

Digital Advertising Solutions

Your way to improve
online visibility
and attract B2B audience



KOMPASS
Your route to business worldwide

How can you create and optimize your Products?

80%

of B2B buyers search for products and services on the Internet and on many different online sites so it is key to provide all the information related to your company and detailed product portfolio to be sure that you don't miss any opportunity.

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B2B buyers perform up to 12 online searches before the first contact to a company happens. During these searches, they discover and compare so we need to be also sharp and catchy.

With this User Guide you will learn how to optimise your Product posts and get the most out of your Booster Subscription increasing your online visibility and engaging with buyers, so let's get started!

Kompass Key advices:

How shall I format the text ?

- B2B buyers prefer figures and technical details to roman
- B2B buyers need to quickly spot if the product will fit their needs
- Google likes succinct sentences.
- Short paragraphs are more readable.
- Bullet lists:
 - helpful to go straight to the point.
 - one bullet, one idea.
 - ie format:
 - Core idea #1: Explanation based on advantage of the product.
 - Core idea #2: Explanation based on advantage of the product.
 - ie:
 - Wide spectrum: Can be used in many situations. Perfect for xxx, yyy and zzz.
 - 10 years warranty: The xxxxxx is made with nondestructive material, usually used for xxxxxxxx.

What if the product is a machine ?

- It should be mentioned “machine” (or equivalent) in the:
 - title
 - H1
 - meta description.

Need ideas and keywords ?

<https://keywordtool.io/google> (free version)


COMPANY PROFILE / Products & Services



These are the bread and butter of any B2B Marketplace. A good product page can serve as both SEO content and a PPC landing page so please take the time to full fill this Section as it is KEY to Succeed.

Click on
Products
& services







Ye and Co


Completeness for your profile 87.5%

[Update my company profile](#)

[Update my product posts](#)

 DASHBOARD

 MY PROFILE ^

 COMPANY PROFILE v

Company info

Activity description & keywords

Activity sector

Products & services


Catalogues & Videos

News & Events

Customised Background Image

Brands

Client references

 VIEW MY COMPANY PROFILE

Products

Manage your showcase here!

You have 5 products posted on Kompas.

Don't hesitate to optimise your product exposure in adding the maximum number of Product Posts allowed by your status.

Feed your show case and make it alive!

Use drag-and-drop to change the display order on your company profile.

Download the [Template file](#) and import your products posts massively.

Take care about the mandatory fields and don't forget to add product images (Format : jpg, png / 680x390px / 100Kb max).To be loaded, file(s) must be loaded under .zip format


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UPLOAD MY PRODUCTS

1

[Post a new product](#)

Products and services






Coffee Table c

Published on Mon

Category Indu

contractors



Add a translation

You have 2 ways to create your Products:

1. One by One
2. Massive Upload

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4. COMPANY PROFILE / Products & Services



Considering that 80% of the Buyers search by product and/or service, the product post is key.

Remember, the more Content and details you give about your products, the better impressions and results you will get.

- 1. **Language:** Don't forget to choose the language of the product post as this will help us index correctly your products.
- 2. **Price:**
 - It should be specified as much as possible
 - Products with indicative price receive more quote request and avoid waste of time.

1

New product

LANGUAGE :

Select language

TYPE *

Product

Service

TITLE *

Title

2

FROM

Price

AED

Price on request

PICTURE

You can add up to 3 images to illustrate your product / service

UPLOAD

UPLOAD

UPLOAD

Télécharger le logo de votre entreprise (4Mo maximum)

VIDEO

DESCRIPTION *

CHARACTERISTICS OF PRODUCT OR SERVICE

Type

Brand

Origin

Model

Certification

Dimension

Label

4. COMPANY PROFILE / Products & Services



3. Title: Please find some Tips to follow

- Format: {Product name} - {model if applicable} - {Brand} - {Strategic keywords} - By {Company Name}
- More than 30 characters if possible
- Less than 60 characters if possible

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4. Pictures: Show the best face of your products by adding up to 3 images that could give a better idea of your product to potential buyers.

- Should be unique (not available on another website)
- High resolution pictures
- Many pictures with different angles
- Product should also be shot “in use”
- Having human on the picture increases the conversion rate and trust
- Blurry pictures aren’t allowed

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5. Video:

- It is more and more used by potential buyers
- High quality is preferable

5

New product

LANGUAGE :

Select language

TYPE *

☐ Product ☐ Service

TITLE *

Title

FROM

PriceAEDPrice on request

PICTURE

You can add up to 3 images to illustrate your product / service

UPLOAD

UPLOAD

UPLOAD

Télécharger le logo de votre entreprise (4Mo maximum)

VIDEO

DESCRIPTION *

B**I****U**

CHARACTERISTICS OF PRODUCT OR SERVICE

Type	Model	Dimension
Brand	Certification	Label
Origin		

4. COMPANY PROFILE / Products & Services



6. Description: Don't be too technical in the terms you use in the product title, use keywords in Bold format that are likely to be used by potential buyers in the search engine. The same with the Description of your product. This will help to be better ranked and found on Kompas.

Some Tips:

- Minimum of 250 words
- Avoid copy / paste of content from another website
- Talk about the benefit of the product, not just features
- Make it clear what is the brand
- Good to talk about the history of the brand
- Quick FAQ, specific to the product

The Description should start with the following Format as we use it to optimise the Meta Description:

{Product name} - {model if applicable} - {brand} - {Strategic keywords} - {One sentence about the history of the brand - should contain the Company name}

Delivery:

- If the company delivers you should specify it
- Usual shipping time (if applicable)
- if there is an installment option (if applicable)

6

New product

LANGUAGE :

Select language

TYPE *

Product

Service

TITLE *

Title

FROM

Price

AED

Price on request

PICTURE

You can add up to 3 images to illustrate your product / service

UPLOAD

UPLOAD

UPLOAD

Télécharger le logo de votre entreprise (4Mo maximum)

VIDEO

DESCRIPTION *

CHARACTERISTICS OF PRODUCT OR SERVICE

Type

Model

Dimension

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Certification

Label

Origin

4. COMPANY PROFILE / Products & Services



7. Other characteristics: Don't forget to add a link to the product page of your site in case the Buyer wants to find more Information and if you have a Video teaser add it too.

- Fields should be all filled if possible
- The description field can be used also for this purpose if necessary.

8. Category: The results are also based on Kompass classification therefore this section is key to be sure that your product will be well classified and well ranked when a visitor is searching for your products.

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CHARACTERISTICS OF PRODUCT OR SERVICE

Type	?	Model	?	Dimension	?
Brand	?	Certification	?	Label	?
Origin	?				

8

LINK

?

CATEGORY *

☐ 15040 Tables and desks, domestic

☐ 65310 Metal machining contractors

☐ 6531021 Machining services, aluminium

☐ 6531023 Machining services, brass

☐ 6531024 Machining services, copper

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CANCEL

PUBLISH

9. Don't forget to publish!

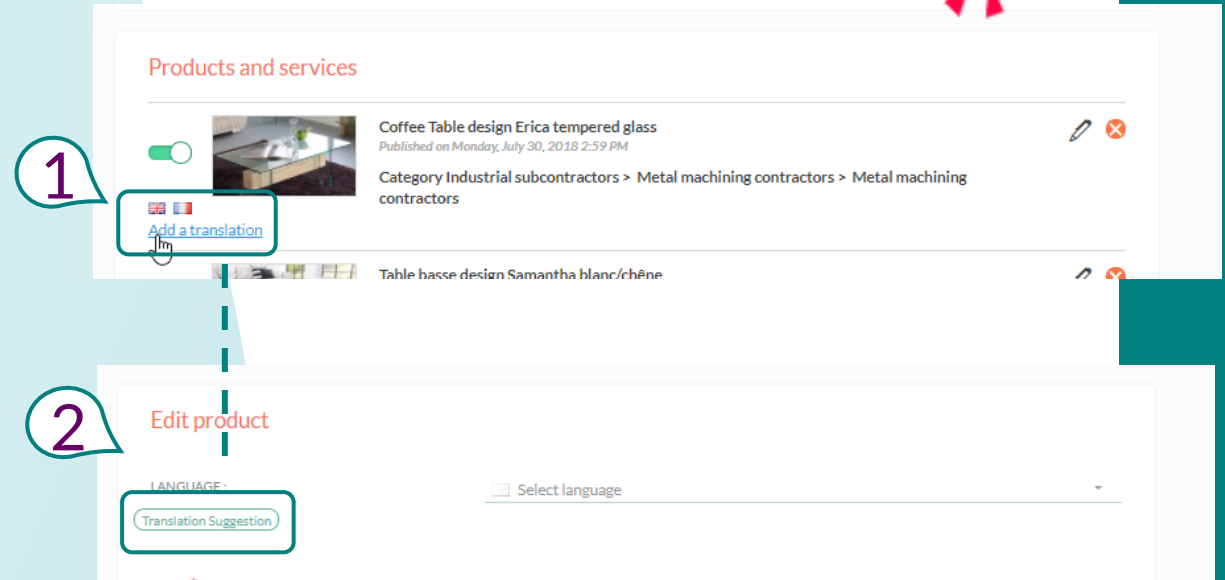
4. COMPANY PROFILE / Showcase your Products & Services



If you are subscribed to **Booster International** translate your products in multiple languages to be sure that you will be better ranked on the more than 60 countries of Kompass.

English is key as it is the **Global Business language** and Importers usually search in English, however if you want to promote your company in specific countries, we highly recommend you translate your products in the Country local language because Buyers start looking in their own language, not only in Kompass but also in Search Engines and we will optimize and index these pages locally.

Example: If you want to promote your products in our French portal, you should translate your profile, products and keywords in “French” to be indexed and found in fr.kompass.com and local search engines.



TIPS

If you don't have your products translated in different languages, no worries, thanks to your **Booster International** subscription, you have at your disposal a **Translation Tool** including 25 languages. How can I use it?

- Create your product in one language, that will be the default language of the product post
- Once your product is published, add a language by editing this form by clicking on **1.) Add a translation** and afterwards **2.) Clicking on the Translation Suggestion** button.

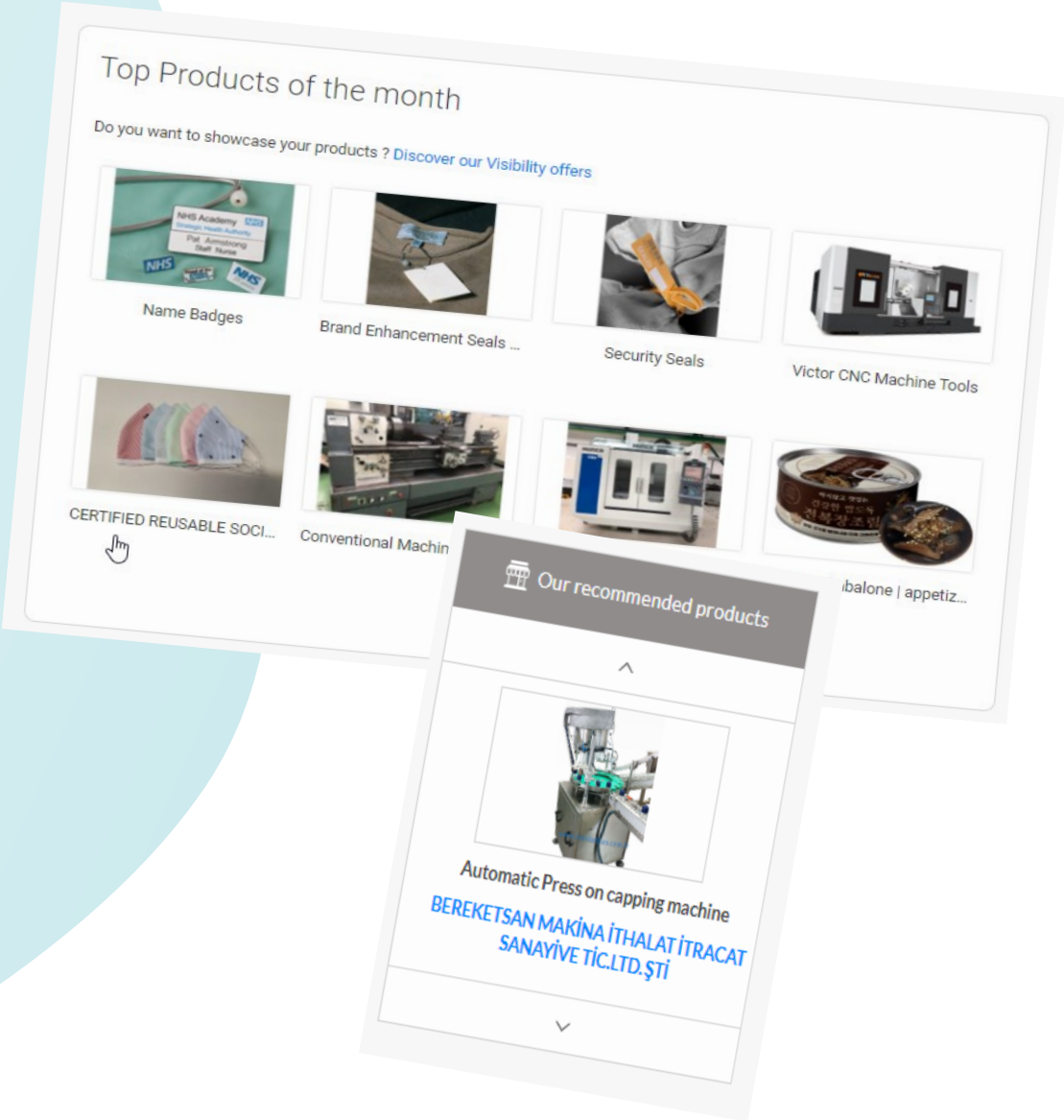
Warning! Only the picture and the category remain the same in all languages. The underlined language is the default one. You can select another one if you want to change the default language

4. COMPANY PROFILE / Showcase your Products & Services

As soon as they are published, your products will be better ranked in Kompass and indexed on search engines.

They will also be displayed on our Homepage “Product Showcase” and on “our Recommended products” sections that are on the Results list pages and on the WebPresence product page.

You'll grab all the page views!!





If you need some help to create your Booster profile,
don't hesitate to contact our local Help Desk.

<https://www.solutions.kompass.com/>