

Make The Most Of Your Online Listing - A Step-by-Step Guide

When consumers search for a local agent on the Association's website, they see multiple listings. They get to pick the agent(s) they want to work with. You want the best possible listing ... so they pick you.

The Association's system allows you to edit your listing at any time. Here are simple-to-follow STEPS and TIPS. Feel free to print this out and follow along.

STEP 1 Go to the Association's website

www.medicaresupp.org

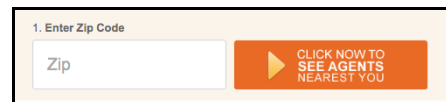
Click the **FIND A LOCAL AGENT** tab



STEP 2 Check your listing

Enter your Zip Code

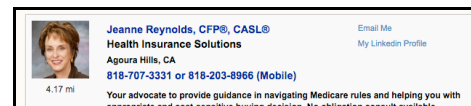
*Is your information correct?
Test your Email link.*



STEP 3 What do your competitors say?

Compare your listing to other agents in your area.

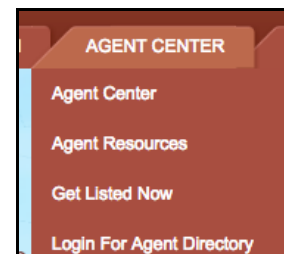
Take note of their descriptions in particular.



STEP 4 Now Log-In to Edit your listing

At the top of the Website
Click the **AGENT CENTER** tab

Then Click on **Login For Agent Directory**



STEP 5 Follow the steps to Log In

The system may log you in automatically. Or, you may be prompted to enter your Email and Password. FORGOT YOUR PASSWORD? Simply click the words Forgot Your Password? Under the Login button.

STEP 6 Now EDIT your listing

HERE ARE SOME TIPS ON CREATING A GOOD LISTING

HAVE A GREAT DESCRIPTION. You have 180 characters (including spaces). Read descriptions used by other agents and use words or phrases that best describe you ... and why a consumer should call you.

INCLUDE A PHOTO. Our conversations with consumers indicate they favor contacting agents who have photos. You don't need one but it could help. If your photo isn't posting ... read the TIPS. Most often, your photo image may be too small.

LINKEDin Link. If the link to your LinkedIn profile doesn't open, it could be because some LinkedIn profiles now have numbers at the end. Go to your actual profile. Copy the top address bar and paste that into the box for your listing.

STEP 7 Save Your Changes *Be sure to click the **SAVE / UPDATE** button after any changes*

Finally check your online listing (See Step 2)

If the changes don't appear ... click your "REFRESH" button ... as some browsers archive prior pages.