

## GIVE CUSTOMERS A SNAPSHOT OF YOUR BUSINESS

White Pages® Online Basics

Help customers get to know you better in an instant. With **White Pages® Online Basics**, customers can get a **clear snapshot** of your business. It's specifically designed to give customers the type of information they commonly look for.

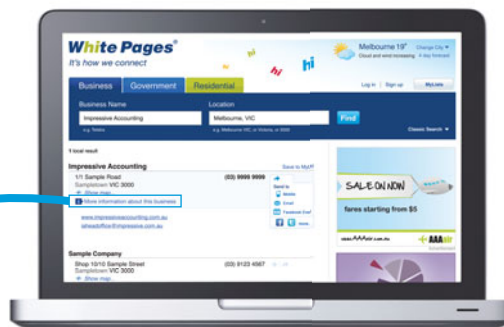


*White Pages® Online is  
Australia's number one  
online directory<sup>1</sup>.*

- ◆ **Be recognised instantly with a full colour logo at the top of the page.**  
Make the most of your visual identity and brand.
- ◆ **Tell customers about your business.**  
The format includes a paragraph you can use as an 'About Us' section.
- ◆ **Drive customers to visit your website.**  
A direct link to your website can drive traffic your way, making it easy for customers to find out more.
- ◆ **Make it easy for customers to get in touch.**  
Link your email address so customers can directly contact you.
- ◆ **Tell customers how you can help them.**  
Use the 'Products & Services' section to clearly bullet point what you can offer, so customers can quickly see how your business meets their needs.
- ◆ **Use images to grab customers' attention.**  
Enhance your listing with two images that promote your products and services.
- ◆ **Let customers know the best times to contact you.**  
A dedicated 'Opening Hours' section makes it easy for customers to know the best time to get in touch.
- ◆ **Help customers find your business.**  
Include map links, parking information and directions to your business' location in the 'Finding Us' section.

*Available on Mobile soon*

## SEE HOW YOU CAN GIVE CUSTOMERS A SNAPSHOT OF YOUR BUSINESS



**White Pages®**  
It's how we connect

hi hi hi



Melbourne 19° Change City ▾  
Cloud and wind increasing 4 day forecast

Business

Government

Residential

Log in | Sign up

MyLists

Business Name

Location



Find

e.g. Telstra

e.g. Melbourne VIC, or Victoria, or 3000

Classic Search ▾

### Impressive Accounting

Impressive Accounting provides a range of services to help you achieve your financial goals. Our team of experienced accountants offer valuable, personalised service and advice. Call your local branch and our friendly staff can meet you at your home or office at a convenient time.

Send us an email using our [email form...](#)

Visit our web site: [www.impressiveaccounting.com.au](http://www.impressiveaccounting.com.au)



Be recognised instantly with your logo

About us section

Email & web links

Bullet point products and services for quick reference

Detailed opening hours

#### Products & Services

- Tax returns and advice
- Shares and investment advice
- Financial planning
- Small business advice
- Retirement advice

#### Opening Hours

<b>Monday – Friday</b>	9.00 am – 5.00 pm
<b>Saturday</b>	12.00 pm – 5.00 pm
<b>Sunday</b>	Closed

#### Finding Us

##### Parking

Visitor parking is available at most of our offices. Additional parking can be found in the streets surrounding our sites with varying council restrictions at each site.

[Show map...](#)

#### Payment Methods

Impressive Accounting accepts cash, personal cheques, EFTPOS, American Express, Visa and MasterCard.

#### Contact Details

1/1 Sample Road  
Sampletown VIC 3000  
[Show map...](#)

Phone: (03) 9999 9999



Promote products and services with images

White Pages® Online Basics

### To find out how to connect with more customers:

- contact your account executive
- call 1800 810 211
- visit [whywhitepages.com.au](http://whywhitepages.com.au)



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