: 3](#) [Distance: Less than 5 miles](#)

Icon: The icon is a 125x125 image and this can either be your logo, a snapshot of your logo, a photo of you or your facility, or perhaps a photo from your portfolio.

Address: If you are a home-based or remote business and don't want to list a street address, simply add something like "Serving all of Metro Atlanta" or another text snippet in the Street Address field to state the area you serve. It is required that you still leave your city, state and zip code or you simply won't be found when new moms search.

Tagline: Your tagline is essentially your chance to provide a one-sentence impact statement or headline about your business or services. This is the first statement moms will see about you so try to grab their attention. You can mention the areas you serve, holiday specials, anything you wish.

Logo and Icon Image

For branding purposes you'll want to make sure you upload your logo and icon image to your listing.

Logo: The logo is a 200x200 image and even if you don't have a logo you'll still want to add a photo of yourself, your facility, or a photo from your portfolio gallery. The image you upload will be resized automatically so don't worry if the image is larger than these dimensions.

Icon: As mentioned above, the icon is a 125x125 image that is displayed on the search results page and it can be your logo or a photo.

Address and Contact Information

Obvious in its purpose, you'll want to make sure that the information you enter is accurate so that new moms can not only find you, but also contact you for an appointment.

Are You a Home-Based or Remote Business? Sometimes a provider may be home-based or remote. If you don't have a physical business address, simply enter a location or service area snippet in the Street Address field.



For example, if you are in Atlanta, Georgia and don't want your home address listed then your address could be:

Serving Metro Atlanta and Surrounding Areas
Atlanta, Georgia 30301

While a business with a physical location might look like this:

123 Main Street – Suite A
Atlanta, Georgia 30301

Business Description

This is the heart and soul of your listing so you'll want to make sure you do a good job of motivating people to want to learn more about you and your business. You can certainly just copy and paste text from your website or an About Me page but make sure you add some colorful and/or bold text to draw attention to yourself.

Some top discussion points to include in your business description include:

- An introduction to you and your business
- Different services that you offer (not prices, just share what it is you specialize in)
- Certifications, Training, Licenses, and Accolades
- Reasons why new moms should feel comfortable with you

Maternity & Baby Services Directory

Mamarazzi Photography Studio

Maternity & Baby Services Directory Add Your Business - FREE!

[Report Listing](#)

Business Snapshot	Packages & Services	Photo Gallery	Map & Directions	Customer Reviews
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Mamarazzi Photography Studio
350 5th Avenue
New York, New York 10018
Telephone: **555-555-5555**
Contact Person: Your Name
Website URL: <http://www.mamarazziphotographystudio.com>

Your Description Goes Here!

Then you can write some text about how **wonderful** you are.

You can also add bulleted lists for some nice appeal if you wish...

- › Like this
- › And this
- › And even this!

Come see us at [Mamarazzi Photography Studio!](#)

Google Map with Directions

If you enter a physical address (not a service area snippet like the above example) then a Google Map will be automatically created for you and placed within your listing. While new moms can get directions via Google Maps, sometimes you need to provide additional details that only your personal insight can provide.

For example, you could explain where to park, which elevator to take, landmarks to look for, etc. If you are a home-based or remote business then you can use the Directions area to explain the areas or locations that you service and your policies with regard to on-site travel and work.

Website/Blog Links

Aside from the website link we provide in your listing, you can also add links to your blog, Twitter account, Facebook page, etc. by adding the URLs in your Business Description area. For example, if you had a blog, a Twitter account, and a portfolio that you wanted to point people to, you could add the following to your Business Description:

Visit our Blog at <http://www.wombtobloom.com/blog>

Follow us on Twitter at <http://www.twitter.com/wombtobloom>

View our Complete Gallery at <http://www.wombtobloom.com/showcases.html>

In addition, if you decide to write articles or blog posts for Womb to Bloom then you'll also want to add links to what you wrote so that you can establish yourself as an expert. For example, if you were a massage therapist and wrote an article about the benefits of a prenatal massage therapy technique then you could link to the article on your Description page.

Packages and Services

This area is where you will share available packages so that new moms can see what you have to offer. You don't have to list prices, especially if the prices change from time to time, but you will want to make sure you provide enough of a description that moms feel comfortable with you.

Avoid using a general statement like, "We offer a wide range of packages for you to choose from!" as that won't carry much impact. Instead, talk about specific packages, what's included, the different options you offer (in-home, remote, etc.), and any current specials you may be running.

The more you add to this section, the more proficient, flexible, and accommodating you will appear so take some time to make this page look as attractive as possible. Remember, you can edit your listing at any time so don't worry about making it perfect the first time.



Photo Gallery

Photos always have more impact than words as it provides new moms with a clear look into you and your business. We allow for up to 10 photos and we suggest that you not only use all 10 slots but that you swap out your photos every few months to keep your listing fresh and updated.

You can upload photos of your choice but here are some helpful ideas:

- Facility Photos (exterior and interior)
- 3D Ultrasound shots that you have captured
- Photos from your portfolio gallery
- Photos of babies and/or moms you've worked with



Customer Reviews

The more positive customer reviews you have, the more opportunities you will receive as a Premium Provider, but the benefits of reviews don't stop there. As you acquire more and more reviews, your business will gain instant credibility with new moms searching for a local provider. [Click here for complete details on our Premium Provider Program.](#)

After all, if they have a choice between a facility with few or no reviews and your 'Premium Provider' facility with a dozen positive reviews, which provider do you think they'll be more comfortable with?

We had a wonderful time and the photos were so beautiful!

0 of 0 people found the following review helpful

It was a lovely time and the photographer did a great job capturing artistic and creative shots. We'll definitely use this studio again after the baby is born!

Type of Portraits: Mom and Maternity • Family and Maternity
Location of Sitting: Outdoors

Recommended?

Overall rating:	★★★★★ 5.0
Comfort Level:	★★★★★ 5.0
Quality of Photography:	★★★★★ 5.0
Professionalism:	★★★★★ 5.0
Creativity:	★★★★★ 5.0

Was this review helpful to you?

Reviewed by WombToBloom
February 06, 2009

[View all my reviews](#)
[Report this review](#)

Here are some great ways to get as much mileage as possible from positive reviews:

- * When you know that new parents were satisfied or elated with your service and their experience, ask them to leave a review on our web site. It only takes a few minutes and most will be more than happy to do so.
- * Many providers receive thank you notes, emails, or phone calls from moms and dads thanking them for all that they have done. When you receive such notes, point them to your Womb to Bloom listing for a review while they are still passionate about their experience.



- * Provide a link to your Womb to Bloom profile on your web site so that moms and dads can easily link to leave their review. You can also provide a link in a follow-up email thanking them for their business.
- * Encourage your customers and clients to take advantage of our FREE bonuses and mention that you would appreciate a review once they register. This will further motivate them to visit our site and leave a review.
- * When you receive a positive review on your Womb to Bloom listing, copy and paste it to your primary site along with a link to your Womb to Bloom profile so that your website visitors can also see the review. This will double the benefit gained from your reviews!

Search Engine Visibility

To help provide our vendors with additional exposure, we allow for the addition of META Description and Keyword tags when adding their listing.

META Keywords Tip: Limit this to 6-8 keywords for optimal results. Use keywords relating to what you do as well as your city. For example, if you are a 4D ultrasound provider in Las Vegas, Nevada, you might enter: ultrasound, 4d ultrasound, 3d ultrasound, las vegas, nevada ultrasound, sonogram.

META Description Tip: Limit this area to two or three sentences and use some of the above keywords for optimal results. For example, the same Las Vegas 4D ultrasound provider might enter: *Our Las Vegas 3D/4D Ultrasound Center provides 3D and 4D ultrasounds in and around Las Vegas, Nevada. Come see us for Las Vegas 3D and 4D ultrasound.*

Final Thoughts

When sitting down to create your listing it's important to keep these three things in mind:

1. You can edit your listing **at any time** so don't worry about making it perfect from the start.
2. Taking 20-30 minutes to create an attractive listing or hiring our design team to do it for you will pay big dividends when new moms visit your listing.
3. You don't need to reinvent the wheel if you already have a website. Simply copy and paste your site text and you should be done in no time. Be sure to add some great photos to your gallery for added appeal.

Should you need more information on our program or if you have general questions, please contact us via email at vendors@wombtobloom.com or visit us online at <http://www.wombtobloom.com/vendors.html>.

Act quickly! The sooner you add your business to our directory the sooner you can take advantage of everything our program has to offer. We look forward to welcoming you to our directory and we're here should you need any guidance.

